This confidential investor presentation (the "Presentation") is for informational purposes only to assist interested parties in assessing the proposed business combination (the "Business Combination") between CC Neuberger Principal Holdings II ("SPAC") and Griffey Global Holdings, Inc. (together with its subsidiaries, the "Company"). The information contained herein does not purport to be all-inclusive and none of SPAC, the Company or any of their respective employees, officers, directors or affiliates, makes any representation or warranty, express or implied, as to the accuracy, completeness or sufficiency of any information contained herein or the reasonableness of any conclusions that may be drawn from such information.

These forward-looking statements are based on assumptions and estimates made by management of the Company and SPAC, which are believed to be reasonable, but which are inherently uncertain and are subject to known and unknown risks, uncertainties, and other factors that may cause actual results, levels of activity, performance or achievements of the Company or SPAC to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward-looking statements. There can be no assurance that the Company or SPAC will achieve or realize any of the targets or goals described in the forward-looking statements.

These forward-looking statements are made as of the date of the Presentation and are not intended to be and should not be relied upon as a guarantee of future performance or any specific result. The information contained herein does not purport to be all-inclusive and none of SPAC, the Company or any of their respective employees, officers, directors or affiliates, makes any representation or warranty, express or implied, as to the accuracy, completeness or sufficiency of any information contained herein or the reasonableness of any conclusions that may be drawn from such information.

These forward-looking statements include estimates and assumptions regarding, among other things, the anticipated results of operations of the Company and SPAC, the effects of the Business Combination on the combined company and the future performance and value of the combined company's common stock. The forward-looking statements contained herein reflect the Company's and SPAC's current expectations regarding matters that involve risks, uncertainties and assumptions and are not guarantees of future performance. The forward-looking statements contained herein speak only as of the date of this presentation, and neither the Company nor any of its affiliates makes any representation or warranty, express or implied, as to the accuracy, completeness or sufficiency of any information contained herein or the reasonableness of any conclusions that may be drawn from such information.
Disclaimer (Cont’d)

Financial Information

The historical financial information regarding Getty Images, Inc. contained in this Presentation has been taken from proposed pro forma financial statements of Getty Images, Inc. These historical financial statements provide data on a basis consistent with those based on the business combination and the pro forma financial information presented in this Presentation. The historical financial statements have been prepared on a basis consistent with the financial statements of SPAC and its subsidiary and do not differ materially from those that would have been prepared in accordance with generally accepted accounting principles (GAAP). These historical financial statements have been prepared in a manner consistent with the financial statements of SPAC and its subsidiary and do not differ materially from those that would have been prepared in accordance with GAAP. These historical financial statements have been prepared in a manner consistent with the financial statements of SPAC and its subsidiary and do not differ materially from those that would have been prepared in accordance with GAAP.

Use of Projections

This Presentation contains financial projections for the quarter ending on June 30, 2022 and the fiscal year ending on December 31, 2022, which are based on certain assumptions and estimates. In addition, projections, assumptions, and estimates of the future performance of the markets in which the Company operates, as well as its estimated operating results, have been based on assumptions and estimates regarding future market conditions, competitive and economic factors, and other matters that are subject to significant uncertainty and risk. The use of these projections, assumptions, and estimates is inherently uncertain and actual results may differ materially from those projected.

Industry and Market Data

This Presentation contains statistical data and other statistical data made available by independent parties and by the Company relating to market size and growth and other data about the Company’s industry. This data includes a number of assumptions and limitations, and you are cautioned not to place undue reliance on any data contained in this Presentation.

For a description of the risks associated with an investment in the Company, including with respect to its business and operations, we refer you to the “Risk Factors” section in the Appendix to this Presentation.
Significant Value Creation Opportunity

1. Attractive Subscription Business Model
   - Accelerate recurring growth momentum
   - Further penetrate and expand enterprise subscriptions and unlock significant future upside

2. Corporate Customer
   - Drive go-to-market strategy and momentum in penetration across corporate customers
   - Continue expansion across customer white space
   - Continue expansion across customer white space

3. Video Upsell Opportunity
   - Capture compelling video upsell potential driven by customer demand and product innovation
   - Grow high-value video customer base with substantial remaining headroom for expansion
   - 3. Based on Jefferies' forecast of $80bn+ NFT market by 2025.
   - Drive go-to-market strategy and momentum in penetration across corporate customers
   - Continue expansion across customer white space
   - Continue expansion across customer white space

4. Partnerships, M&A and NFTs
   - Pursue several actionable levers to achieve further revenue growth upside (e.g., exclusive partnerships, strategic M&A, new product offerings, geographic expansion and NFTs)
   - 10bps of NFT market share in 2025 represents ~$80mm of revenue.

5. AI/ML & Data Analytics
   - Enhance market leadership position through continuous growth in content and innovation, powered by scaled & proprietary data
   - Leverage sponsor experience in AI/ML to enhance data-driven organizational focus

6. Strong Marketing
   - Unlock revenue upside from marketing investment
   - Address international white space
   - ~1% increase in marketing spend as a percentage of revenue yields ~$60m of incremental...
Transaction Overview

- Enterprise value of $4.8 billion, 15.2x FY 2022E Adj. EBITDA based on guidance midpoint of $315 million 5
- Existing Getty stockholders (other than Koch Equity Development ("KED")) will roll 100% of their existing stake and own (with KED) approximately 63% of the pro forma company. 65 million earn-out shares of the pro forma company to be issued subject to certain vesting conditions (with one-third vesting at $12.50, one-third vesting at $15.00 and one-third vesting at $17.50).
- KED will equitize $150 million of preferred equity into 15 million common shares.
- 20% of the existing founder shares will be subject to certain vesting conditions, with half vesting at $12.50 and half vesting at $15.00.
- $225 million PIPE consisting of $100 million from the CCNB2 sponsor, $50 million from the Getty family, and $75 million from Multiply Group.
- Transaction expected to close in H1 2023.

### Cash Sources and Uses

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>Transaction Sources</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transaction Sources</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CCNB2 Cash in Trust</td>
<td></td>
<td>$828</td>
</tr>
<tr>
<td>CCNB2 FPA</td>
<td></td>
<td>200</td>
</tr>
<tr>
<td>PIPE Investors</td>
<td></td>
<td>225</td>
</tr>
<tr>
<td>Balance Sheet Cash</td>
<td></td>
<td>199</td>
</tr>
<tr>
<td><strong>Total Sources</strong></td>
<td></td>
<td><strong>$1,452</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>Transaction Uses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Existing Debt Paydown</strong></td>
<td></td>
<td>$651</td>
</tr>
<tr>
<td>KED Preferred Paydown</td>
<td></td>
<td>589</td>
</tr>
<tr>
<td>Cash to Balance Sheet</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>Transaction Expenses 3</td>
<td></td>
<td>112</td>
</tr>
<tr>
<td><strong>Total Uses</strong></td>
<td></td>
<td><strong>$1,452</strong></td>
</tr>
</tbody>
</table>

### Pro Forma Valuation and Owners

(Shares and $ in millions)

<table>
<thead>
<tr>
<th>Pro Forma Shares Outstanding 7</th>
<th>Share Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PF Equity Value</strong></td>
<td>(+) PF Debt</td>
</tr>
<tr>
<td><strong>PF Enterprise Value</strong></td>
<td></td>
</tr>
<tr>
<td>PF EV / 2022E Adj. EBITDA 5</td>
<td></td>
</tr>
<tr>
<td>PF EV / 2022E Revenue 4</td>
<td></td>
</tr>
<tr>
<td>PF Net Debt / 2022E Adj. EBITDA 4 5</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** All balance sheet items reflect net deferrals as of 3/31/2022, unless otherwise noted. Share count includes 25.0 million common shares including 5.14 million founder shares, 4.07 millionPIPE shares related to $50 million PIPE investment from Multiply Group, 3.90 million PIPE shares related to $100 million PIPE investment from Multiply Group, 11.0 million PIPE shares related to $75 million PIPE investment from Multiply Group, and 0.5 million PIPE shares related to $5 million PIPE investment from Multiply Group.

**Existing Stockholders:** Sponsor (8%), Institutional PIPE (2%), SPAC FPA Investors (5%), Getty Images & CCNB2 transaction costs. **New Stockholders:** Getty Stockholders (63%), Public PIPE (17%), SPAC (14%).
Section 1: Business Overview
Preeminent Global Content Creator and Marketplace

Content Consumers

- 200+ Countries & Territories
- 2.3bn+ Searches / Year
- ~46% FY'21 Subscription Revenue
- 458k+ New Customers / Year

Content Creators

- 300 Content Partners
- 450k+ Contributors
- 80k+ Exclusive Contributors
- 120+ Staff Photographers & Videographers

Scalable Global Platform

- Best-in-Class Technology: Unified, and Extensible
- 477mm+ Total Assets
- Cloud-Based
- 400+ Tech Resources
- Proprietary Data Innovation Engine
- 540+ API Integrations

Notes:
1. New Customers / Year based on Getty Images FY'21 data. The number of API integrations, inclusive of Unsplash, exceeds 16k.
2. gettyimages.com is currently in 12 languages.
The Getty Images Business at a Glance

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$919mm FY'21A Revenue</td>
</tr>
<tr>
<td>Searches Per Year</td>
<td>~2.3bn+</td>
</tr>
<tr>
<td>API Integrations</td>
<td>16,000+</td>
</tr>
<tr>
<td>Cost of Revenue as a % of Revenue</td>
<td>~73% FY'21A</td>
</tr>
<tr>
<td>Total Assets</td>
<td>477mm+</td>
</tr>
<tr>
<td>New Customers per Year</td>
<td>458k+</td>
</tr>
<tr>
<td>Exclusive Content Revenue</td>
<td>~69%</td>
</tr>
<tr>
<td>Exclusive Contributors</td>
<td>80k+</td>
</tr>
<tr>
<td>Staff Photographers and Videographers</td>
<td>120+</td>
</tr>
<tr>
<td>Adj. EBITDA Margin</td>
<td>~34% FY'21A</td>
</tr>
<tr>
<td>FY'21A Subscription Revenue</td>
<td>~46%</td>
</tr>
<tr>
<td>Revenue Derived from Pre-2020 Images</td>
<td>&gt;50%</td>
</tr>
<tr>
<td>Total Assets</td>
<td>477mm+</td>
</tr>
<tr>
<td>New Customers per Year</td>
<td>458k+</td>
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<td>120+</td>
</tr>
</tbody>
</table>

Note: Searches, Visitors, Assets, Contributors, and Staff data for Getty Inc. are annualized as of Q3'21, excluding Unsplash. Please see appendix for a reconciliation of non-GAAP measures. New Customers per Year based on FY'21.
Section 2: Company Highlights
Company Highlights

1. Vast Demand for Visual Content with Significant Whitespace
2. Compelling Value Proposition to Clients
3. Premium Content Offering Across Creative and Editorial
4. Growing Customer Subscription Focus
5. Reinvigorated Go-To-Market Strategy Bolstered by Improved Marketing Deployment and Accelerated ROI
Overview of Market Opportunity

Global Creative Economy

- **Global Visual Content Production**
  - $60bn in digital video ad spend projected to grow to $111bn by 2024
  - $100bn OTT market expected to reach $194bn in 2025 (14% CAGR)

- **Global Digital Content Market**
  - 2019-2026 CAGR of 12.9%
  - 16% US Digital Advertising Investment CAGR '20-'24

- **Global Pre-Shot Image and Video TAM**
  - $10.6 Billion
  - '21 to '26 CAGR of ~6-7%

Compelling Opportunity: Supported by Growing Corporate Segment and Content Creation Economy

- **61%**
  - Of Small Businesses Invest in Social Media Marketing

- **74%**
  - Of In-House Creative Teams were Created in the Last 5 Years

- **~47mm**
  - Amateur and ~2mm Professional Creators

1. From a study by Third Party Consultant, October 2021. 2020 TAM figure includes North America, EMEA and ROW.
4. $100bn OTT market expected to reach $194bn in 2025 (14% CAGR).
5. Global Creative Economy Global Digital Content Market '19 to '30 CAGR of 12%
6. 16% US Digital Advertising Investment CAGR '20-'24
7. '21 to '26 CAGR of ~6-7%
Compelling Value Proposition to Clients

**Corporations**
- Advertising & social media
- Sales materials & product presentation
- Company website & content
- Internal communications

**Media**
- Movies, television, and online videos
- Photo galleries & sets
- Articles & books
- Learning & other related content

**Age**
- Advertising
- Political
- Public
- Sponsorship

- ~52%
- ~29%

**Creativity and Innovation**
Simple and scaled access to high-quality visuals and talent, plus easy customization / optimization across projects

**Cost Efficiency**
Significantly reduced investment, environmental impact, and administrative burden relative to in-house / third-party creation

**Convenience**
Best-in-class, scaled infrastructure offering customers a one-stop shop for instant content access and maneuverability

**Reduced Risk**
Avoidance of production / access risks, authenticity / copyright risks, and commercial release risks across jurisdictions

Denotes percentage of 2021 revenue. Simple and scaled access to high-quality visuals and talent, plus easy customization / optimization across projects.

Significantly reduced investment, environmental impact, and administrative burden relative to in-house / third-party creation.

Best-in-class, scaled infrastructure offering customers a one-stop shop for instant content access and maneuverability.

Avoidance of production / access risks, authenticity / copyright risks, and commercial release risks across jurisdictions.
3 Comprehensive Product Offering Across the Value Spectrum

**gettyimages**
- Premium creative and editorial content, including video, offered mainly to Enterprises
- Preeminent Editorial offering with 50+ premium content partners, a comprehensive archive, and a dedicated team of 295+ employees
- Premium Access plans offering frictionless access across all content in one subscription

**iStock**
- Budget-conscious creative stills and video across basic to premium plans and various credit packs
- Customers are primarily self-serve small and medium-sized businesses ("SMBs")
- Unique among competition with extensive exclusive content

**Unsplash**
- Expansive free stock photo collections targeted to high-growth prosumers and semi-professional creators
- Significant and geographically diverse site traffic
- Deep API integrations across 16k+ creative services and platforms

---

*Note: Getty images acquired Unsplash on 4/1/21.
1 As of December 2021.*
Differentiated, Exclusive and Sustainable Creative Offering

~65% of Revenue (~42% Annual Subscription)
Unique Exclusive Content With 170mm+ Commercially Released Royalty Free Digital Assets

Active vs. Passive Approach

85+
Global Creative Team Members
Providing Briefing and Art Direction
to Exclusive Contributors

Investment in Proprietary Research

Evolution of Core Concepts and Visual Trends
Understanding of Authentic Depiction
Validation and Credibility Through Exclusive Partnerships

Differentiated Content with Disproportionate Returns

60%+ ¹
Revenue from Exclusive Content

Exclusive Contributor and Content Partners

75k+ Exclusive Creative Contributors

Note: All data as of FY21, unless otherwise noted. Revenue split percentages noted at end of FY21 due to acquisition and Other Revenue, which accounts for ~2% of total revenue, reducing certain retired products and which is not shown above.

¹ Exclusive Creative Content Revenue as of FY21.
• **2.3Bn searches** each year on our sites
• **794k licencing customers**
• A global insights team conducting proprietary visual research
• Regular surveys of **7,000+ consumers in 17 languages across 25 countries**

Creative Insights from our expert creative visual team
External Custom market research
Search Data from gettyimages.com and istock.com

Note: All data based on Getty Images and iStock as of Q4 2021, excluding Unsplash.
Australia/New Zealand

gettyimages
Germany
10 years ago

5 years ago

Now
Key Partnerships

AARP
BBC
Verizon

Glad
Women Sport
Dove

See Her
#Unstereotype Alliance
The Disability Collection
Project #ShowUs
Unique and Scaled Editorial Offering

- Unmatched Scope and Scale of Coverage
  160k+ Events per Year Across News, Sport and Entertainment

- Award-Winning Specialists
  120+ Staff Photographers and Videographers

- 50+ Premium Content Partners
  - Disney
  - CNN
  - BBC
  - Bloomberg
  - The Boston Globe

- Comprehensive
  135mm+ Images Across Geographies, Time Periods and Verticals

- Deep Expertise and
  295+ Dedicated Editors
  3+ Decades of Editorial-Specific Focus

- Exclusive Rights and
  Managed Digital Assets

- ~33% of Revenue (~54% Annual Subscription)

- Global Scope and Scale Across 160k+ News, Sport and Entertainment Events Annually

- ~33% of Revenue (~54% Annual Subscription)

- ~33% of Revenue (~54% Annual Subscription)

- ~33% of Revenue (~54% Annual Subscription)
Growing Customer Subscription Focus

Annual Subscription Revenue

- FY15A: ~29%
- FY17A: ~36%
- FY19A: ~44%
- FY21A: ~46%
- Long Term Run-Rate: 60%

Historically Strong Retention

~105%²
By Revenue
FY21

Complete Range of Subscription Products Growing Customer Subscription Focus

Comprehensiveness of Offering

1. Annual subscription product revenue as a percentage of total revenue (excluding certain retired products).
2. Based on annual subscription revenue for FY20, historically calculated based on LTM. FY20 booked revenue. For example, FY21 retention represents FY21 booked revenue to FY20 booked revenue.
### Efficient New Customer Acquisition Powering High-ROI Growth

**Significant acceleration in acquisition engine efficiency**

<table>
<thead>
<tr>
<th><strong>New customers per million dollars of digital marketing spend</strong></th>
<th>FY2019</th>
<th>FY2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>~6,000</td>
<td></td>
<td>~10,000</td>
</tr>
<tr>
<td>+60%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>New customer revenue for every dollar of digital marketing spend</strong></th>
<th>FY2019</th>
<th>FY2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>~1.0x</td>
<td></td>
<td>~1.5x</td>
</tr>
<tr>
<td>+50%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Customer acquisition cost (CAC)</strong></th>
<th>FY2019</th>
<th>FY2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>~$160</td>
<td></td>
<td>~$104</td>
</tr>
<tr>
<td>~35% decline</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

1. New customer revenue divided by digital marketing spend for the respective periods.
2. Customer Acquisition Cost (CAC) defined as Total Digital Marketing Spend divided by Total Customers Acquired in the period.
3. FY2019 figures include certain retired products.
4. 2019 figures reflect certain minor corrections.
Section 3: Value Creation Opportunity
Capturing Growth in the Corporate Segment

**Compelling Growth Opportunity**
- Drive corporate penetration and higher ARPU
- Leverage growing insourcing of corporate creative work

Penetration of Top 3,000 Global Corporations
- 50% Customer w/ Revenue > $50k p.a.
- 45% Customer w/ Revenue < $50k p.a.
- 5% No Direct Relationship

**Sales Force Optimization**
- Incentive structure to target corporate customers and cross-sell
- Continually improving sales force efficiency

**Management Unlocking Value**
- Alignment of sales force and marketing
- Positioned to win new logos and customer service focused to drive customer conversion and loyalty
- Custom Content driving high ARPU
- Continually improving sales force efficiency
Custom Content
Brand and product content made simple and scalable
Elevated, Exclusive Brand Content

On-brief, product inclusive imagery and video that resonates with consumers and keeps our customers ahead of the curve.

Solving customers’ production challenges:
- Speed
- Cost
- Quality
- Depth
- Differentiation

Driving meaningful business outcomes:
- Strong AOV
- Cost of Revenue as a % of Revenue consistent with royalty-free
- Repeat business, recurring revenue

gettyimages
Built on the Strength of Getty Images

Operational experience that customers can trust

Data-driven insights that ensure relevance and differentiated creative

450k+ global contributors

80k+ exclusive contributors
Trusted by the world’s biggest brands
"We had over 1,000 images from our Custom briefs – if we did a traditional shoot, there is no way we would have access to this amount of quality images..." - Global Apparel Company

"The image quality is excellent, as one would expect, but I also became acutely aware of how Getty’s customized contents facilitate the rationalization of time-frame and cost..." - Global Home Appliance Company

"Just saw all the galleries come in for the accessible brief and they’re wonderful. Absolutely smashed it, literally just about brought me to tears. Thanks so much..." - Global Travel Platform

"What's great about Custom Content is you don't need to have a design background to commission a shoot. You put in a brief and get really great results..." - Multinational Financial Services Company
Capitalizing on Secular Tailwinds in Video

- Increased Video Demand and Cross Promotion on Website Experiences
- Expanded Sales Emphasis Across Production Segment

Continued Investment In...
- Image Partners
- Owned Editorial
- User Generated Content

Attractive Customer Trends...
- Higher Consumption
- Higher Spend Patterns
- Quality of Underlying Customer Profile

Music integrated into subscriptions providing additional value and upsell opportunity

Note: Video penetration data as of FY 2021.

+43% FY'21 YoY Growth

+19% FY'21 YoY Growth
Video Penetration Leading to Positive Customer Outcomes

Significant Video Opportunity Driven by Product Innovation and Strong Customer Demand for Video Content
Results in Increasingly Attractive Penetration, Utilization and Spend Patterns

iStock Video Editor and Premium Plus Video subscription introduced in 2021 to meet growing video demand

First-time video customers spend more after their first video purchase

First purchase video customers increasingly grow spend in subsequent year

% Growth in Spend After First Video Purchase

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>51%</td>
<td>96%</td>
</tr>
</tbody>
</table>

% Mix of Existing Customer Growers/Decliners After First Video Purchase

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat/Decliners</td>
<td>34%</td>
<td>24%</td>
</tr>
<tr>
<td>Growers</td>
<td>66%</td>
<td>76%</td>
</tr>
</tbody>
</table>
Additional 1% of marketing spend as a percentage of revenue drives estimated $60mm of new revenue or ~7% incremental growth.

HIGH VALUE CUSTOMERS...

...COMBINED WITH HIGHLY PROFITABLE REVENUE FLOW-THROUGH.

...PROVIDE FOR SIGNIFICANT VALUATION UPGRADE POTENTIAL (vs. ~$368 for SSTK).

Higher FY'21 EBITDA margin (+9% for SSTK).

Unlocks significant growth potential (~3x greater average revenue per customer for SSTK).

Highly attractive upside for Getty Images at the "turn of a dial" driven by compelling unit economics.

Source: Company filings and company information.
1 Getty Images and Shutterstock based on 2021 financials.
2 Illustrative revenue opportunity based on unit economics of FY... defined as Total Digital Marketing Spend divided by Total Customers Acquired in the period.
3 Additional 1% of incremental marketing spend as a percentage of revenue drives estimated ~$60mm of new revenue, or ~7% incremental growth.
4 Potential opportunity
5 Assumes additional marketing spend is fully utilized and increases FY'2021 OCF by $100 million, based on historical average 10-year period.
6 Adjusted for EBITDA margin and average revenue per customer.
7 Higher FY'20 EBITDA margin (+9% for SSTK).
Vast Opportunity to Increase Penetration Across High Growth Markets

Strong brand reputation, existing content and technology capabilities and marketing focus underpin future growth potential in Rest of World markets.

Significant opportunity to focus sales and marketing spend to capture share of rapidly expanding RoW wallet.
Unsplash is the image asset platform for the creative long-tail

- 102mm+ Monthly Image Downloads
- ~1.7m Searchable Photos
- 6x more Downloads than SSTK’s Paid Downloads
- 16k+ Integrations Into Platforms and Workflows
- 3102mm+ Monthly Image Downloads
- 277k+ Contributors
- 24mm+ Monthly Site Visitors
Strong Brand Equity and Global Footprint

- Approximately half of traffic from direct or branded SEO.
- Significant footprint of API platform integrations:
  - +16k partners
  - Nearly 50% of total Unsplash downloads in 2021
Monetization: Advertising

Direct Ads: Reach over 288 million content creators per year.

[Image: Unsplash search bar with text: "Your productivity cloud across work and life."]
Monetization: Advertising

Native Ads: Reach targeted audiences in places you can't buy traditional impressions.
Monetization: Advertising

- Advertisers: leading creative platforms including Microsoft, Mailchimp, Squarespace; other Fortune 500 brands in the largest brand advertising verticals (CPG, Consumer Tech, Food&Bev)
- Average campaign size growth: +110% year over year (2020-2021)
Monetization: API Freemium

- Unsplash offers a complete self-serve API - entry point for developers to start incorporating stock images.

- Q4 2021: Rolled out API monetization model for highest consuming platforms.
  - +40 partners signed immediately

- Will drive additional API revenue by satisfying demand with expanded content and rights premium subscriptions.
Monetization: Affiliate with planned transition to Consumer Subscription

- Currently offering expanded content and protections via iStock Affiliate model.
- Planned transition from Affiliate to Consumer Subscription model.
- On-site subscription will provide Unsplash users more cohesive experience.
Unique Position and Assets Provide Additional Growth Opportunities

Partnerships and M&A

Assets
- Brands
- Content
- Customer base
- Website traffic
- Salesforce
- Technology platform
- Data

Opportunities
- New content libraries
- Expanded content types
- Geographic penetration
- Category acceleration
- Related services

Web 3.0

Assets
- Owned archive
- Exclusive contributor community
- Exclusive partners and rights
- Editorial capabilities
- Licensing scale

Opportunities
- Expanded licensing opportunities
- Company-branded NFT offerings and marketplace
- Virtual coverage

Data Offerings

Assets
- Scaled interaction data
- Proprietary research
- Deep metadata
- Technology platform
- Unique content library
- Quality
- Depth and breadth
- Updated
- Released

Opportunities
- Training sets
- Customer-facing data offerings
- Computer vision services

These growth opportunities are not reflected in forward guidance
Data Signals

Customer Signals
- Search Phrases
- Image and Video Impressions and Interactions
- Asset Detail Page Views
- Comps and Downloads
- Customer data including industry, geography, trends

Large Volumes through Getty Images, iStock and API
- 2.3 billion searches annually through Getty Images and iStock
- Site searches may have up to 60 impressions
- Over 5 billion searches annually via API

Data Refinement
- Data science team refines this data into usable information
- Data powers key systems including search
- Leveraged by internal insights tools to inform Content team and Contributors

Note: All data based on Getty Images and iStock through Q4 2021, excluding Unsplash. 1. An image search on Getty Images' website yields up to 60 images per page.
How we use our data

1. **Search Algorithms**
   - Controls positioning within search engine
   - Customer interaction has direct effect on content position
   - As content becomes less relevant, it drops in search ranking
   - New content will fill the gaps to keep search fresh

2. **Content**
   - Inform Contributor community about market demand
   - Changes in subject matter desired by customers
   - Style trends within the industry
   - Combined with proprietary research to create industry-leading insights

3. **Customers**
   - Engage Customer with new Visual Insight Tools
   - Currently building a new data insights tool for customers to use directly
   - Enables customers to explore active trends, changes over time, by industry and region
Customer Tools

Interest Over Time

Interest is an index based on the total number of relevant searches. 100 interest is the most-searched for term compared to all others meeting the same parameters.

Note: Interest Over Time is a feature within a data tool that Getty Images is working to develop in 2022.
Interest By Industry
This chart shows interest in your term across the selected industries. We index the results, with 100 showing the industry that had the highest proportion of interest across all relevant searches.

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business &amp; Consumer Services</td>
<td>100</td>
</tr>
<tr>
<td>Financial Services</td>
<td>45</td>
</tr>
<tr>
<td>Agencies</td>
<td>40</td>
</tr>
<tr>
<td>Technology</td>
<td>32</td>
</tr>
<tr>
<td>Healthcare &amp; Pharmaceuticals</td>
<td>20</td>
</tr>
</tbody>
</table>

Showing 1 - 5 of 7 Industries

People Also Searched For

Popular Visuals Related to this Term

Note: Interest By Industry is a feature within a data tool that Getty Images is working to develop in 2022.
Interest By Country

This chart shows interest in your term in the selected regions. We index the results, with 100 showing the regions where your term had the highest share of interest across all relevant searches. Hover over a country in the map to see its interest score.

<table>
<thead>
<tr>
<th>Country</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hungary</td>
<td>100</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>60</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>43</td>
</tr>
<tr>
<td>India</td>
<td>25</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>21</td>
</tr>
<tr>
<td>United States</td>
<td>10</td>
</tr>
<tr>
<td>Canada</td>
<td>16</td>
</tr>
<tr>
<td>Brazil</td>
<td>14</td>
</tr>
</tbody>
</table>

Showing 1 - 8 of 8 Countries

Note: Interest By Country is a feature within a data tool that Getty Images is working to develop in 2022.
Our Mission: Move the world

Our Culture and Values:
We are trustworthy, transparent, and honest
We always raise the bar
We collectively bring solutions
We care, are kind, courteous, and respectful
We reject biased behavior and discrimination
We are inclusive of different voices, perspectives, and experiences
We are one Getty Images with no silos
We deliver on our commitments and commercial goals
We put the customer at the heart of everything we do
Our Goal: To Be One Of The Best Places To Work Globally

- Passion for Mission and Colleagues
- Diversity and Inclusion
- Professional Development
- Social Responsibility
- Rewards and Recognition
- Leadership Principles
- Flexibility
Example: A Deep and Substantive Commitment to Diversity and Inclusion

D&I Vision - A Getty Images whose employees, contributors, and imagery reflects the diversity of our customers and markets around the globe. Our culture enables individuals to come to work as themselves, be treated with respect and be given equal opportunities, and will ensure their perspectives and experiences are inclu.

- Coverage investments (e.g., women’s sport)
- Expanded diversity behind the lens and editing staff
- Ongoing archival review to reflect contemporary societies
- Research and briefing in support of authentic and positive depiction of under-represented communities
- Partnerships to complement, validate and amplify

Content

- Embedded with core company culture principles (i.e., Leadership Principles)
- Global employee advisory committee on Diversity and Inclusion
- Employee onboarding, training and engagement sessions
- Mentoring programs across underrepresented employee communities
- Support of employee resource groups around shared identities, perspectives and experiences
- Broad-based translation of communications and all-company meetings

Culture

- Expanded sourcing to tap into historically underrepresented employee populations
- Expanded collection of demographic data
- Enhanced transparency in data and reporting
- Promotion, merit and compensation fairness reviews
- Strengthen benefits (e.g., gender transition support, fertility support, generous parental leave)

Representation

- Publish customer-facing research via VisualGPS
- Regular webcasts on research
- Investments to reduce bias and increase diversity in search algorithms and results
- Introduction of customer-facing search capabilities and features

Customer Experience

 GettyImages
Example: HBCU Partnerships and Grant Program

- Initial program funding via Getty Family trusts and Stand Together
- Grants to secure HBCU’s visual history
  - Preservation
  - Digitization
  - Metadata
- Content representation by Getty Images
  - Expanded story-telling
  - Revenue and royalty generation
- Reinvestment
  - Expanded preservation and participation
  - Scholarship funding in partnership with UNCF
Example: Employee Flexibility

- Implemented Flexible Working Principles prior to COVID-19
- Significant technology investments in support of employee flexibility
  - Laptops
  - Home monitors
  - VOIP systems
  - Communication applications (e.g., Zoom, Slack, etc.)
- Training and information access in support of out-of-office staff management and experience
- Investments in employee well-being programs
- Post-COVID expansion of work-from-home
  - Over 75 percent of staff choosing to work remotely more than 50 percent of the time
  - Revised offices and benefit offerings in support of various employee work preferences
  - Altering traditional office-led employee morale and connection programs
Translating to Business Impact: Employee Engagement

Improvements translate to improved employee productivity aligned to revenue growth and cost efficiency with high levels of retention (2021 Attrition Rate = 11.3 percent)
Section 4: Financial Overview
Financial Highlights

1. Highly Durable, Recurring Subscription Base with Strong Retention Rates

2. Strong Margins and FCF Conversion

3. Favorable Operating Metrics as Compared to Key Industry Peers and Competitors

4. Resilient, Diversified Business Mix and Flexible Cost Structure Enables Ability to Navigate Varying Economic Conditions

5. Sustainable Long-Term Financial Algorithm and Ability to Further De-lever
Summary Financial Overview

Revenue ($ in millions)

% Subscription: 36% 39% 44% 46% 46% 46%

5.3% CAGR (FY 2017 - FY 2022E)

FY17A FY18A FY19A FY20A FY21A FY22E
$749 $815 $825 $812 $919 $955

% Growth: 3% 9% 1% (2%) 13% 5%

Creative Editorial Other

Revenue less Cost of Revenue ($ in millions)

5.5% CAGR (FY 2017 - FY 2022E)

FY17E FY18A FY19A FY20A FY21A
$532 $583 $588 $587 $671

71.0% 71.6% 71.2% 72.3% 73.0%

% margin

Strong average annual growth despite COVID effect on Editorial

Note: All figures include certain intangible products. Please see appendix for reconciliation of non-GAAP measures.
FY20A - FY20E revenue growth rates and FY17 - FY20E revenue and cost of revenue as % of revenue or CAGR are based on the midpoint of FY21E guidance ranges.
Summary Financial Overview (Cont’d)

Adj. EBITDA² ($ in millions)

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Adj. EBITDA²</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY17A</td>
<td>$167</td>
</tr>
<tr>
<td>FY18A</td>
<td>$211</td>
</tr>
<tr>
<td>FY19A</td>
<td>$245</td>
</tr>
<tr>
<td>FY20A</td>
<td>$271</td>
</tr>
<tr>
<td>FY21A</td>
<td>$309</td>
</tr>
<tr>
<td>FY22E</td>
<td>$310</td>
</tr>
</tbody>
</table>

13.5% CAGR (FY 2017 – FY 2022E)³

Free Cash Flow⁴ ($ in millions)

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Free Cash Flow⁴</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY17A</td>
<td>$110</td>
</tr>
<tr>
<td>FY18A</td>
<td>$162</td>
</tr>
<tr>
<td>FY19A</td>
<td>$200</td>
</tr>
<tr>
<td>FY20A</td>
<td>$226</td>
</tr>
<tr>
<td>FY21A</td>
<td>$260</td>
</tr>
</tbody>
</table>

18.9% CAGR (FY 2017 – FY 2022E)²

% Conversion³: 65.6% 76.9% 81.4% 83.4% 84.1%

Capex: $64.3 $52.4 $45.5 $44.9 $49.3

Capex % of revenue³: 7.7% 6.0% 5.5% 5.5% 5.4%

Note: Please see appendix for reconciliation of non-GAAP measures.

² Adj. EBITDA is defined as GAAP EBITDA adjusted for one-time and certain recurring items.
³ Adj. EBITDA margin is defined as revenue excluding certain retired products / FY17 - FY22E CAGR.
⁴ Free Cash Flow is defined as Adj. EBITDA – Recurring Capex.
⁵ % Conversion is defined as Free Cash Flow / Adj. EBITDA.
⁶ Includes one-time capex items of ~$7 million related to Salesforce implementation.
⁷ Based on recurring capex divided by revenue excluding certain retired products.
Growth is Accelerating

Creative has accelerated from 6% to 15% growth, driven by simplicity of RF Stills and growth in Video.

Adjusted for COVID impacted products; Editorial growth has strengthened.

Reported Growth is Accelerating Creative has accelerated from 6% to 15% growth, driven by simplicity of RF Stills and growth in Video. Adjusting for COVID impacted products, Editorial growth has strengthened. Overall company growth has tripled.

1% growth excluding certain retired products. 2% growth excluding COVID impacted products. 3% growth excluding certain retired products and COVID impact. 10.3% 6.8% - 0.8% 5.1% CAGR 2017 - 2019

Reported FY19 vs. FY21 Impact of Excluding COVID Affected Products

4.0% 7.2% 3.2% CAGR 2017 - 2019 FY19 vs. FY21 Reported Impact of Excluding COVID Affected Products

Impact driven primarily by reduction in sporting and entertainment events.

Accelerated New Customer Growth

Optimized Sales Organization

Fully Transitioned to Royalty Free Creative Model

Full Complement of Subscription Offerings

Introduction of Custom Content

Creative Revenue Growth 15.3%

Editorial Revenue Growth

Total Company Revenue Growth 4.8%

CAGR 2017 - 2019

Impact of Excluding Certain Retired Products

Impact of Excluding COVID Affected Products
## Differentiated on Business and Performance

<table>
<thead>
<tr>
<th></th>
<th>gettyimages</th>
<th>shutterstock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Revenue Growth</td>
<td>12.3%</td>
<td>&gt; 10.8%</td>
</tr>
<tr>
<td>% Subscription Revenue</td>
<td>46%</td>
<td>&gt; 41%</td>
</tr>
<tr>
<td>Average Revenue Per Customer</td>
<td>$1,158</td>
<td>&gt; $368</td>
</tr>
<tr>
<td>Adj. EBITDA Margin</td>
<td>33.7%</td>
<td>&gt; 25.0%</td>
</tr>
<tr>
<td>Premium Editorial Content Partners</td>
<td>50+</td>
<td>&gt; &lt;10</td>
</tr>
<tr>
<td>Exclusive Contributors</td>
<td>80k+</td>
<td>&gt;</td>
</tr>
</tbody>
</table>

Source: Company Management, Public Filings, Note: Data as of FY'21, unless otherwise noted. Getty Images' growth calculations are based on direct bookings impact and net new organic ARR. Organic growth calculations are based on direct bookings impact and net new organic ARR. Get premium margin is based on revenue excluding certain non-GAAP revenues. Adj. EBITDA margin is based on revenue excluding certain non-GAAP revenues. Please see appendix for a reconciliation of non-GAAP measures.
**Getty Images Excels Across Key Performance Indicators (Cont')**

**Image Collection (In millions)**
- FY17A: 322
- FY18A: 362
- FY19A: 400
- FY20A: 426
- FY21A: 458

**Video Collection (In millions)**
- FY17A: 7
- FY18A: 9
- FY19A: 12
- FY20A: 17

**Video Attachment Rate**
- FY17A: 7.9%
- FY18A: 9.2%
- FY19A: 10.3%
- FY20A: 10.9%
- FY21A: 12.1%

---

1. Attachment is calculated as % of downloaders who downloaded video from all offerings (inclusive of subscription and non-subscription products).
~46%\(^1\) of subscription revenue with a global customer success sales team dedicated to maintaining and upselling subscriptions.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>Consistently strong revenue retention rates across both subscription and non-subscription products.</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Accelerating new customer growth driven by efficient and nimble marketing deployment.</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Stable, high margins with steady and scalable cost base.</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Proven history of navigating periods of economic downturn and mitigating negative revenue impacts through disciplined cost management.</td>
</tr>
</tbody>
</table>
**Long-Term Organic Growth Model**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Target Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Growth</td>
<td>5% - 7%+</td>
</tr>
<tr>
<td>Revenue Less Cost of Revenue (as % of Revenue)</td>
<td>Low 70’s%</td>
</tr>
<tr>
<td>Adj. EBITDA Growth</td>
<td>8% - 11%</td>
</tr>
<tr>
<td>Adj. EBITDA Margin</td>
<td>Mid 30’s%</td>
</tr>
<tr>
<td>Capex as a % of Revenue</td>
<td>5.5% - 6%</td>
</tr>
</tbody>
</table>

**“Odd-Even” Year Growth Cycle:** $10m - $12m of incremental revenue during even years as growth is impacted by benefit from US election cycle and sporting events (Olympics, World Cup, etc.)

Additional Potential Upside from Acquisitions and New Products / Capabilities Across the Creative Economy (e.g., NFTs, Data)

Note: Change in NWC is not material.
Capital Structure and Cash Flow Priorities

**Levered Pre-Tax Free Cash Flow**

- **FY17A**: $11
- **FY18A**: $47
- **FY19A**: $76
- **FY20A**: $117
- **FY21A**: $172
- **Pro Forma**: $225+

Pro forma for this transaction, including debt paydown & repricing/refinancing, we expect $225mm in Levered Pre-Tax FCF, representing a ~$55mm uplift.

**Target Net Debt / Adj. EBITDA**

- **Pro Forma**: ~3.2x
- **Target**: ~2.5x - 3.0x

Expect to be within target leverage range within 24 months.

---

1. Levered Pre-Tax Free Cash Flow is defined as Adj. EBITDA less capital expenditures, interest and other adjustments.
2. Based on proposal in section on sources and uses of capital in the S-1 filed on 3/30/2022.
3. Based on midpoint of guidance range for FY 2022E Adj. EBITDA.
4. Please see appendix for a reconciliation of non-GAAP financial measures used to assess business performance.
5. Assumes a full year of interest expense savings after de-levering to 3.2x.
6. Expectation based on long term organic growth model, using excess cash flow to pay down debt.
7. $76 $47 $11 $172 $225+
8. FY 17A FY 18A FY 19A FY 20A FY 21A Pro Forma
**Investment Highlights**

1. **Strong Competitive Differentiation**
   - Blue-chip company with scarcity value
   - Highest quality, exclusive content library, including partnerships with leading media, entertainment, and sports properties to serve diverse enterprise, SMB, and consumer customer base
   - Marketplace with strong network effects across content creators and consumers
   - Proprietary search and AI/ML technologies drive superior content platform

2. **Accelerating Tailwinds in an Attractive Industry**
   - Accelerating demand for visual and digital content with significant and growing white space
   - Digital advertising investment tracks content consumption growth, catalyzed by video
   - Rapid acceleration in digital media consumption and proliferation of social media and the "creator economy" = extensive long-tail opportunity

3. **Compelling Entry Valuation**
   - Attractive intrinsic valuation
     - Entry at mid-single digit FF FCF yield with mid to high single digit plus organic revenue growth and high incremental margins, low capital intensity and substantial upside opportunities
   - Attractive entry valuation relative to peers offers substantial upside
     - 5x discount to peers on an EV / Adju, EBITDA basis

4. **Significant Value Creation Opportunity**
   - Deep Sponsor experience and expertise in building and scaling data and content driven businesses and will collaboratively work with management to seamlessly execute on a substantial value creation opportunity
   - Acceleration of revenue growth by executing and capitalizing on opportunities such as increasing subscription revenue, a growing corporate customer segment, and compelling future existing upsell opportunities (e.g. Video)
   - Increased focus on AI/ML and data-driven initiatives to drive significant improvement in customer acquisition & marketing ROI, to pursue the cutting edge in image/video tagging, and to optimize search capabilities
   - Foundation for future growth through exclusive partnerships, strategic M&A, new product offerings and continued international expansion
   - Significant upside opportunity in NFTs given Getty's unique and comprehensive content library

---

1. *Subscription Revenue as of FY21, Total Purchasing Customers for FY21, Exclusive Content Revenue as of FY21.\(^2\) Includes Partner view December 28, 2021.\(^3\) First half FY22, November 2020.\(^4\) TTM 3Q21.\(^5\) FY21/22 EPS,FY22/23/24/25/26\(^6\) 20x FY22/23/24/25/26 TTM\(^7\) 5x FY22/23/24/25/26 TTM\(^8\) 15x FY22/23/24/25/26 TTM\(^9\) Significant upside opportunity in NFTs given Getty's unique and comprehensive content library
Appendix
# GAAP vs. Non-GAAP Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>Historical Fiscal Year,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2017A</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
</tr>
<tr>
<td>Report Revenue</td>
<td>$838</td>
</tr>
<tr>
<td>(-) Retired Products (1)</td>
<td>(89)</td>
</tr>
<tr>
<td>Revenue (Excl. Retired Products)</td>
<td>$749</td>
</tr>
<tr>
<td><strong>Net Income / (Loss), Reported</strong></td>
<td></td>
</tr>
<tr>
<td>(+) D&amp;I</td>
<td>212</td>
</tr>
<tr>
<td>(+) Interest Expense, net</td>
<td>142</td>
</tr>
<tr>
<td>(+/-) Income Tax Expense / (Benefit)</td>
<td>(36)</td>
</tr>
<tr>
<td><strong>EBITDA, Reported</strong></td>
<td></td>
</tr>
<tr>
<td>(+) Equity-Based Compensation</td>
<td>13</td>
</tr>
<tr>
<td>(+) Restructuring Costs</td>
<td>10</td>
</tr>
<tr>
<td>(+) Gain on Debt Ext. &amp; Modification Expenses</td>
<td>-</td>
</tr>
<tr>
<td>(+/-) Non-Recurring Operating Expenses (2)</td>
<td>6</td>
</tr>
<tr>
<td>(+/-) FX Gains/Losses and Other Expenses (3)</td>
<td>(6)</td>
</tr>
<tr>
<td>(-) Retired Products (1)</td>
<td>(65)</td>
</tr>
<tr>
<td><strong>Adj. EBITDA (4)</strong></td>
<td>$167</td>
</tr>
<tr>
<td><strong>Adj. EBITDA Margin (Excl. Retired Products)</strong></td>
<td>22.3%</td>
</tr>
<tr>
<td><strong>Net Income / (Loss) as % of Revenue, Reported</strong></td>
<td>(13.0%)</td>
</tr>
</tbody>
</table>

1. Represents the removal of the Historical revenue and cost of revenue as a % of revenue for certain retired products (e.g., Rights Managed, Thinkstock, Unauthorized Use).
2. Non-recurring expenses related to the impairment of long-lived assets, acquisition-related and legal settlement and income / loss from equity investments.
3. Includes Gain/Losses on FX Currency, Gain/Losses on FV of Hedge Derivatives and Interest Income from Investments.
4. Projects EBITDA burdened with estimated incremental public company costs.
Risk Factors

The risks presented below are certain of the general risks related to the business, industry and ownership structure of Getty Images Holdings, Inc. and its subsidiaries (collectively, the “Company”) and are not exhaustive. The disclosures contained in future filings by the Company, its affiliates or third parties with the United States Securities and Exchange Commission (“SEC”). These risks speak only as of the date of the presentation, and neither the Company, its affiliates or third parties with the SEC may alter any information contained herein. The disclosures contained in future filings with the SEC may differ significantly from and will be more extensive than those presented below. The Company is in connection with and following the consummation of the Business Combination are described above under “Forward Looking Statements” and elsewhere under “Disclaimer”. In making any investment decision, you should investigate and evaluate the Company carefully. You acknowledge that you are not relying upon, and have not relied upon, any of the following summary of risks or any other statement, representation or warranty made by any person, firm or company, and representations and warranties of the Company. The Company is in connection with and following the consummation of the Business Combination are described above under “Forward Looking Statements” and elsewhere under “Disclaimer”. In making any investment decision, you should investigate and evaluate the Company carefully. You acknowledge that you are not relying upon, and have not relied upon, any of the following summary of risks or any other statement, representation or warranty made by any person, firm or company, and representations and warranties of the Company.

Risks Related to the COVID-19 Pandemic
- The effect of the COVID-19 pandemic on our operations, and the operations of our customers, partners and suppliers, will vary, and is expected to continue to have a material impact on our business, financial condition, cash flows and results of operations.
- The impact of worldwide economic, political and social conditions may adversely affect our business and results of operations.

Operational Risks Relating to Our Business
- Our business depends in large part on our ability to attract new and retain existing and repeat customers.
- We may be unable to identify or obtain additional content to satisfy customer needs, including due to an inability to license content owned by third parties, which may become unavailable to us on commercially reasonable terms.
- Our business is highly competitive, and we face intense competition from a number of companies, which could reduce our revenues, margins and results of operations.
- We may be unsuccessful in executing our business strategy.
- Failure to achieve our projected cost savings could adversely affect our results of operations and eliminate potential funding for growth.
- We may lose the rights to use “Getty Images” trademarks in the event we experience a change of control or otherwise exceed the permitted usage of this trademark.
- We operate in new and rapidly changing markets, which makes it difficult to evaluate our future prospects and may increase the risk that we will not be successful.
- Our operations and those of our third parties may be subject to additional risks, legal, financial and competitive risks.
- If we cannot continue to innovate technologically or develop, market and offer new products and services, or enhance existing technology and products and services to meet customer requirements, our ability to grow our business could be adversely affected.
- The manner in which our customers’ industry change could adversely affect our future revenues and limit our future growth prospects.
- We rely on third parties for traffic to our website, and these providers may change their search engine algorithms or pricing strategies that could negatively affect our business, results of operations, financial condition and cash flows.
- Our operations and continued expansion into international markets is important for our business. As we continue to expand internationally, we face additional business, political, regulatory, operational, financial and economic risks that could increase our costs or otherwise limit our growth.
- Unless we increase customer and supplier awareness of certain of our new and emerging products and services, our revenue may not continue to grow.
- The impact of currency fluctuations could adversely and materially affect our business and results of operations.
- We may be unable to accurately maintain adwart and upgrade our websites and technology systems to ingest and deliver higher quantities of new content and allow existing and new customers to successfully search for our content.
- We may not be able to continue the growth of our business at rates reflective of our historical growth rates or at all.
- We may not meet our growth objectives and strategies, which may impact our competitiveness and results of operations.
- Technological improvements that improve access to our websites or the efficiency of our websites and technology systems could damage our reputation and brand and adversely affect our results of operations.
- Our failure to protect the proprietary information of our customers and our networks against security breaches could damage our reputation and expose us to liability and protracted and costly litigation.
- We may not be successful in acquiring or integrating new content and product lines.

Risks Related to Personal
- The loss of key personnel, or inability to attract and retain additional personnel or difficulties in the integration of new members of our management team into our company could affect our ability to successfully grow our business.
- We may be exposed to risks related to the use of independent contractors.

Risks Related to Our Intellectual Property and Confidential Information
- Our products and services may infringe on intellectual property rights of third parties, which could require us to incur substantial costs and distract our management.
- Our products and services may interfere with intellectual property rights of third parties, which could require us to incur substantial costs and distract our management.
Risk Factors (Cont’d)

Risks Relating to Legal and Regulatory Matters
• An increase in government regulation of the industries in which we operate, including with respect to the Internet and e-commerce, could have a negative impact on our business.
• Our operations may expose us to greater than anticipated income and transaction tax liabilities that could harm our financial condition and results of operations.
• We collect, store, process, transmit and use personally identifiable information and other data, which subjects us to governmental regulation and other legal obligations in many jurisdictions related to privacy, information security, and other legal obligations in many jurisdictions related to privacy, information security, and data protection.
• Our actual or perceived failure to comply with such legal obligations by us, or by our third-party service providers or our partners, could harm our business.
• We are subject to payments-related risks that may result in higher operating costs or the inability to process payments, either of which could harm our financial condition and results of operations.
• If our goodwill or other intangible assets become impaired, we may be required to record a significant charge to earnings.
• Our ability to obtain additional capital on commercially reasonable terms may be limited.
• We are, from time to time, subject to various litigation, the unfavorable outcomes of which might have a material adverse effect on our financial condition, results of operations and cash flow.

Risks Related to CC Neuberger Principal Holdings II’s Securities
• If the Business Combination’s benefits do not meet the expectations of investors, shareholders or financial analysts, the market price of CC Neuberger Principal Holdings II’s securities may decline after the closing of the Business Combination.
• An active trading market for CC Neuberger Principal Holdings II’s Class A ordinary shares may not be available on a consistent basis to provide shareholders with adequate liquidity. The share price may be extremely volatile as a result of the limited number of investors and shareholders, or the lack of a meaningful public float for the available shares.
• CC Neuberger Principal Holdings II’s Class A ordinary shares may fail to meet the continued listing standards of The New York Stock Exchange (“NYSE”), and additional shares may not be approved for listing on NYSE.
• Because the Company has no current plans to pay cash dividends for the foreseeable future, you may not receive any return on investment unless you sell your shares for a price greater than that which you paid for them.
• If following the business combination, securities or industry analysts do not publish or cease publishing research or reports about the Company, its business, or its markets, or if they change their recommendations regarding the Company adversely, the price and trading volume of the Company’s securities could decline.

Risks Related to CC Neuberger Principal Holdings II and the Business Combination
• The combined company will incur significant transaction and administrative expenses as a public company, which could have an adverse effect on its business, financial condition and results of operations.
• CC Neuberger Principal Holdings II’s Sponsor LLC (“Sponsor”) and each of CC Neuberger Principal Holdings II’s officers and directors agreed to vote in favor of the Business Combination, regardless of how CC Neuberger Principal Holdings II’s shareholders vote.
• Since the Sponsor and CC Neuberger Principal Holdings II’s directors and executive officers have interests that are different from, or in addition to (and which may conflict with), the interests of CC Neuberger Principal Holdings II’s shareholders, the Business Combination is not independent of the Sponsor and its affiliates. Such interests include that the Sponsor and CC Neuberger Principal Holdings II’s officers and directors may have lost their entire investment if a business combination is not completed, and that the Sponsor will benefit from the completion of a business combination and may be incentivized to complete the proposed Business Combination, even if it is with a less favorable target company or on less favorable terms to shareholders, rather than liquidating CC Neuberger Principal Holdings II.
• The ability to successfully effect the Business Combination and to be successful thereafter will be totally dependent upon the efforts of key personnel, some of whom may be departing from CC Neuberger Principal Holdings II and the Company may join the Post-Combination Company following the initial Business Combination. The loss of key personnel or the hiring of ineffective personnel after the Business Combination could negatively impact the post- combination business.
• CC Neuberger Principal Holdings II and the Company expect to incur significant transaction costs in connection with the Business Combination. Whether or not the Business Combination is completed, the incurrence of such costs may have an adverse effect on the amount of cash available to be used for corporate purposes by CC Neuberger Principal Holdings II or the Business Combination not completed.
• The ability of CC Neuberger Principal Holdings II’s shareholders to exercise redemption rights with respect to a large number of outstanding CC Neuberger Principal Holdings II’s Class A ordinary shares could increase the probability that the Business Combination would be unsuccessful.
• The Company’s operating and financial forecasts, which were presented to the CC Neuberger Principal Holdings II Board of Directors, may not prove accurate.
• The Business Combination is subject to conditions, including certain conditions that may not be satisfied on a timely basis, if at all.
• Past performance by CC Neuberger Principal Holdings II, including its management team and affiliates, may not be indicative of future performance of an investment in CC Neuberger Principal Holdings II or the Post-Combination Company.