

SHUTTERFLY OVERVIEW

2019

SHUTTERFLY 

INC

AGENDA

- Shutterfly
- Customers & Audience
- Partners
- Partner Executions

SHUTTERFLY VISION AND MISSION

Our vision is to make the world a better place by helping people share life's joy.

Our mission is to deepen personal connections with the people who matter most.

FAMILY OF PREMIUM BRANDS

SHUTTERFLY

Shutterfly

The leading digital retailer and manufacturer of high-quality personalized products and services.

tinyprints

The leading online cards and stationery boutique, offering stylish announcements, invitations, and personal stationery for every occasion

Lifetouch

A leader in professional photography for schools and families.

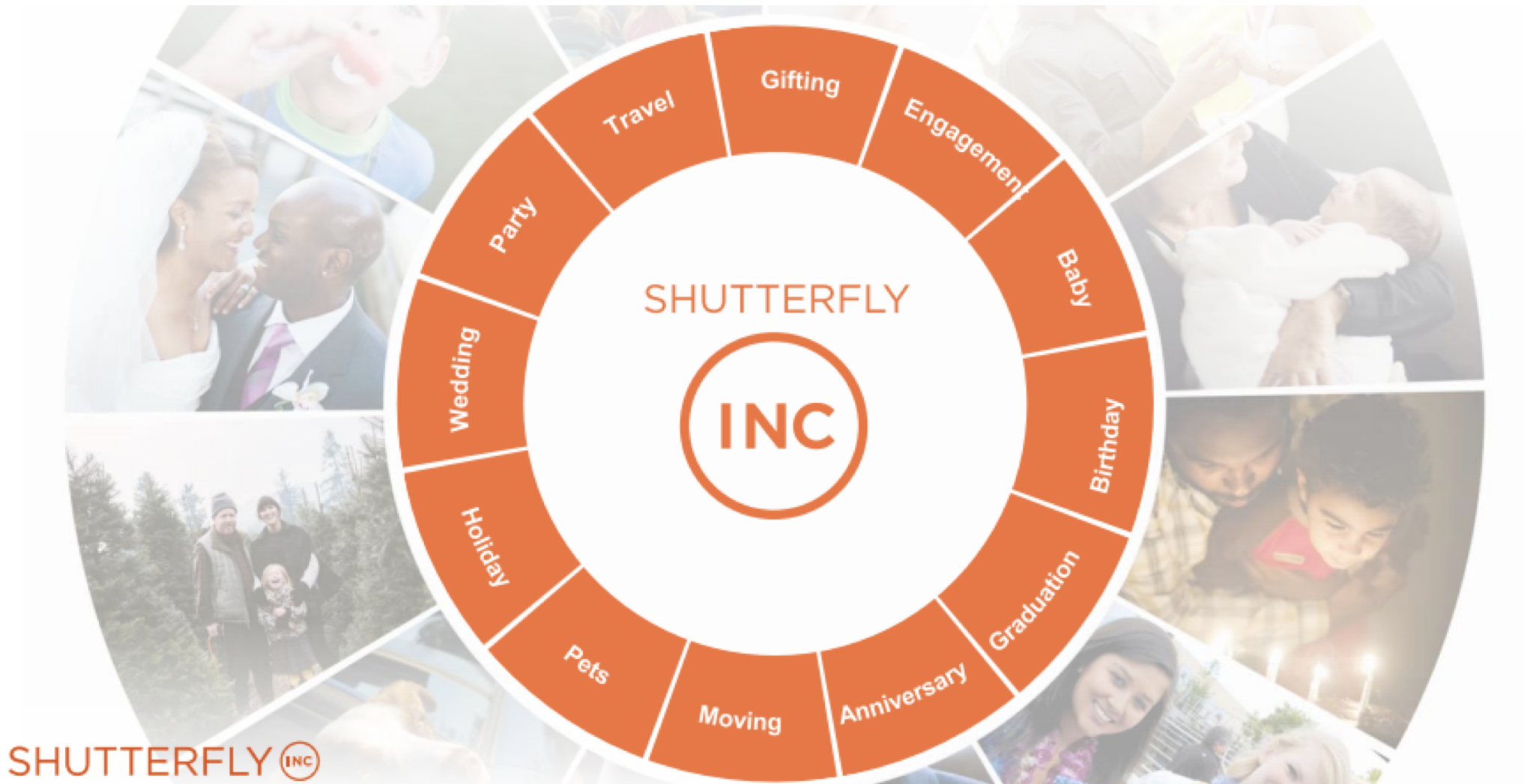
BORROWLENSES

The premier online marketplace for photographic and video equipment rentals.

SHUTTERFLY PRODUCTS



CAPTURING LIFE'S MOST IMPORTANT MEMORIES



SHUTTERFLY SNAPSHOT

\$1.2B+
Revenues

40B+
Hosted Photos

12.6MM
Monthly Unique Visitors

10M
Customers

26M
Annual Orders

~75%
Returning Customers

KEY CUSTOMERS



Demographics

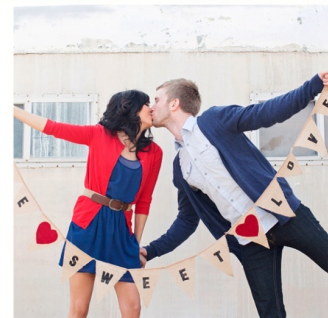
- 75+% Female
- 70+% College Educated
- 70+% 25-54 years old
- >\$75K Household income
- 35% Millennials

Psychographic

- Time Compressed
- Values Quality and Personalization
- Uses pictures to preserve memories
- Wants to do more with their photos



SHUTTERFLY 



Sharing life's joy across seasons, holidays, birthdays, weddings, travels, new homes, parties, pets, graduations and anniversaries.