

A woman with long, straight black hair is seated at a light-colored wooden table, focused on painting in a notebook. She is wearing a light pink, short-sleeved top and a dark red skirt, with a long necklace of dark beads. Her right hand holds a red pencil, and her left hand rests on the notebook. On the table in front of her are various art supplies: a copper-colored cup filled with pens and pencils, a watercolor palette, a small jar of paint, and several brushes. The background features a large window with white frames, through which green foliage is visible. A small, dark, textured hanging planter is suspended from the window frame on the left side.

minted.

February 2023

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Voicelt! Call

Agenda

- 2023 Business Updates
- Direct From Artist & Wedding Marketplace Overview
- Annual Community Survey Feedback
- Wedding Marketing & Growth Initiatives
- Open Q&A

Top 2023 Minted Focus Areas



Become Profitable

- We're in this for the long haul & want to be in command of our own destiny.
- We'll focus more on the biggest opportunities. We ask "will ___ bring enough value to Minted & to the artist community?"
- Fight inflationary costs and increase retail prices.
- We're more focused on return on investment ("ROI")... both ours and yours.



Grow the Wedding Business

- Return the core wedding stationery business to pre-COVID growth rates
- Major reboot of and investment in wedding brand marketing
- Attract more couples by standing out as the best wedding design destination. We'll add complementary decor, accessories, & gifts in the Wedding Marketplace that is explicitly meant to build wedding stationery sales.

2023 Challenge Calendar Expectations

Overall

- **Focus on ROI, with high sales opportunity for every challenge & every winning design**
- Most assortments will be 15-20% smaller than similar assortments in 2022
- As a result, average sales per design should increase
- Return to around 30 challenges per year, in line with 2018-2020 (vs. 40+ in 2021-2022)

Holiday

- Smaller foil assortment, but we will continue to repurpose more non-foil designs to foil for smoother Q4 operations
- Not holding Specialty Holiday in 2023, will hold this challenge every other year

Wedding

- Most assortments will be similar in size to 2022

Art

- Remaining 2023 assortments will be larger or similar size to comparable assortments last year

Baby & Kids

- Increased use of repurposed designs for smaller product lines (for example, Moving Announcements & Milestones)

Patterns & Gifting

- Pausing on additional patterns challenges while we give existing designs & inventory a chance to sell
- No further production of fabric bags in the near-term, but will continue to sell existing inventory
- Increased use of repurposed designs for small assortment of stationery gifts

Greeting Cards

- Pause on additional “Everyday” challenges while we focus on selling existing designs
- Holiday challenges will be similar in size to 2022

Improving Your ROI With Higher EP Cash Prizes

- **We are increasing Editors Picks prize amounts by 10% on average for future challenges**
- EPs will be more consistent across stationery challenges. EP amounts will be in line with the number of files and variants requested for the product.
- **The rate of change on EPs will vary for different product types:**
 - Wedding EPs will see the most substantial increase (+8-20%)
 - Greeting Cards, Baby & Kids, and Fine Art will see healthy increases (+10%)
 - Holiday EPs will only increase slightly
 - Letterpress EPs will stay flat

Reminder:

*Editors Picks prizes compensate artists for the design files.
Minted primarily compensates artists through sales commission payments.*

DFA & Wedding Marketplace Update



Minted's Overall DFA/Marketplace Strategy

Beginning in late 2021, Minted began hosting sellers on Minted.com who could create and ship products directly to consumers. This was the first experiment in our overall “third party marketplace” strategy.

Our goals are to:

- **Make Minted relevant to customers, year-round**, so we can spend more on building brand awareness and traffic, to the benefit of all artists.
- **Become a destination for design-loving consumers** across many categories, offering more product types than we can manufacture ourselves



Victoria Holly



Christine O'Malley



Meso Goods

Our marketplace strategy now has two parts

	Direct From Artist	Wedding Marketplace
Why?	Increase traffic, brand awareness, and year-round relevance to customers with a broader assortment of product types in more categories.	
Fulfillment	Products are created and shipped directly from the seller to the customer.	
Types of Products	<ul style="list-style-type: none">• Artisanal home decor, original art and home furnishings.• Often small batch or one-of-a-kind	<ul style="list-style-type: none">• Premium accessories, gifts and decor to complement your wedding design
Types of Sellers	<ul style="list-style-type: none">• Individual artisans and small maker collectives	<ul style="list-style-type: none">• Individual creators & small businesses who can support high quantities

Product Examples

Direct From Artist

Categories include:

Original Art & Sculpture

Home Decor & Accessories

Decorative Textiles

Kitchen and Dining

Bed and Bath



Wedding Marketplace

Categories include:

Invitation Accessories

Wedding Decor

Wedding Gifts

Personal Accessories

Wedding Favors

Wedding Clothing (soon)

Wedding Jewelry (soon)



How can current Minted artists get involved?

Artists interested in participating in Direct From Artist or the Wedding Marketplace can submit an interest form to the marketplace team.

- [Direct From Artist Interest Form](#)
- [Wedding Marketplace Interest Form](#)

We'll do our best to get back to you in within one month.

Listening to Your Feedback



2023 Artist Survey Highlights

Positive Feedback

- Artists are happy to have more avenues for feedback with the return of Camp Minted & launch of Slack.
- Artists are happy with the overall communication from both Artist Relations and Merchandising, including the weekly digest which launched last year.
- Artists are seeing an improvement in Challenge and Winners Announcement timelines.

Constructive Feedback

- Artists want us to reassess our license terms.
- Artists want to see sustained payment accuracy and improved sales reporting.
- Artists are concerned about the return on their time invested (“ROI”) with Minted.
- Artists want more transparency on the CMYK program, and refreshed benefits.

How You Scored Us: Our 2022 Top Focus Areas

Minted Artist Relations Focus Area	% who have seen improvement since Oct '21
Managing and communicating the Challenge Calendar	83%
Protecting artists' intellectual property	80%
Communication from Artist Relations team	74%
Policy for reactivated retired designs in Artist Stores	69%
Timeliness of Top-rated and Editors' Pick prize payments	67%
Timeliness of Special Prizes	64%
Accuracy of sales reports and payments	57%
Artist Stores tools	47%
Self-launch tools	44%

Wedding Marketing & Growth Initiatives



Relaunch Minted Weddings with a moving, memorable Brand Anthem positioning Minted as the premium, inclusive and unique weddings destination for design-centric couples.



Design Your Forever.

Where will you see us?

hulu

TLC

peacock

bravo

COOKING
CHANNEL

Pop

E!

HGTV

Lifetime

Paramount+

pluto tv

M TV

oxygen

VH1

SNEAK PEEK: NEW WEDDING PRODUCTS



2023 Wedding Invitation collection

*Rolling launch starting
Tuesday 2/14*



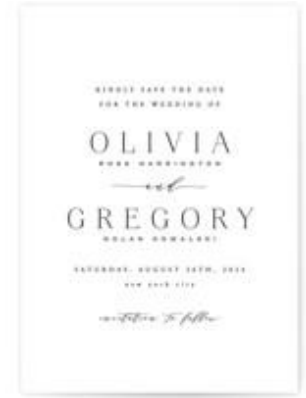
Vellum wrap

[Live!](#)



New die cut shapes

Coming This Year



New Letterpress RSVP formats + Letterpress Save the Date

Late Q1



minted.

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Thank you!