freepikcompany

Press Kit

June 2022

Índice

1. About Freepik Company

Freepik Company is a Spanish tech company that specializes in producing and distributing graphic resources. It is the parent company of **Freepik, Flaticon, Slidesgo and Storyset, and Wepik** design tools that empower creatives and creators all over the world.

With more than 445 employees, 450 exclusive designers working remotely and over 21,000 registered contributors, Freepik Company is the most used image bank in the world. It also has more than 40 million users per month worldwide who generated a total of 1.5 billion downloads in 2021.

Freepik Company in Numbers

- Year founded: **2010.**

- Founders: **Alejandro Sánchez, Pablo Blanes and Joaquín Cuenca.**

- City founded: **Málaga (Spain).**

- Staff: **445 employees + 450 exclusive designers working remotely and more than 21,000 registered collaborators.**

- Graphic resources available on its service network: **33 million.**

- Monthly unique users of services: **40 million.**

- Monthly visitors to services: **100 million.**

- Monthly downloads of resources: **120 million.**

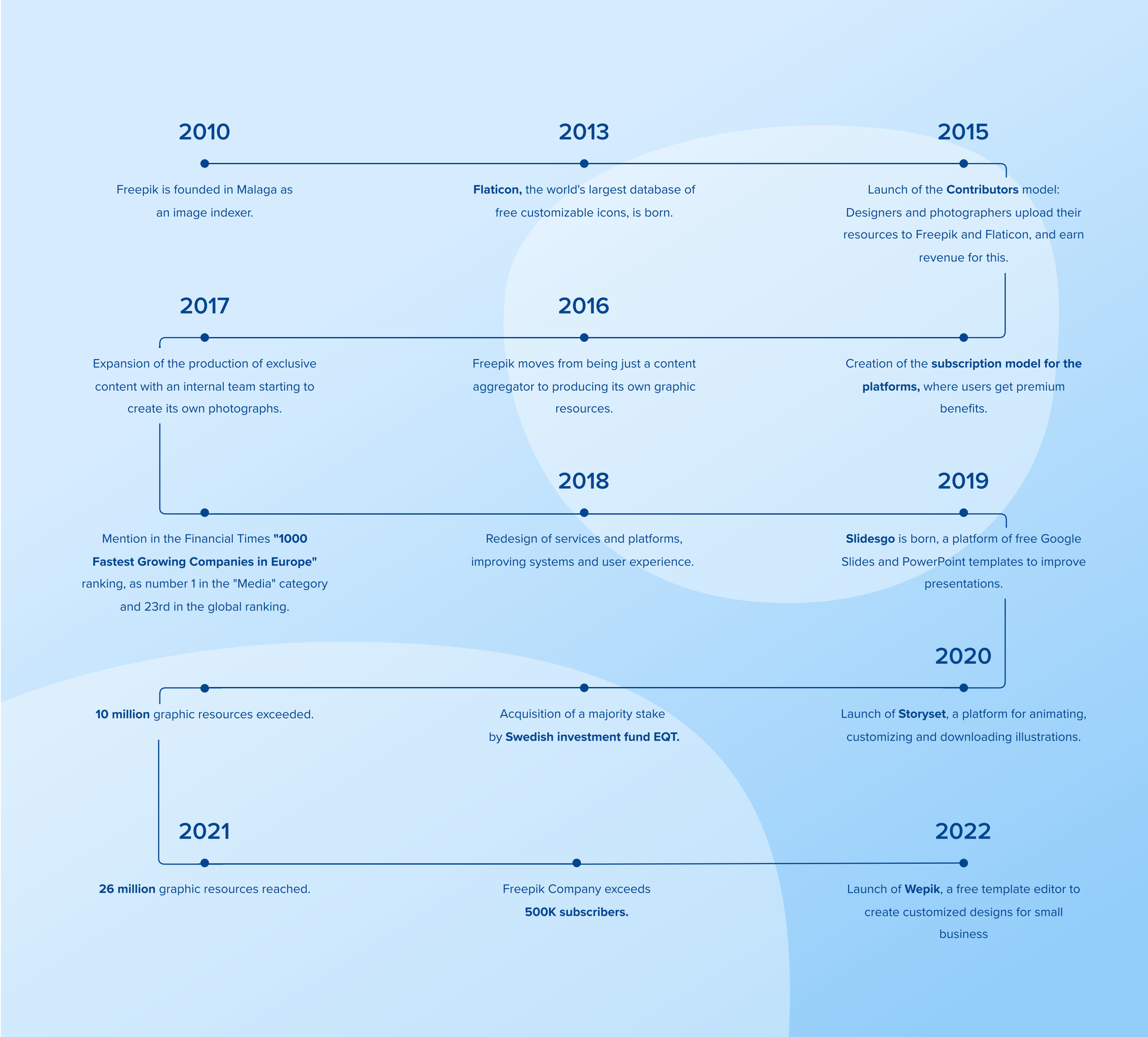- Countries served: **We reach 99% of the world's countries.**

2. The Freepik Universe

FREEPIK COMPANY MILESTONES

The Freepik Universe is infinite, but Freepik Company communicates it through three main categories:

- **The Freepik Feeling** (Employees)
- **The Freepik Experience** (Products and Services),
- **The Freepik Style** (Corporate).

2010
Freepik is founded in Malaga as an image indexer.

2013
Flaticon, the world's largest database of free customizable icons, is born.

2015
Launch of the **Contributors** model: Designers and photographers upload their resources to Freepik and Flaticon, and earn revenue for this.

2017
Expansion of the production of exclusive content with an internal team starting to create its own photographs.

2016
Freepik moves from being just a content aggregator to producing its own graphic resources.

Creation of the **subscription model for the platforms,** where users get premium benefits.

Mention in the Financial Times **"1000 Fastest Growing Companies in Europe"** ranking, as number 1 in the "Media" category and 23rd in the global ranking.

2018
Redesign of services and platforms, improving systems and user experience.

2019
Slidesgo is born, a platform of free Google Slides and PowerPoint templates to improve presentations.

10 million graphic resources exceeded.

Acquisition of a majority stake by **Swedish investment fund EQT.**

2020
Launch of **Storyset**, a platform for animating, customizing and downloading illustrations.

2021
26 million graphic resources reached.

Freepik Company exceeds **500K subscribers.**

2022
Launch of **Wepik**, a free template editor to create customized designs for small business

3. Prizes and Awards

2018 ☆ **Día de Andalucía** Prize

2019 ☆ Financial Times recognizes us as one of the **"1000 Fastest Growing European Companies"**

2020 ☆ **500 most important SMEs** in Spain

2021 ☆ **Plaza de España** Prizes

☆ **José Manuel Lara Cercle d'Economia** Prize

2022 ☆ Freepik was recognized by **G2's 2022 Best Software Awards**, placing **17 on the EMEA Best Sellers List** list and **43 on the Best Design Product.**

4. The Freepik Experience

The Freepik Experience is the reason why users choose to pay for Freepik Company's products.

VECTORS

freepik

The world's largest platform for free graphic resources.

Its search engine helps users find high quality photos, vector images, illustrations and PSD files for their creative projects.

Freepik has positioned itself as an indispensable tool for designers around the world through its million resources.
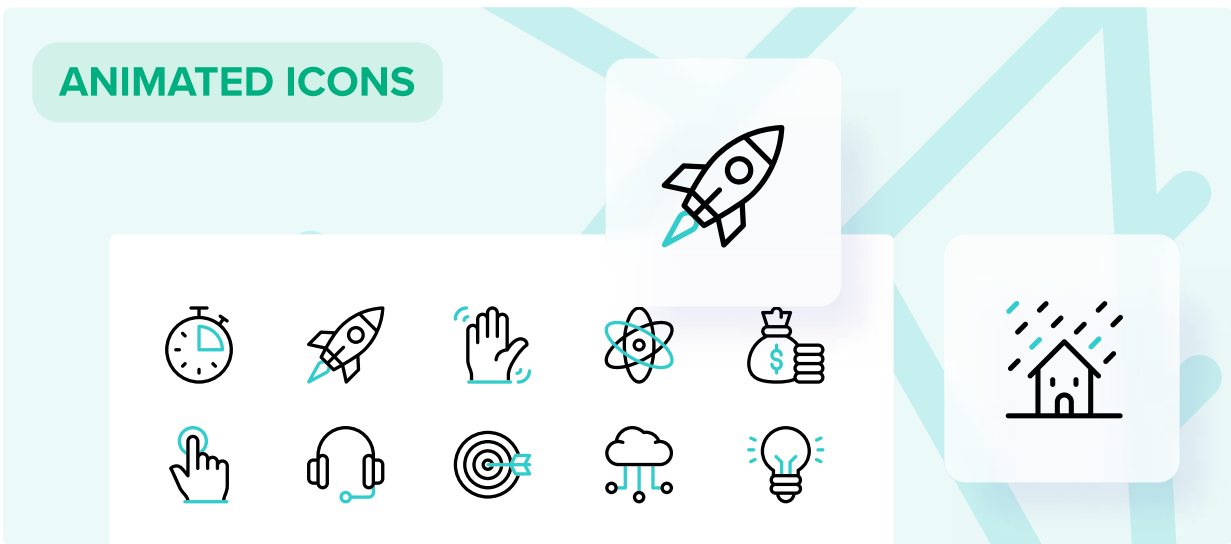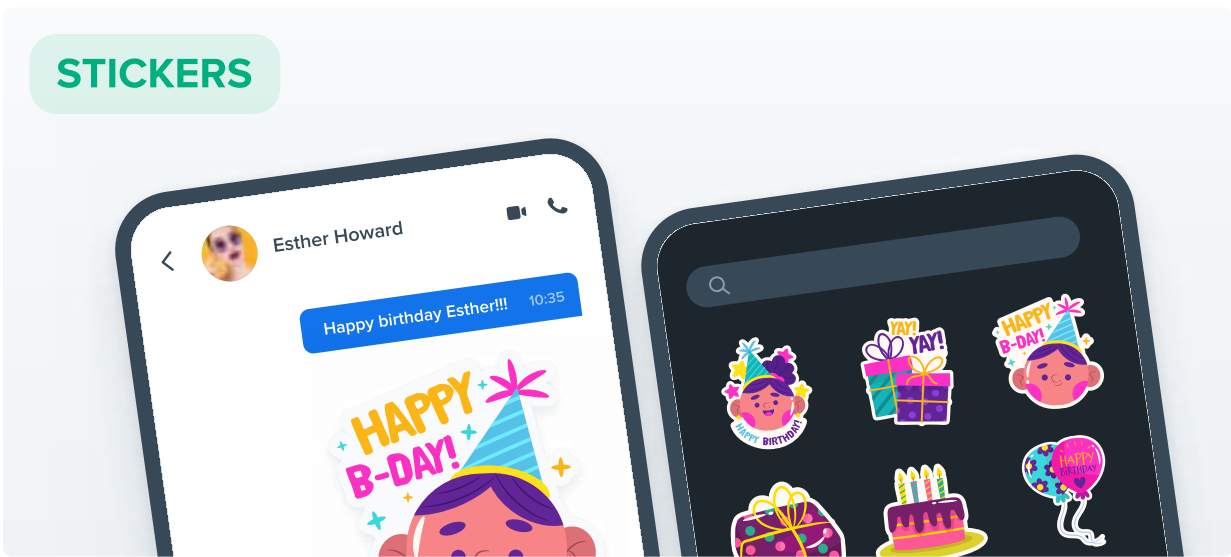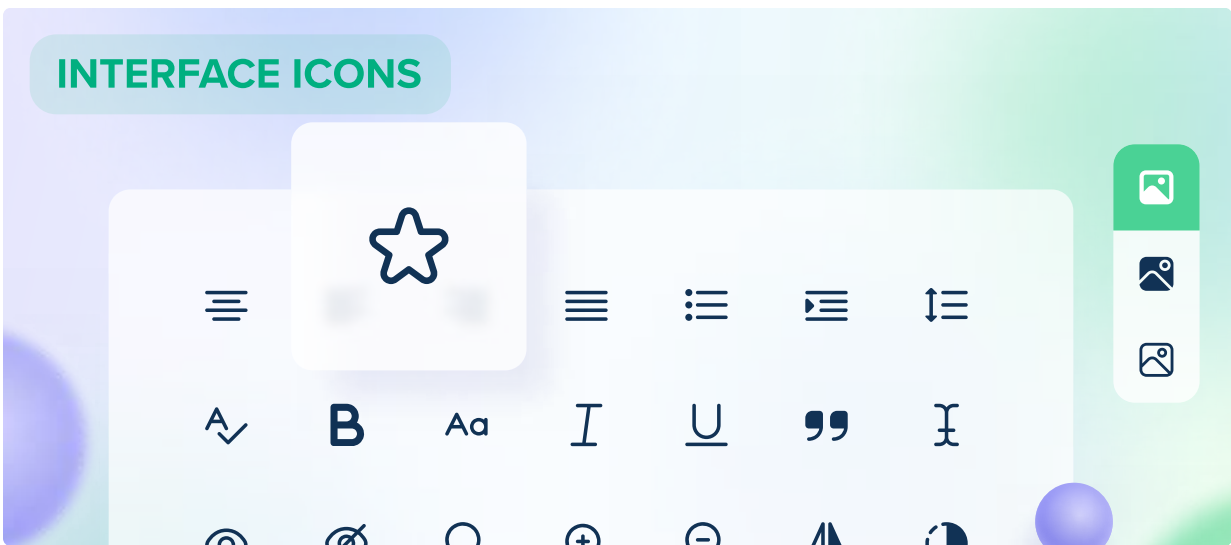
Visit Freepik →

PHOTOS

MOCKUPS

PSD

Esther Howard

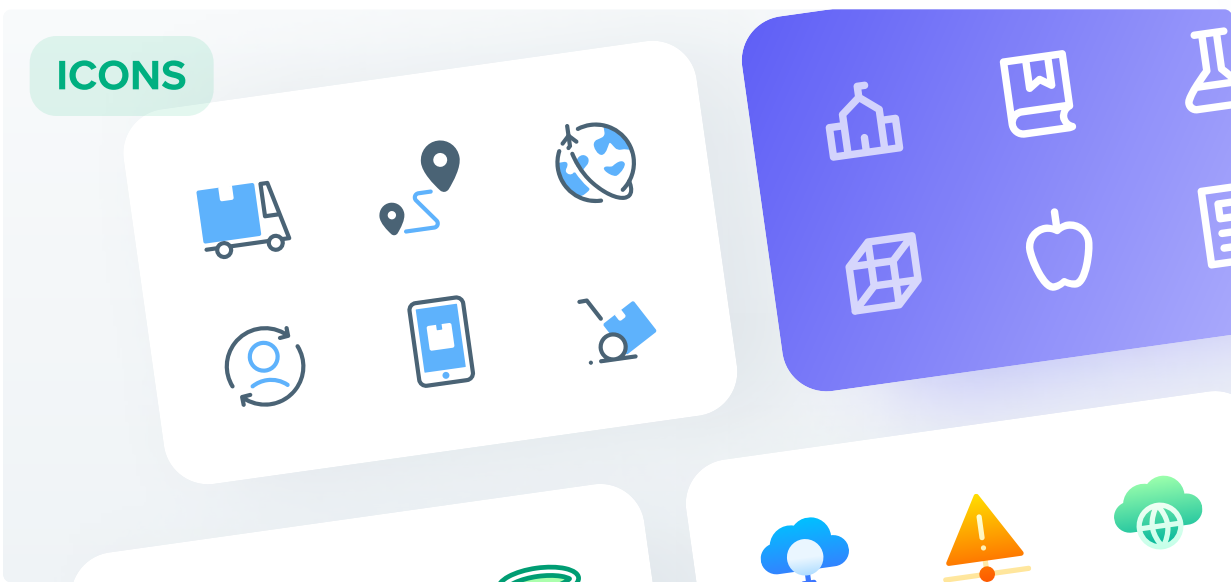Happy birthday Esther!!! 10:35

HAPPY B-DAY!

HAPPY B-DAY!
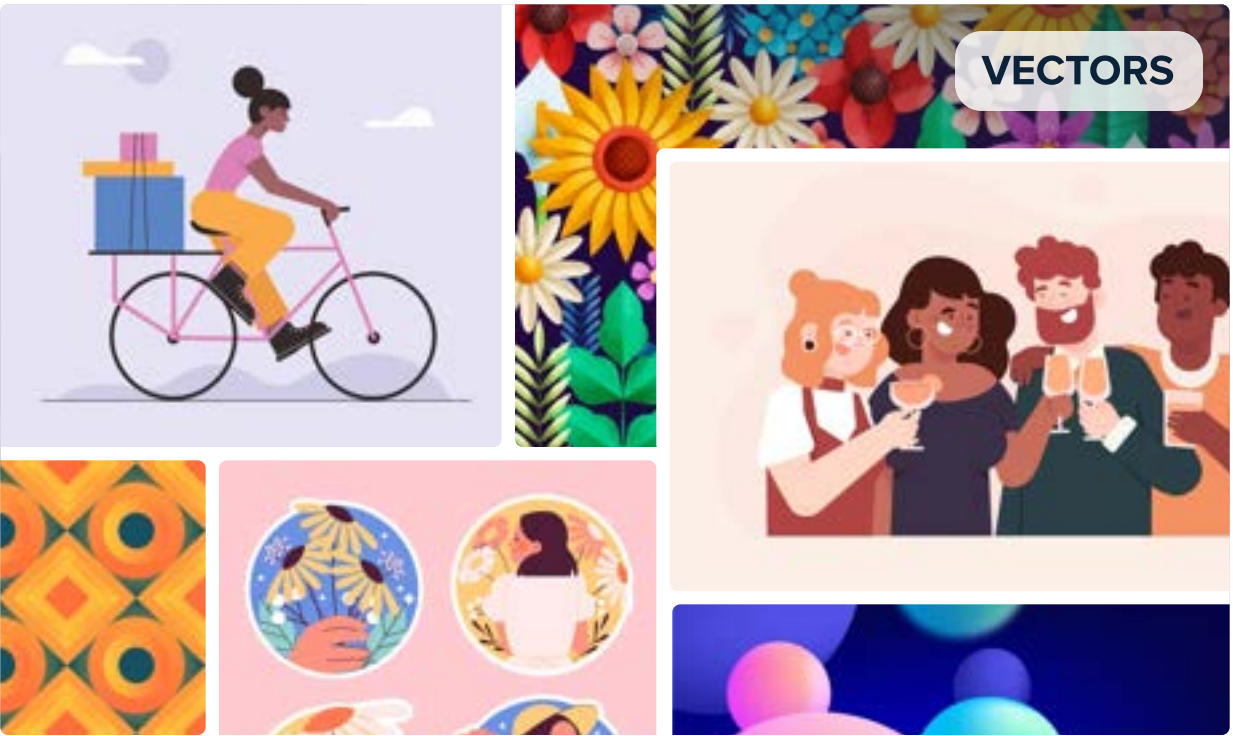
flaticon

The world's largest database of free customizable icons and stickers.

Flaticon has millions of icons in all formats for all kinds of projects: Presentations, apps, websites, catalogs, infographics, etc.

Flaticon is especially popular among technology professionals such as web designers and developers.

Visit Flaticon →

Free Google Slides and PowerPoint templates to improve presentations.

Slidesgo offers an extensive catalog of free Google Slides themes and PowerPoint templates for creative presentations. Both are customizable, with the aim of better adapting to the needs of any user, offering endless possibilities.

Among its most prominent users are those in the education sector, both teachers and students.

Visit Slidesgo →

Animate it!

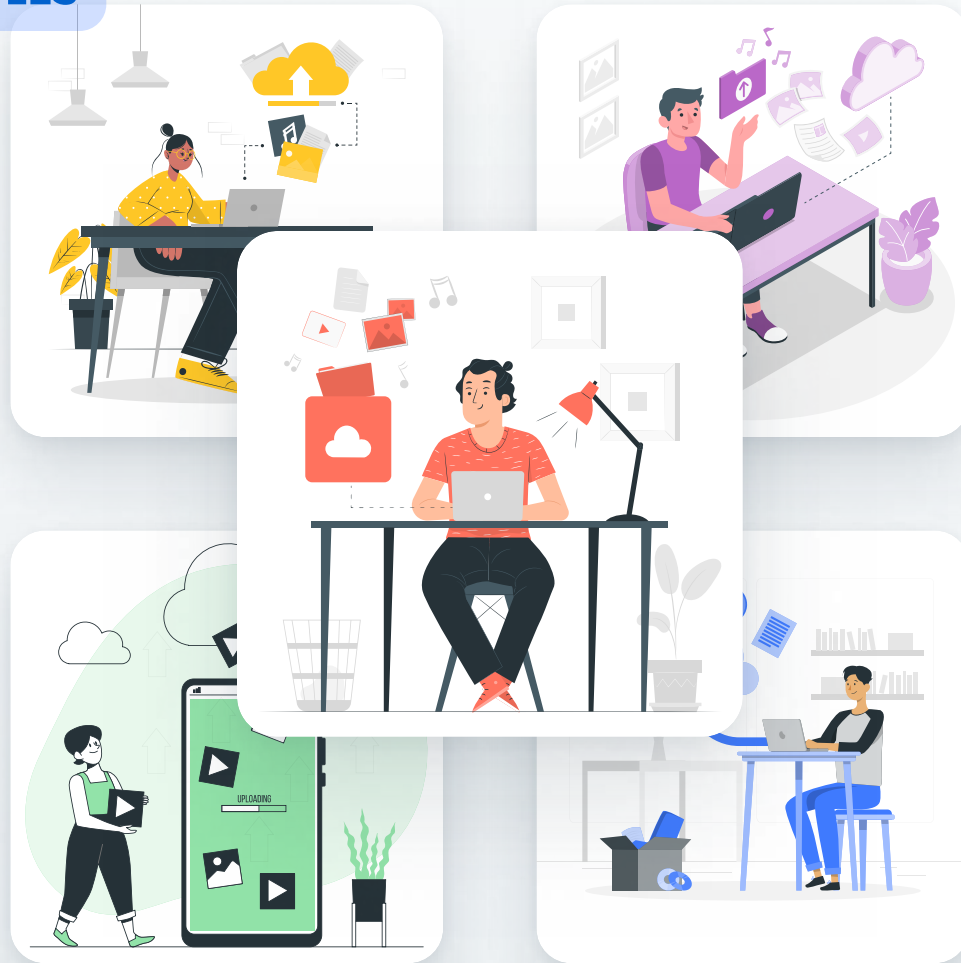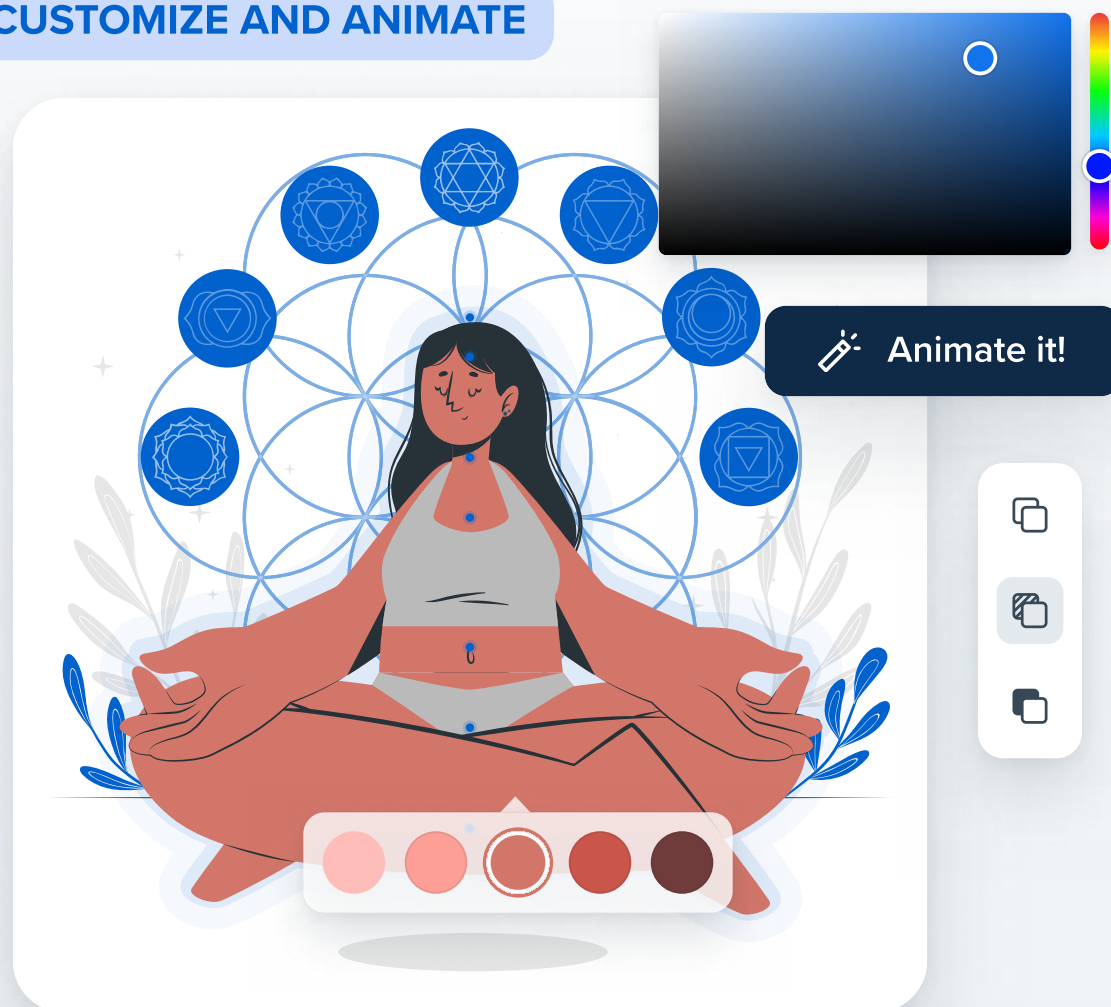# storyset

Animate, customize and download illustrations for free and in different formats.

Platform that allows users to animate, customize and download illustrations for free and in different formats. Each illustration corresponds to a concept and the user can find it in five different styles, which can be edited to meet the creative needs of each project. This tool is very useful for creatively highlighting websites, apps, presentations or digital marketing campaigns.

Visit Storyset →

wepik

Design made easy for your business.

Totally free online tool to create custom designs aimed at small businesses and entrepreneurs who need to create or renew their graphic or digital image, but do not have much time or knowledge to tackle this task.

Wepik allows you to design logos, business cards, infographics, posters, Instagram stories, blog headers... All thanks to its fully editable templates, where you can also add images from Freepik and Pexels, icons from Flaticon and illustrations from Storyset.

Visit Wepik →
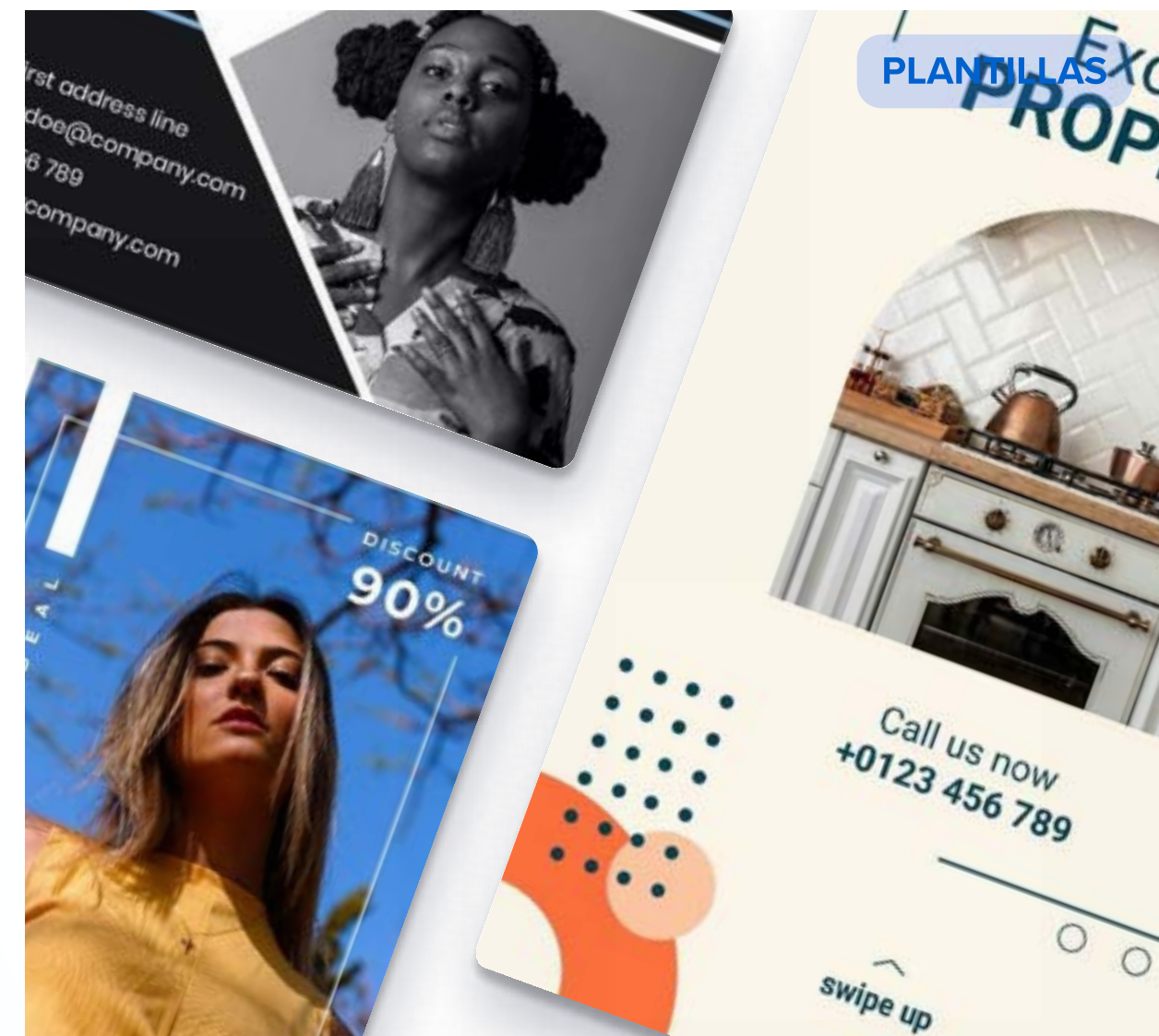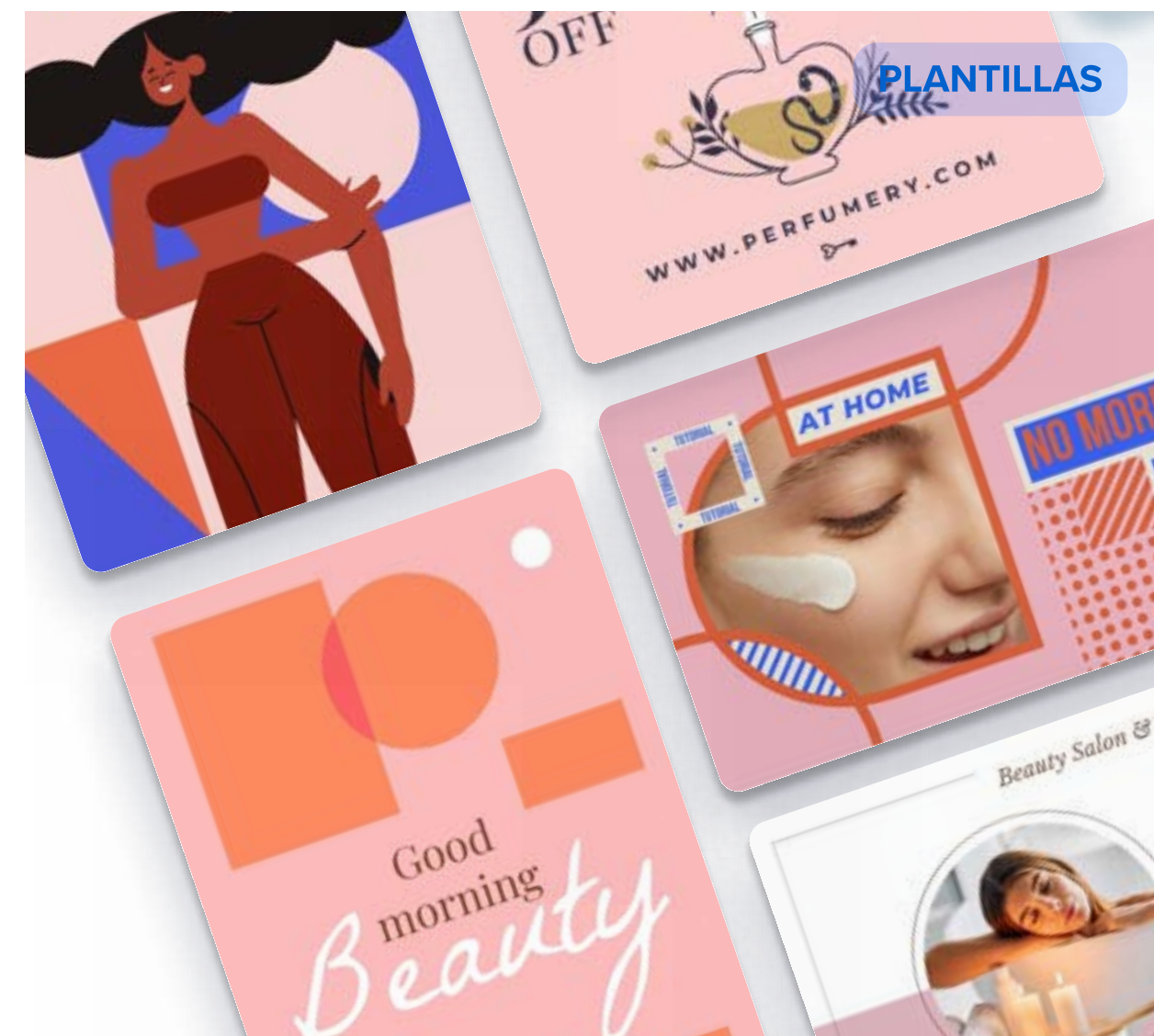
Service Models

Freepik, Flaticon and Slidesgo are the main products of Freepik Company and all of them work under a **Freemium** model. This means that users have access to a **Premium** subscription with advantages, such as access to more exclusive resources, the option of not attributing the content used or a greater number of daily downloads, while users of the free version must attribute the content to Freepik Company, can download fewer resources daily, have access to a more limited catalog of resources and are shown advertising while browsing.

Storyset and Wepik, on the other hand, is completely free of charge.

Products in Numbers

In total, Freepik Company's platforms offer more than **33 million graphic resources** (data updated in June 2022), with the following distribution:

- 🖼 **Freepik: 25 million resources.**
- 🖼 **Flaticon: 7 million icons.**
- 🖼 **Slidesgo: 6,000 presentation templates.**

And since the beginning of 2022, its platforms receive an average number of downloads per month distributed as follows:

- ⬇ **Freepik**: More than **80** million every month.
- ⬇ **Flaticon:** More than **37** million every month.
- ⬇ **Slidesgo:** More than **10** million every month.

5. The Freepik Style

The Freepik Style is what is done and how it is done at Freepik Company. A style that is unique in the industry and that has functioned since its inception.

One of the factors that sets Freepik Company apart from the competition is that it offers a large number of graphic resources free of charge and, moreover, with high quality standards. As a result, it has positioned itself as the most used image bank in the world, with an average of 40 million visits per month.

The Freepik Company project, which was born and grew as a bootstrapped company, that is, without external investment, began with Freepik, which was created out of a very specific need experienced by its founders: How to easily find images to design and update the websites of other projects on which they were already working. And they found the solution: They created Freepik, which was initially conceived as an indexer of images from third-party websites.

Over time, with the idea of improving the quality of the content, they began to create their own content, adding it to the search engine.

From the beginning there was a lot of traffic on the website and it quickly reached one million visits. At that time, the indexer was financed by third-party advertising and affiliation, which allowed it to generate income to cover costs.

It was at this point that new services such as Flaticon in 2013 and Slidesgo in 2019 started to be developed.

In May 2020, the Swedish investment fund **EQT** acquired a majority stake in Freepik Company, making this operation one of the largest exits in the Spanish market. With this new majority shareholder on board, the company's aim is to strengthen its presence in the North American, South-East Asian and Latin American markets, to name just a few. **In 2021, Freepik Company consolidated its position by reaching the symbolic figure of half a million Premium subscribers.**

In-house Production Team

Freepik Company has an **in-house production team that creates content** that can later be found on Freepik, Flaticon and Slidesgo. Moreover, if there is one thing that distinguishes the company from its competitors, it is the quality of its resources, whether free or premium.

Between the Editing, Cataloging and Quality teams, all the content that ends up being offered to millions of users around the world is meticulously selected, tagged and curated.

Contributor Network

Freepik Company's contributor network was launched in 2015 and now numbers more than 21,000 contributors. **Contributors contribute content to the platform and come from over 100 countries around the world**, including: Brazil, Mexico, India, Thailand, Spain, Indonesia, Russia, Italy and the United States, among others.

In general, they are professional designers or photographers who upload their content to image banks such as Freepik Company and **get paid for each downloa**d a user makes of their content.

To get to know these artists better, Freepik Company has launched the **Freepik PROfiles series**, in which collaborators and ambassadors share their stories and tell users how they started collaborating with the Malaga-based company.

Joaquín Cuenca

Co-founder and CEO of Freepik Company

Joaquín Cuenca is one of the co-founders of Freepik Company and is the current Chief Executive Officer. Since its founding in 2010, he has been responsible for the activities related to programming and systems, as well as the company's external business relations.

Born in Cox (Alicante) in 1976, Joaquín holds a degree in Computer Engineering and Physics from the Universities of Valencia and Paris-Sud XI. He began his professional career in Paris working as a computer engineer and, at the same time, he was developing the start-up of Loquo, a classified ads website that ended up being bought by eBay in 2005. He subsequently founded Panoramio, the first Spanish company bought by Google, after which he spent 3 years working at Google as Tech Lead of Panoramio itself. Joaquín continued to develop his entrepreneurial side with the creation of companies such as PressPeople, Thumbr.io and BeSoccer, of which he is co-founder.

Alejandro Sánchez

Co-founder and CPO of Freepik Company

Alejandro Sánchez is one of the three co-founders of Freepik Company and holds the position of Chief Product Officer. Since the founding of this graphic resources platform in 2010, Alejandro has been involved in all activities related to product development and business evolution.

Born in Malaga in 1984, Alejandro began his career developing software applications for a consultancy while at the same time starting his own projects related to photography and design.

Olivier Dufour - CRO

Olivier Dufour is Freepik Company's Chief Revenue Officer. His main objectives are to optimize the subscription model of Freepik Company's products as well as to develop new revenue streams.

Dufour leads a team that is developing the Advertising Opportunities, Customer Insight & Business Analysis strategies.

Amine Saoudi - CFO

Amine Saoudi-Hassani is Freepik Company's Chief Financial Officer. Beyond executing the financial strategy aligned with the business objectives, Amine drives a perception of the financial area as a Partner for the business, supporting decision making to grow and deliver value.

Amine has a team of professionals in FP&A and Accounting and Administration, as well as the support of several external experts and works closely with all areas of the company.

Luisa Mateos - CCO

Luisa Mateos is Freepik Company's Chief Content Officer. Her main functions include managing the production and acquisition of the content offered in Freepik Company's products.

Her team is focused on the creation of exclusive graphic resources and the management of Contributors' content, as well as the global strategy of the company's content.

Alejandro Gómez - CTO

Alejandro Gómez is Freepik Company's Chief Technology Officer, in charge of the strategic direction of the technological area of the company.

He has a team of 92 people whose objective is the development, evolution and maintenance of the products at a technological level, as well as the infrastructure that hosts them and their security. They provide services to all areas of the company as consultants, advising, integrating and developing the tools that these areas **need.**

Javier Bernal - COO

Javier Bernal is Freepik Company's Chief Operations Officer. His mission is to coordinate and optimize activities and operations, working in sync with management and all areas of the company. At the same time, he executes strategies and resolves blockages in the most optimal way possible to achieve the objectives set by the company.

Carlos Marín - PSO

Carlos Marín is Freepik Company's Project Strategy Officer. He works cross-departmentally, collaborating closely with the entire management team, to plan and implement the company's strategic expansion plan. His objectives include expanding the company's international penetration and working on the development and optimization of its products, as well as serving as a point of contact with EQT.

Miguel Marín - Head of Data

Miguel Marín is Freepik Company's Head of Data. In this position he focuses on establishing the policies and procedures for data management, working transversally with the rest of the company's departments to obtain, prepare, organize, protect and analyze data, so that it can be used to improve every area of the business.

Marta Sisí - Head of HR

Marta Sisí is Freepik Company's Head of Human Resources. In this position she develops the company's talent recruitment, employee relations and facilities management strategies.

6. The Freepik Feeling

The Freepik Feeling is what it feels like and how people describe what it is like to work at Freepik Company. Freepik Company aims to make this feeling spectacular for everyone.

Since mid-2020, with the aim of **preserving and strengthening the staff's feeling of belonging to the company,** a series of internal communication actions have been developed within the framework of "The Freepik Feeling" concept. These include, for example, the creation of an internal newsletter and the holding of an online corporate event, also internal, in which the most important news and updates of each month are shared with the entire team.

Also, the **Human Resources team is constantly working to improve company benefits for employees.** Currently, from the moment they join the company, all employees have access to private medical insurance, flexible working hours, flexible holidays, flexible remuneration for childcare, transport or food, in-house English classes, initiatives to improve work-life balance and specific training for each area, among others.

How Freepik Company Feels

What can best define a company are its values, and these are Freepik Company's

Mission:

We promote creativity by making it more accessible to everyone, creating and offering quality graphic tools and resources that users can use for free or very affordably.

Vision:

We want to be the perfect ally that anyone thinks of when they need help creating a quality digital project.

Values:

PASSION:

We are united by our enthusiasm and motivation to give our best every day because we are passionate about what we do.

FLEXIBILITY:

We are able to adapt to change, to do it in a positive way and to make the most of it.

PROACTIVITY:

We embrace innovation, we encourage the proposal of new ideas and we have the autonomy to develop them successfully.

FAMILIARITY:

We work as a team, like a big family. We complement each other, help each other and look after each other.

BUSINESS ETHICS:

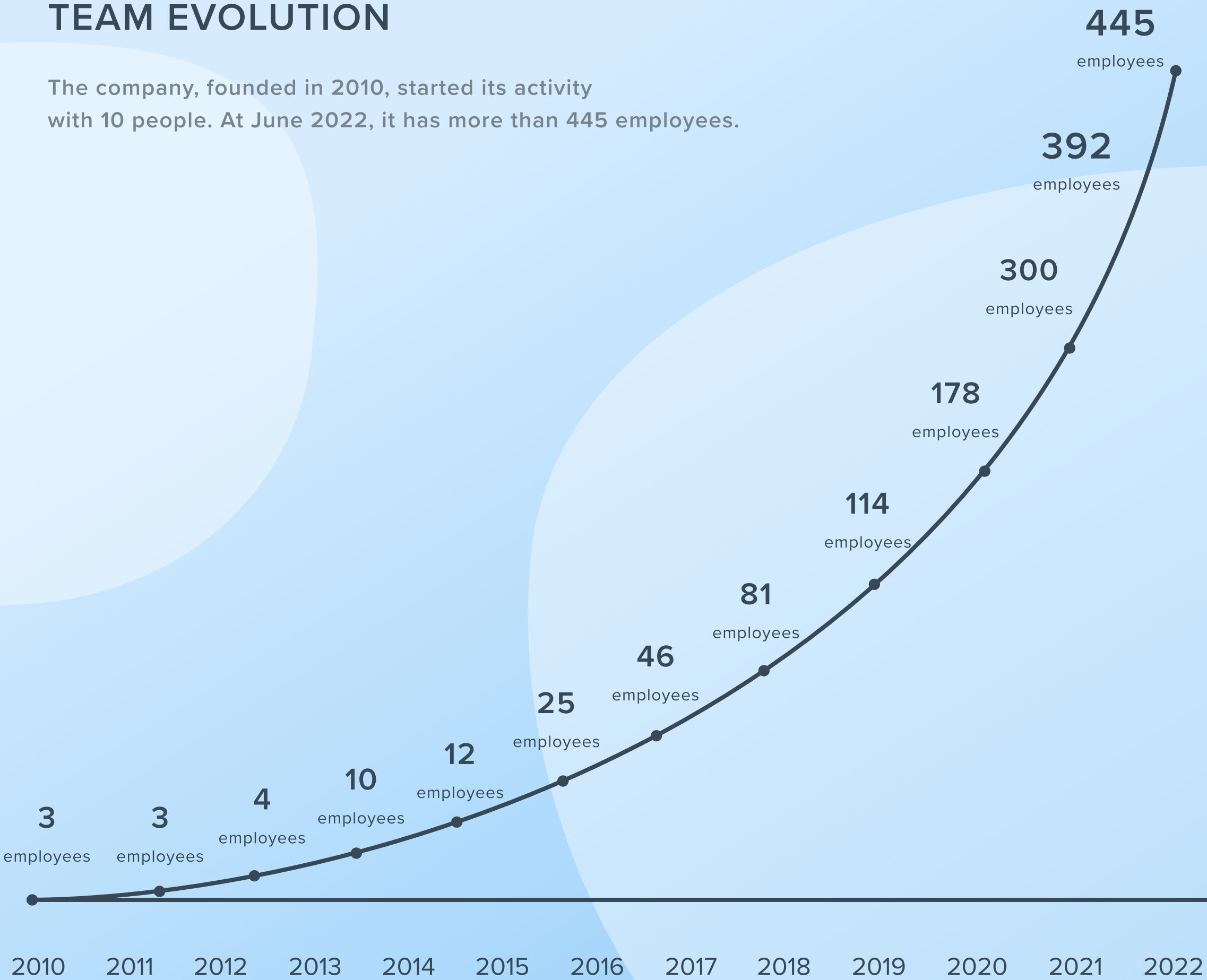We look after the interests of each and every one of the people we work with.

The Freepik Company Team

The company, founded in 2010, started its activity with 10 people. As of June 2022, it has more than **445 employees. Thirty-six percent of the team is dedicated to the production of graphic content,** which is the department with the largest number of employees. The Technology department is next, as it now accounts for more than **26% of the workforce.**

The average age of Freepik Company's staff is 32 years old and there is a predominance of parity with 49.2% of women compared to 50.9% of men. Regarding the profiles that will be most in demand in 2022 are the creative (Art Directors, Graphic Design, Retouchers), technological (Developers: Front, Dev, Full Stack) and SEO and Marketing profiles.

TEAM EVOLUTION

The company, founded in 2010, started its activity with 10 people. At June 2022, it has more than 445 employees.

445 employees

392 employees

300 employees

178 employees

114 employees

81 employees

46 employees

25 employees

12 employees

10 employees

4 employees

3 employees

3 employees

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

Freepik School. Training Program

Freepik School is an internship program in which students who join us are involved in a 100% real project within the company. This is an annual project in which several students from different training programs (vocational training and university) join the staff under a training plan organized and guided at all times by highly experienced employees, called mentors. At the end of the internship, if the performance has been good, and after an evaluation process, **they may have the opportunity to join the staff.**

Freepik School **was created in 2018**, with the aim of satisfying the training needs of the Technology sector's current panorama. Training is practical and participation in the Freepik Company project is active throughout the whole process, so **the results for both the company and the students are very positive, giving rise to a win-win project**. There are currently 3 areas involved in this project; IT, Marketing and Revenue, although it is expected to continue to grow.

freepikcompany

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