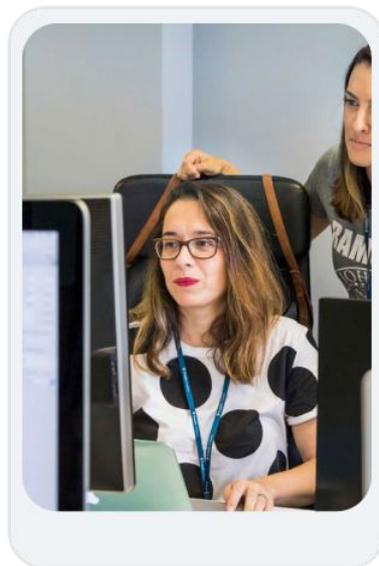


# Press Kit

January 2023



# Index

## 1. About Freepik Company

## 2. Freepik Company Products

Business Model

Products in Numbers

## 3. Freepik Company Evolution

## 4. The Story of Freepik Company and its Protagonists

In-house Production Team

Contributor Network

Management Team

## 5. The Freepik Feeling - Looking After the Team

How Freepik Company Feels

The Freepik Company Team

Freepik School - Training Program



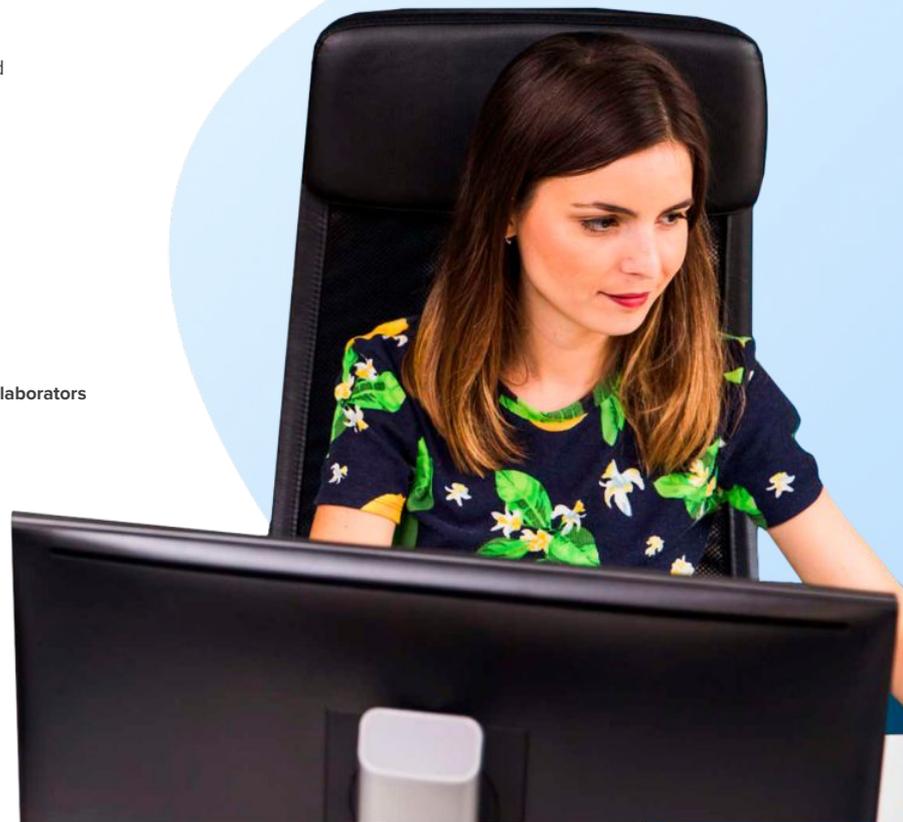
# 1. About Freepik Company

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

With nearly 600 employees, 600 exclusive designers working remotely and over 23,000 registered contributors, the company gives service to more than 61 million users per month worldwide who generate more than 150 million downloads monthly.

## Freepik Company in Numbers

- Year founded: **2010**
- Founders: **Alejandro Sánchez, Pablo Blanes y Joaquín Cuenca**
- City founded: **Malaga (Spain)**
- Staff: **567 employees + 600 exclusive designers working remotely and more than 23,000 registered collaborators**
- Graphic resources available on its service network: **48 million**
- Monthly unique users of services: **65 million**
- Monthly visitors to services: **140 million**
- Monthly downloads of resources: **147 million**
- Countries served: **We reach 99% of the world's countries**



## 2. Freepik Company Products

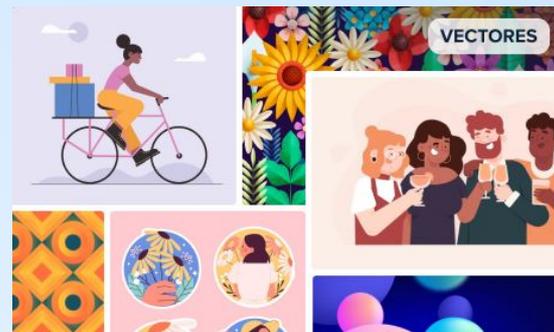


**The world's largest platform of high quality graphic resources for every creative project**

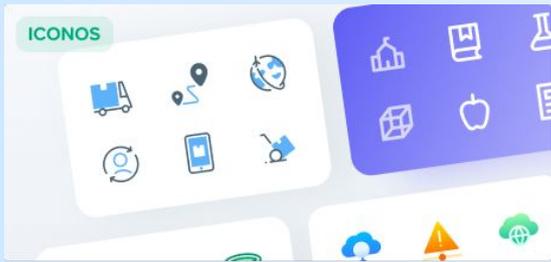
Its search engine, that has now integrated AI features, helps users find high quality photos, vector images, illustrations, mockups and PSD files for their creative projects.

Freepik has positioned itself as an indispensable tool for designers around the world through its millions resources and its Premium model, that offers exclusive content and multiple benefits

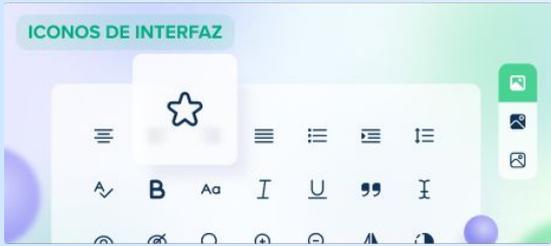
[Visit Freepik](#)



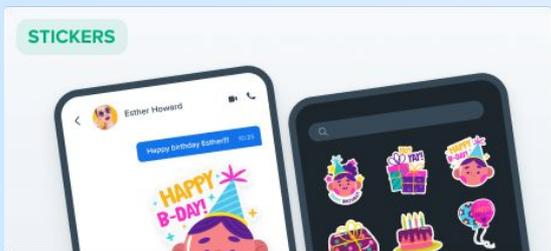
## ICONOS



## ICONOS DE INTERFAZ



## STICKERS



## ICONOS ANIMADOS



### The world's largest database of 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. In addition, thanks to its Premium model, users can find uncountable resources in editable formats, without attribution and unlimited collections.

[Visit Flaticon](#)

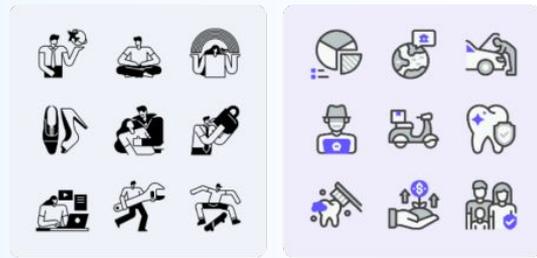


**Online marketplace for icons, illustrations and 3D illustrations for designers, developers and creative professionals worldwide**

Leading icon provider with over 6 million high quality graphic resources, with a mission to help people make beautiful designs faster.

Iconfinder, acquired by Freepik Company in 2022, offers millions of icons, illustrations, 3D illustrations and stickers for every design project, created by independent designers.

[Visit Iconfinder](#)



## PRESENTACIONES



## Free Google Slides and PowerPoint templates to boost 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](#)

 Google Slides

 PowerPoint

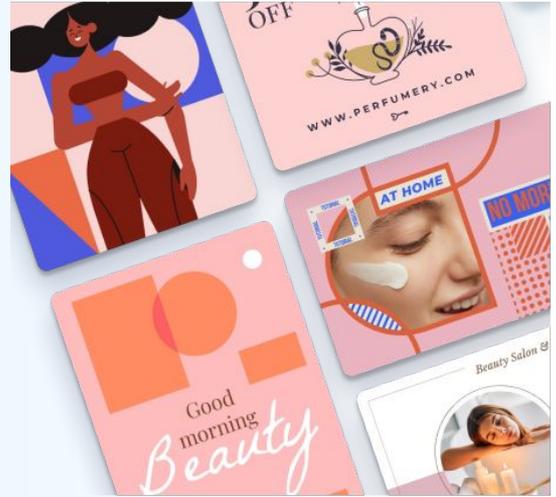


## Design made easy for your business

Totally free online tool, also available in App, 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, icons from Flaticon and illustrations from Storyset. At Wepik you can also create your own AI generated assets!

[Visit Wepik](#)





# videvo

**Videos, audio clips and motion graphics assets for every type of project**

Videvo has more than one million high-quality freemium videos, audio clips and motion graphics resources that help creators around the world develop their personal and/or professional projects.

[Visit Videvo](#)

# storyset,

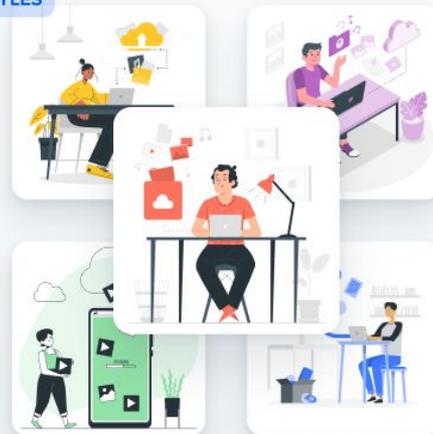
**Animate, customize and download illustrations for free and in different formats**

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.

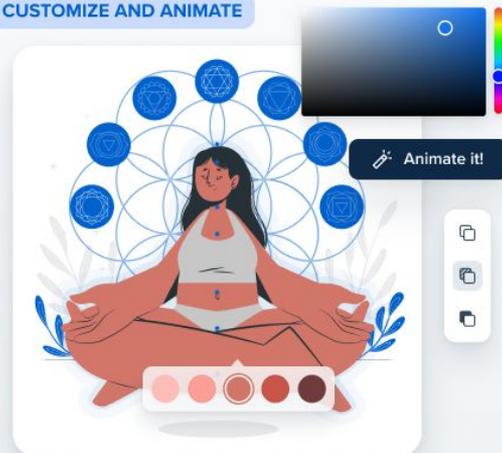
This tool is very useful for creatively highlighting websites, apps, presentations or digital marketing campaigns.

[Visit Storyset](#)

STYLES



CUSTOMIZE AND ANIMATE



## Business Model

Freepik, Flaticon, Slidesgo, Iconfinder and Videvo 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, are completely free of charge.

## Products in Numbers

In total, Freepik Company's products offer more than **48 million graphic resources** (data updated in January 2023), with the following distribution:

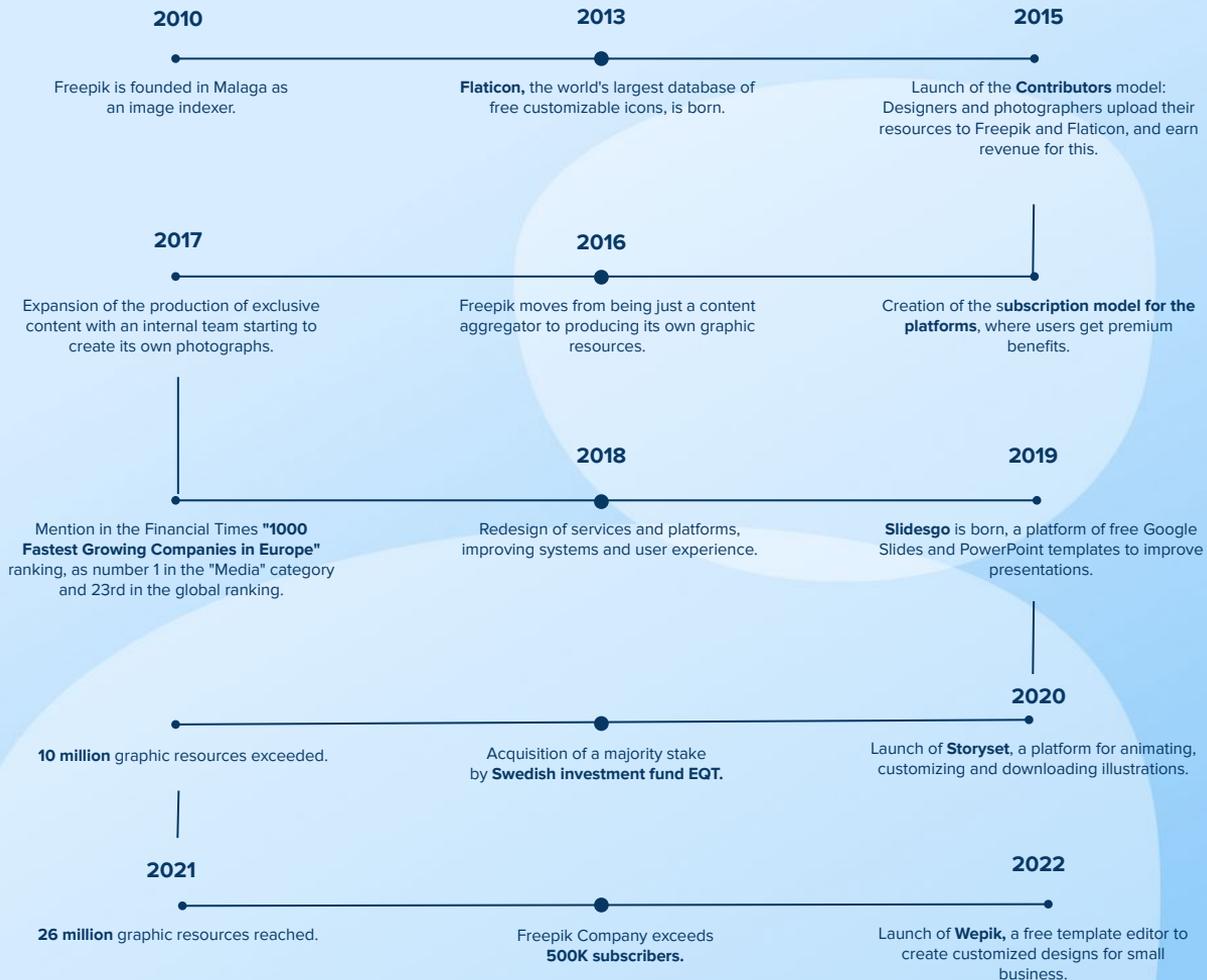
-  **Freepik: 33 million resources.**
-  **Flaticon: 8 million icons**
-  **Slidesgo: 10,000 presentation templates**
-  **Videvo: 1 million video and audio clips**
-  **Iconfinder: 6 million icons**

Currently, these products 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



### 3. Freepik Company Evolution



# Internationalization

In 2022 Freepik Company has positioned itself as one of the world's most complete graphic resource platforms, with a 360° and specialized content catalog, including illustrations, PSDs, 3D, mockups, icons, templates, videos, audios and an online editor.

The various acquisitions have incorporated international talent with teams in Colombia, Denmark and the UK.

## UNITED KINGDOM (VIDEVO)

A UK based company that offers more than one million freemium videos, audio clips and motion graphics. It currently has more than 650,000 users, mainly from the US, Canada, Australia and the UK.

Headquartered in Oxford since 2012 and founded by Tom Limb it becomes the stock video and audio vertical of Freepik Company.

## DENMARK (ICONFINDER)

Leading icon provider with over 6 million high-quality graphic resources. This acquisition reinforces and complements the market consolidation of Flaticon, the world's largest database of free and customizable icons and stickers.

The Danish Iconfinder founded by Martin LeBlanc brings a large team of experts with different skills and excellent experience in the B2B area.

videvo



ICONFINDER

Feather  
286 icons



# Internationalization

In 2022 Freepik Company has positioned itself as one of the world's most complete graphic resource platforms, with a 360° and specialized content catalog, including illustrations, PSDs, 3D, mockups, icons, templates, videos, audios and an online editor.

The various acquisitions have incorporated international talent with teams in Colombia, Denmark and the UK.

## COLOMBIA (ORIGINAL MOCKUPS)

Company specialized in the creation of 3D resources and mockups. With this incorporation, Freepik LATAM is launched with headquarters in Colombia and represents the entry of Freepik Company in Latin America.

The Colombian Original Mockups founded by Alexander Ruiz, Andres Hernandez and Katherine Tuiran, brings a team of 80 highly qualified professionals, which allows the introduction of the new vertical of 3D and mockups.



## 4. The Freepik Company Story

One of the factors that sets Freepik Company apart from the competition is that it offers beautiful and high quality assets that help anybody to express the power of their ideas. These assets go from illustrations, photos and icons to videos, mockups, templates or presentations. As a result, it has positioned itself as the most used visual asset provider in the world, with an average of 60 million visits per month.

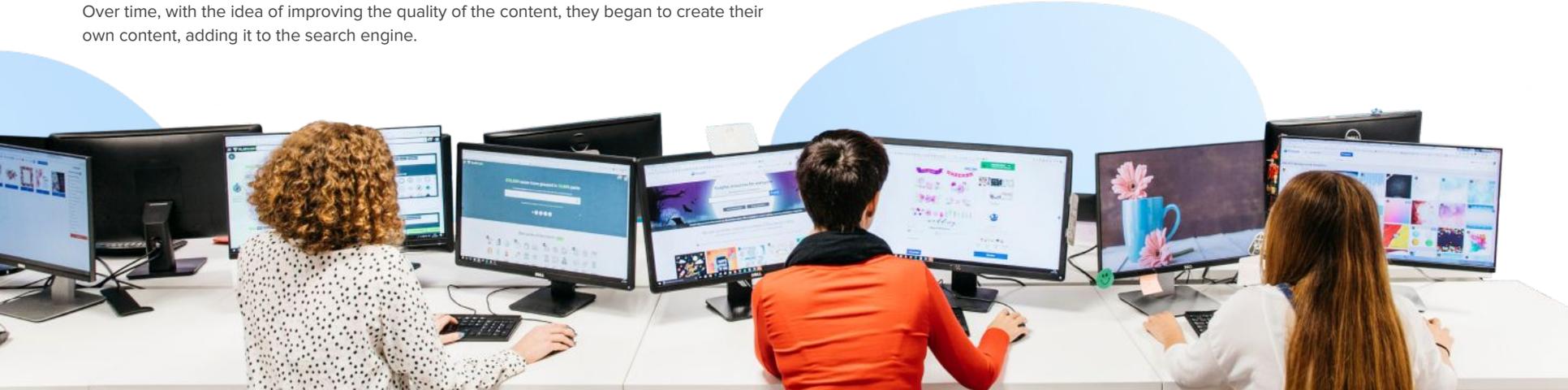
The Freepik Company project, which was born and grew as a bootstrapped company, that is, without external investment, began with Freepik, which was created out of a very specific need experienced by its founders: How to easily find images to design and update the websites of other projects on which they 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. 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, **In 2021, Freepik Company consolidated its position by reaching the symbolic figure of half a million Premium subscribers and launched its online editor, Wepik, in 2022.**



## 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.

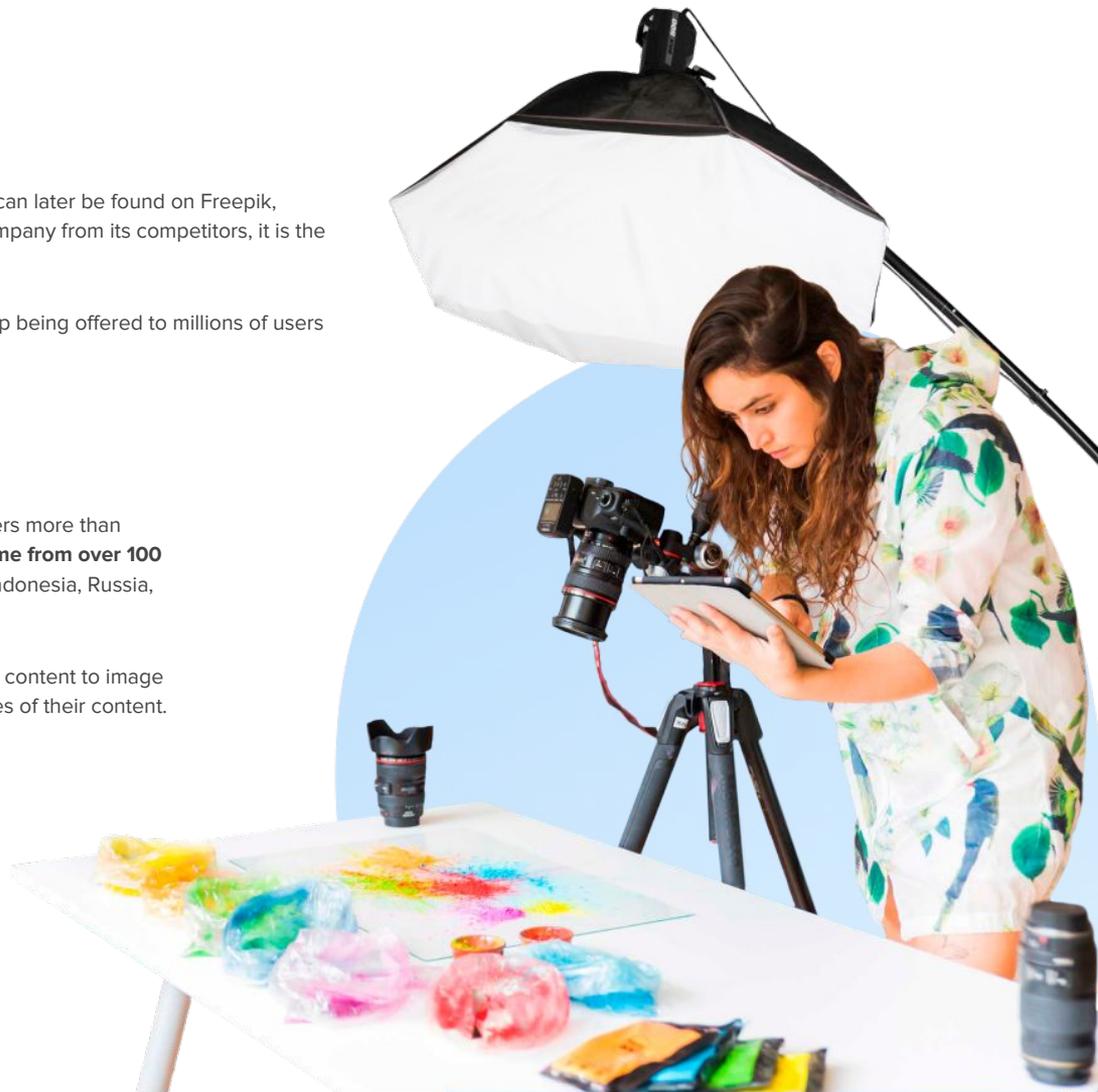
Between the Editing, Cataloging and Quality teams, all the content that ends up being offered to millions of users around the world is meticulously selected, tagged and curated.

## Contributor Network

Freepik Company's contributor network was launched in 2015 and now numbers more than 23,000 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 download** 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.





## Executive Board

### **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 Labs and Slidesgo

Alejandro Sánchez is one of the co-founders of Freepik Company and holds the position of Chief Product Officer of Freepik Labs and Slidesgo. 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.

### **Gary Lumsdon - CFO**

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

Gary 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, which is the largest by number, 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 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.



### **Martin LeBlanc - CPO**

Martin LeBlanc is Freepik Company's Chief Product Officer. His main responsibilities include ensuring the planning of the company's various products and platforms to provide continuous value to the user, addressing the different needs that arise in the market and developing new products and services to help creatives around the world with their personal and/or professional projects.

### **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.

### **Carlos Cantú - CMO**

Carlos Cantú is Freepik Company's Chief Marketing Officer. Cantú leads a team of talented professionals who execute the strategy to increase brand awareness, business expansion into new markets and enhance the user experience.



## Álex Góngora - [CGO](#)

Álex Góngora is Freepik Company's Chief Growth Officer. His functions are to lead Freepik Company's user acquisition strategy and expand the channels and formulas for attracting new users. To do so, he has a team of professionals specialized in SEO and Outreach.

## 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.

## 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.



## 5. The Freepik Feeling

### Looking After the Team

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:

Help people express the power of their ideas.

### Values:

#### TAKE ACTION

We have a bias for action – and commit ourselves to learning by doing. Experimentation trumps premeditation. We are excited to make mistakes, because the more we fail, the faster we get to our greatness.

#### DRIVE CHANGE

We are restless. Never satisfied. Constantly evolving. We must always be improving – our products, the way we work, the connection with our customers.

#### BE CURIOUS

This company was founded by questioning the status quo. In that same spirit, we all embrace a “beginner’s mindset” that enables us to question existing assumptions, identify new opportunities and blaze new paths.

#### SAY IT STRAIGHT

Our customers and contributors expect us to be straight with them – that means communicating honestly and clearly. That honest communication starts in the way we communicate with each other. We are all responsible for creating an environment where each everyone communicates directly and respectfully, and expects the same from others.

#### IDEAS COME FROM EVERYONE

We value each other’s differences, experiences, and strengths, but most of all we value ideas. We know that good ideas can, and do, come from anywhere, and we strive to create an environment where everyone’s ideas can hatch and grow and thrive.



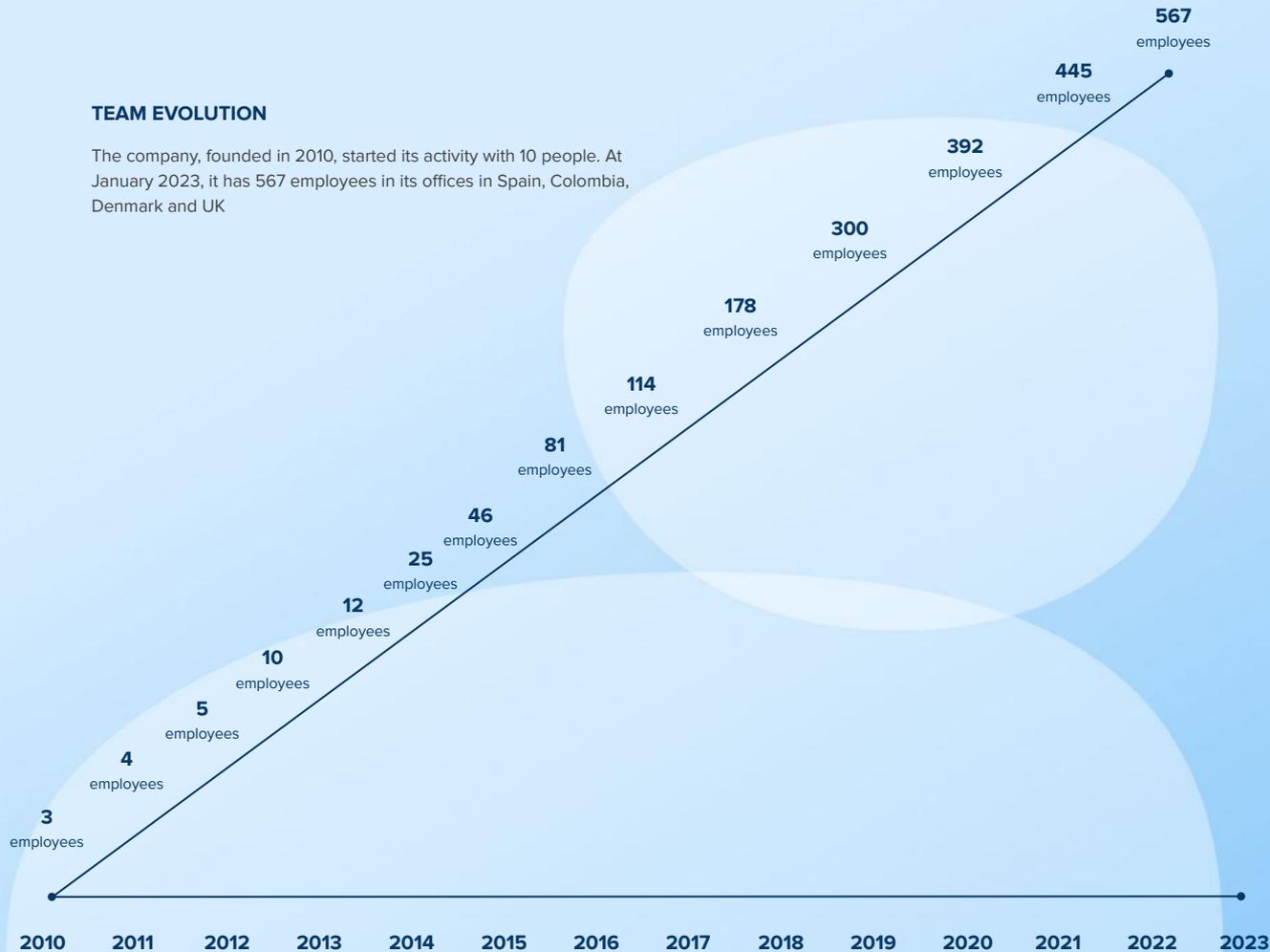
## The Freepik Company Team

The company, founded in 2010, started its activity with 10 people. As of January 2023, it has nearly 600 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 33 years old and there is a predominance of parity with 51% of women compared to 49% of men. Regarding the profiles that will be most in demand in 2023 are the creative (Art Directors, Graphic Design, Retouchers) and technological (Data Scientists, Developers: Front, Dev, Full Stack) profiles.

## TEAM EVOLUTION

The company, founded in 2010, started its activity with 10 people. At January 2023, it has 567 employees in its offices in Spain, Colombia, Denmark and UK



## 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.





PR & Communication - [pr@freepik.com](mailto:pr@freepik.com)  
C/ Molina Lario, nº 13, planta 5ª, 29015, Málaga  
[www.freepikcompany.com](http://www.freepikcompany.com)

