December 2023

Press kit

FREEP!K

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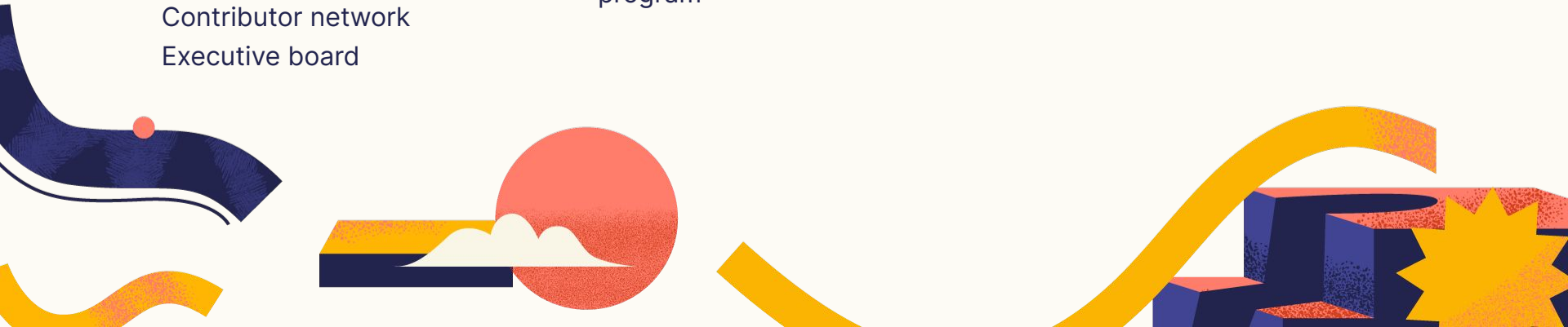
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FREEP!K

Why we exist?

Freepik helps anyone create great design faster to express the power of their ideas.

01.

About **Freepik**

Freepik is a **leading global tech company that helps anyone create great designs faster** by producing and distributing high-quality graphic and audiovisual resources. These include photography, videos, design assets like icons and mockups, plus presentation templates.

It is the parent company of **Freepik, Flaticon, Slidesgo, Storyset, Wepik, Iconfinder, Videvo and EyeEm**, design tools that empower creatives and creators all over the world.

- **Year founded:** 2010.
- **Founders:** Alejandro Sánchez, Pablo Blanes and Joaquín Cuenca.
- **City founded:** Málaga (Spain).
- **Staff:** 580 employees, 850 freelance designers collaborators and more than 50,000 registered contributors.
- **Visual resources available** on its service network: 250 million.
- **Monthly unique users of services:** 100 million.
- **Monthly visitors to services:** 158 million.
- **Monthly resource downloads:** 185 million.
- **Countries served:** We reach 99% of the world's countries.

02.

Freepik **products**

FREEP!K

All the assets you need in one place

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

With integrated AI features such as **Freepik Pikaso**, sketch to image AI generator, **Text to image, AI writer** or **Search by image**, Freepik offers designers all they need in one single place.

Visit Freepik
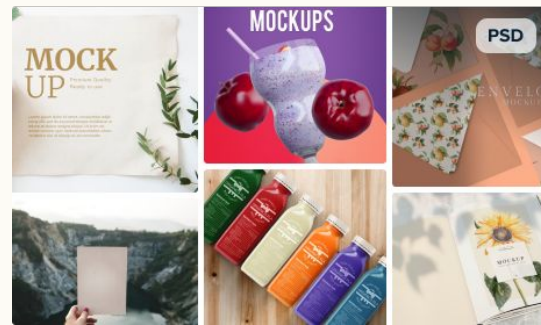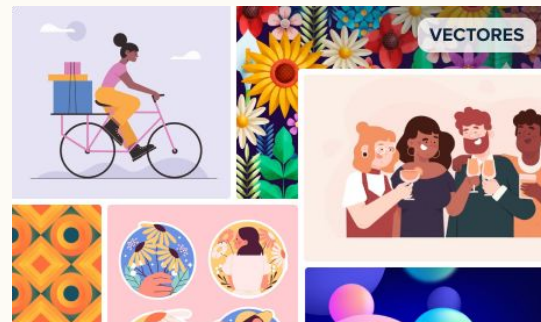
FLATICON

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
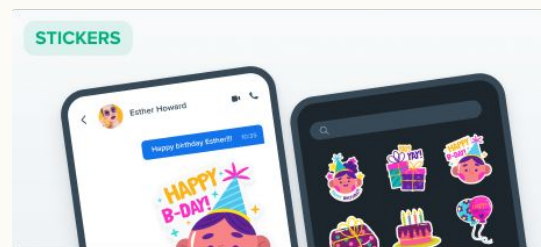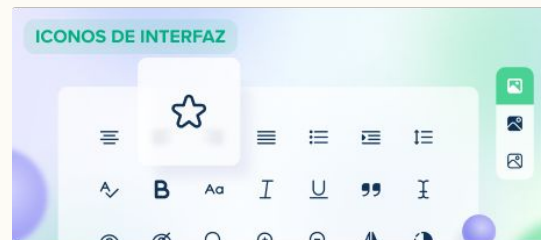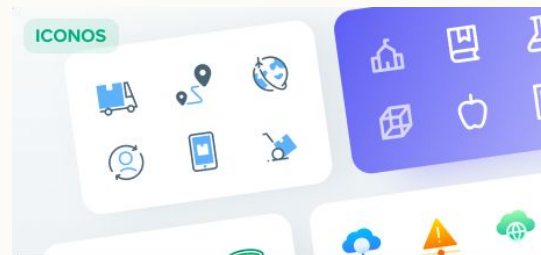
SLIDESGO

Google Slides and PowerPoint templates to boost presentations

Slidesgo offers an **extensive catalog of Google Slides themes and PowerPoint templates for creative presentations**. Both are customizable, and you can also edit them with our **online editor**, no extra skills or software are needed! It also brings to its users the possibility of generating presentations effortlessly thanks to the **AI Presentation Maker.**

Among its most prominent users are those in the education sector, encompassing both teachers and students, benefiting from designs tailored to the academic curriculum with a keen focus on usability and accessibility criteria. Special mention should be given to the **Slidesclass template collection, which includes ready-to-use educational material created by and for educators.**

Visit Slidesgo

WEPIK

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 with its AI image generator, AI presentation maker and AI writer, to easily use it to make unique and exclusive designs.

Visit Wepik
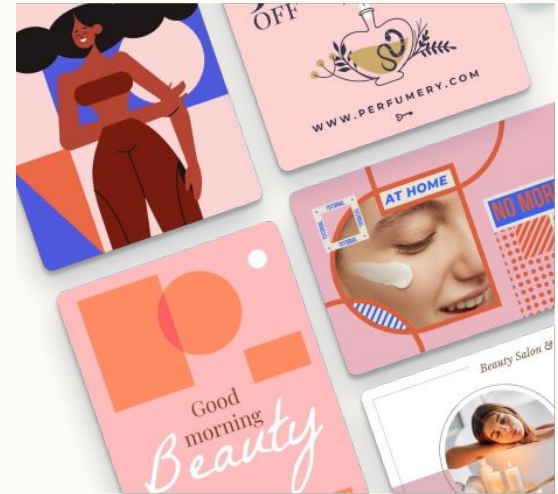
VIDEVO

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

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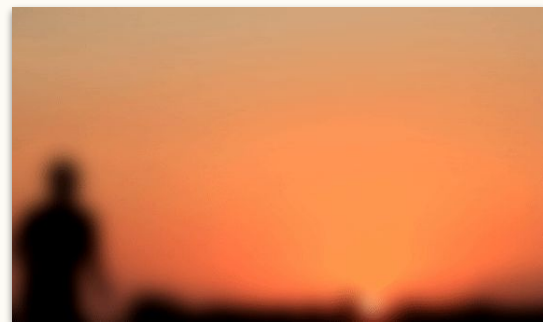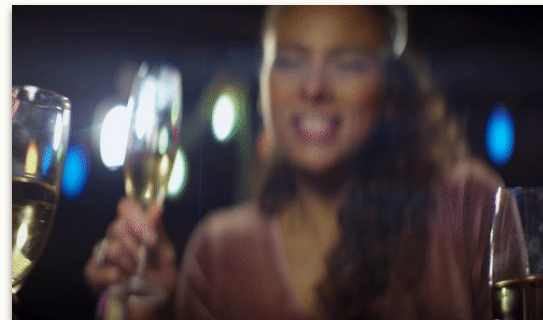
Online marketplace for icons, illustrations and 3D illustrations for designers, developers and creative professionals worldwide

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

Visit Iconfinder
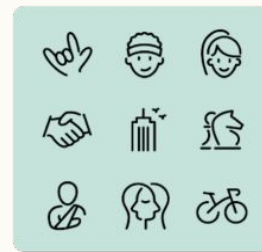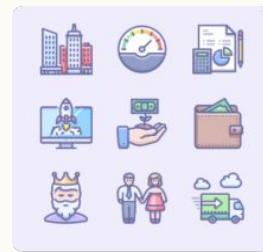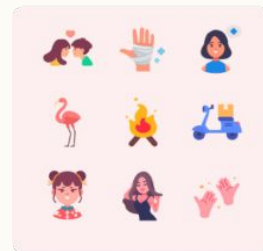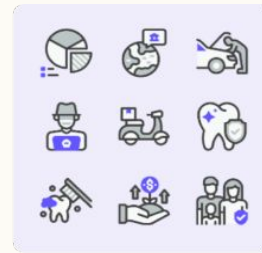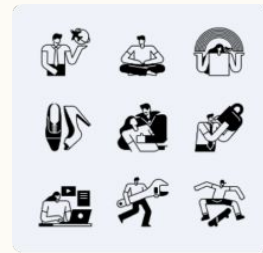
EyeEm

Authentic stock photos that make a statement

EyeEm is a **global marketplace for Premium stock photography and professional photo & video productions**. The platform is powered by its patented, AI based computer vision software that automatically analyzes the content of an image.

EyeEm offers **more than 160 million photos** and has a network of over **140 thousand contributors.**

Visit EyeEm
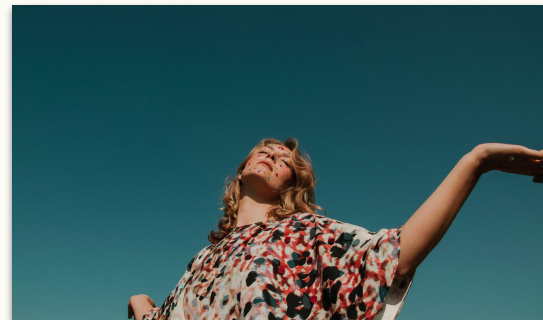
Business model

Freepik, Flaticon, Slidesgo, Iconfinder and Videvo work under a Freemium model. This means that users have **access to a Premium subscription with advantages** such as exclusive resources, the option to use content without attribution, and a higher daily download limit. In contrast, users of the free version must attribute the content, have a lower daily resource download limit, access to a more limited resource catalog, and encounter advertising while browsing. On the other hand, Storyset and Wepik are entirely free of charge.

Products in numbers

Currently, these products receive an **average number of 185 million downloads per month** distributed as follows:

More than **130 million** every month

Flaticon　　**Freepik**　　**Slidesgo**

More than **40 million** every month

More than **10 million** every month

03.

Freepik evolution

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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.

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

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

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

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.

2020
Acquisition of a majority stake by Swedish investment fund EQT.

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

10 million graphic resources exceeded.

2021
Freepik Company exceeds 500K subscribers.

26 million graphic resources reached.

2022
Launch of Wepik, a free template editor.

The various acquisitions have incorporated international talent.

2023
U.S. expansion and acquisition of EyeEm

Release of our first AI generative model and Freepik Pikaso, sketch to image AI generator

Freepik's new era begins with a new brand identity

Internationalization

In 2023 Freepik has positioned itself as one of the world's most complete graphic resource platforms, with a 360º 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, Germany 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.

Colombia
(Original Mockups)

Company specialized in the creation of 3D resources and mockups. This incorporation represents the entry of Freepik 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.

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.

Germany
(EyeEm)

Global marketplace for premium stock photography and professional photo & video productions. The platform is powered by its patented, AI based computer vision software that automatically analyzes the content of an image.

04.

Freepik story

One of the factors that sets **Freepik** 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.

The project 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. With this new majority shareholder on board, the company's aim was to strengthen its presence in the North American, South-East Asian and Latin American markets. **In 2021, Freepik consolidated its position by reaching the symbolic figure of half a million Premium subscribers and launched its online editor, Wepik, in 2022.**

In 2023, Freepik has experienced significant growth, successfully expanding its **presence in the U.S. market,** consolidating its commitment to this territory by establishing a team and offices. In addition, **Freepik acquired the German company, EyeEm**, enriching its catalog with more than 160 million high-quality photographs. It also marked a milestone with the **launch of its first generative AI model and Freepik Pikaso** and welcomed a new era with the presentation of a new brand identity.

In-house production team

Freepik has an in-house production team that creates content that can later be found on 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 **Content Product, Production and Strategy 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's contributor network was launched in 2015 and now numbers **more than 50,000 contributors.** Contributors share their content in 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 and get paid for each download a user makes of their content.

Executive board

Joaquín Cuenca
Co-founder and CEO of Freepik

Joaquín Cuenca is **one of the co-founders of Freepik and CEO.** Since its founding in 2010, he has been **responsible of technology, strategy and business development.** 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 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.

Gary Lumsdon - CFO

Gary Lumsdon is Freepik'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's **Chief Content Officer.** Her main functions include managing the production and acquisition of the content offered in Freepik'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'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'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.

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Carlos Marín - CSO

Carlos Marín is Freepik'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'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's **Chief Growth Officer.** His functions are to lead Freepik'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'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's **Head of Human Resources.** In this position she develops the company's talent recruitment, employee relations and facilities management strategies.

05.

The Freepik team

The company, founded in 2010, started its activity with 10 people. By December 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's staff is 33 years old and there is a predominance of parity with 51% of women compared to 49% of men.

568 employees

445 employees

392 employees

300 employees

178 employees

114 employees

81 employees

46 employees

25 employees

12 employees

10 employees

5 employees

4 employees

3 employees

2010 2011 **2012** 2013 **2014** 2015 **2016** 2017 **2018** 2019 **2020** 2021 **2022** 2023

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 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.

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