# Klaviyo Announces Launch of Initial Public Offering

2023-09-11

Boston, September 11, 2023 – Klaviyo, Inc. (“Klaviyo”), the company that powers smarter digital relationships, today announced the launch of its initial public offering of 19,200,000 shares of its Series A common stock. The offering consists of 11,507,693 shares of Series A common stock offered by Klaviyo and 7,692,307 shares of Series A common stock to be sold by certain of Klaviyo’s existing stockholders. Klaviyo will not receive any proceeds from the sale of shares by the selling stockholders.

In addition, the underwriters will have a 30-day option to purchase up to an additional 2,880,000 shares of Series A common stock from certain of the selling stockholders at the initial public offering price, less underwriting discounts and commissions. The initial public offering price is expected to be between $25.00 and $27.00 per share. The shares are expected to begin trading on the New York Stock Exchange under the ticker symbol “KVYO”.

Goldman Sachs & Co. LLC, Morgan Stanley, and Citigroup are acting as lead book runners for the proposed offering. Barclays, Mizuho, and William Blair, are acting as joint book runners, Piper Sandler and Truist Securities are additionally acting as book runners, and Baird, Canaccord Genuity, Needham & Company, and TD Cowen are acting as co-managers.

The proposed offering will be made only by means of a prospectus. Copies of the preliminary prospectus, when available, may be obtained from: Goldman Sachs & Co. LLC, Attention: Prospectus Department, 200 West Street, New York, New York 10282, by telephone at (866) 471-2526, or by email at **prospectus-ny@ny.email.gs.com**; Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, New York 10014; and Citigroup, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717 or by telephone at 1-800-831-9146.

A registration statement relating to these securities has been filed with the U.S. Securities and Exchange Commission but has not yet become effective. These securities may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the

securities laws of any such state or jurisdiction.