




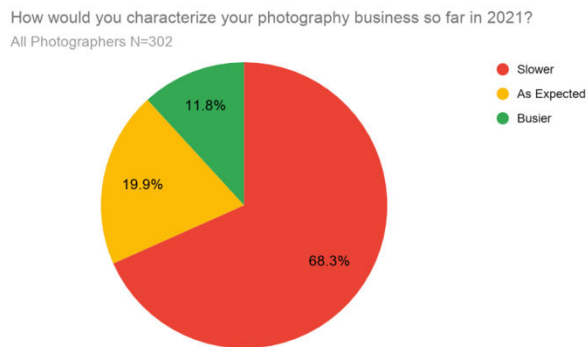
March 1, 2021

Zenfolio, the market leader in creative and business solutions for photographers conducted a photography survey focusing on the impact of COVID-19 and outlook ahead.

Below is a snapshot of the findings.

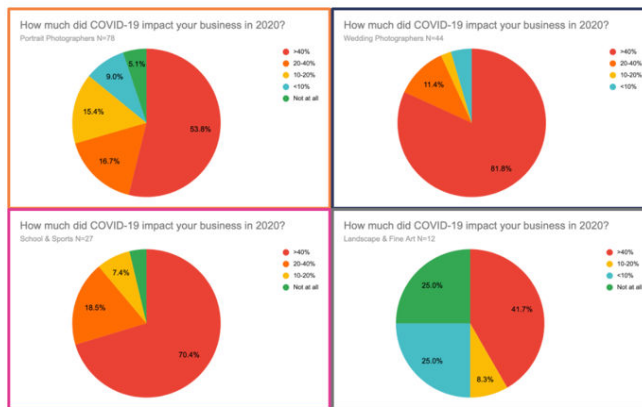
- 68% of photographers saw a 40% decline in 2020 business due to COVID-19.

 68% of photographers are still seeing their business as slower than expected in 2021



- Almost 78% saw a decline of at least 20%.
- Wedding Photographers were hardest hit in 2020.

 Wedding Photographers were hardest hit in 2020. Landscape & Fine art were least impacted.

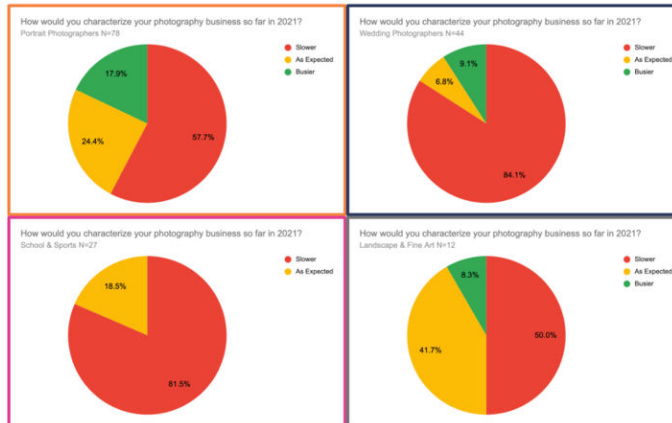


- Landscape & Fine art were least impacted.
- 68% of photographers are still seeing their business as slower than expected in 2021.

- So far in 2021, wedding photographers are still seeing the most slowness.



So far in 2021, wedding photographers are still seeing the most slowness.
Half of Landscape & Fine Art photographers are doing as well or better than expected.

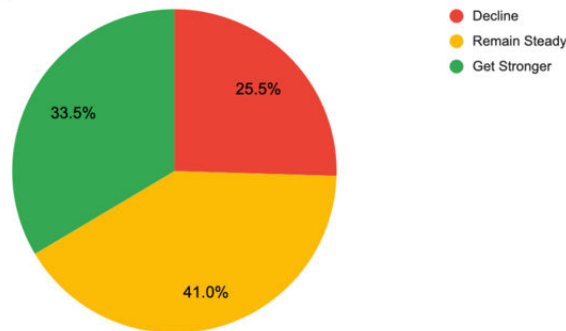


- Half of Landscape & Fine Art photographers are doing as well or better than expected.
- One-third of photographers are optimistic about their business between now and June 2021.



One-third of photographers are optimistic about their business between now and June 2021
One-quarter expect their business to continue to decline

Between now and June 2021, photographers expect their business to:
All Photographers N=302

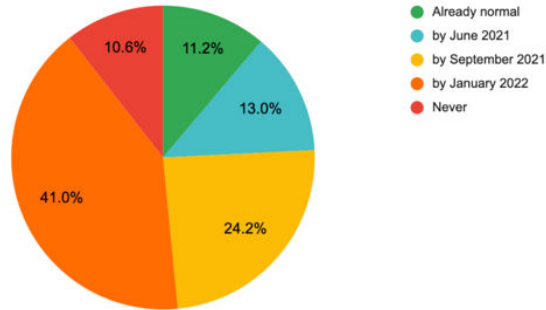


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50% of photographers expect it to take at least a year for business to return to normal

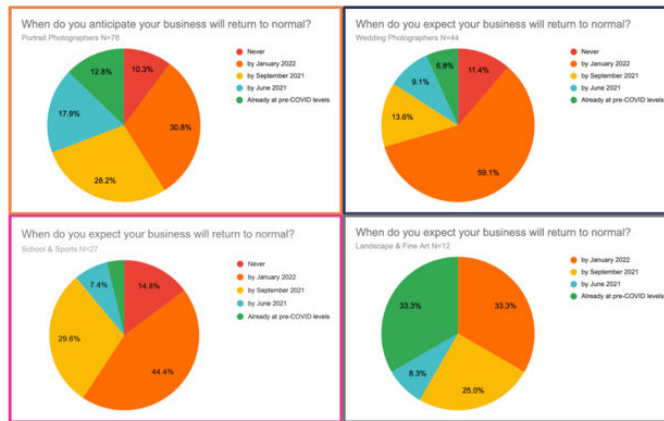
When do you anticipate your business will return to normal?
All Photographers N=302



- 50% of photographers expect it to take at least a year for business to return to normal.
- Wedding photographers expect it to take the longest for business to return to normal.



Wedding photographers expect it to take the longest for business to return to normal
Landscape photographers are the most optimistic about their future business



- Landscape photographers are the most optimistic about their future business