

# **Q3 2025**

# **Block Investor Presentation**

## Forward-looking statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements can be identified by words such as “anticipate,” “believe,” “estimate,” “expect,” “goal,” “intend,” “likely,” “may,” “plan,” “project,” “seek,” “should,” “strategy,” “will,” and similar expressions. All statements other than statements of historical fact could be deemed forward looking, including, but not limited to, statements regarding our financial objectives, our future performance and our market opportunity. These forward-looking statements are based on our management’s current beliefs, expectations, and assumptions regarding future events and are therefore subject to a number of known and unknown risks, uncertainties, assumptions, and other factors that may cause actual results, performance, or achievements to differ materially from results expressed or implied in this presentation. Investors are cautioned not to place undue reliance on these statements. Among the factors that could cause actual results to differ materially from those indicated in the forward-looking statements are risks and uncertainties described from time to time in the Company’s filings with the Securities and Exchange Commission, including the Company’s Annual Report on Form 10-K for the year ended December 31, 2024 and its subsequent Quarterly Reports on Form 10-Q. All forward-looking statements are based on information and estimates available to the Company at the time of this presentation and are not guarantees of future performance. Earnings guidance for 2025 reflects assumptions the Company believes are reasonable as of the date of this filing, and actual results may vary based on macroeconomic conditions and other risks and uncertainties outlined in this forward-looking statements section and in the Company’s periodic reports filed with the SEC. Except as required by law, we assume no obligation to update any of these forward-looking statements.

## Non-GAAP Financial Measures

To supplement our financial information presented in accordance with generally accepted accounting principles in the United States (“GAAP”), we consider and present certain non-GAAP financial measures. These non-GAAP measures are presented in addition to, and not as a substitute for or superior to, measures of financial performance presented in accordance with GAAP. The non-GAAP measures used by the Company may differ from the non-GAAP measures used by other companies.

Information regarding our non-GAAP financial measures, including reconciliations from the nearest corresponding GAAP equivalent to these non-GAAP measures, are included in the Appendix to this presentation.

# Block Financial Objectives

- **Drive consistent profitable growth**  
Pursuing balance between delivering consistent growth without sacrificing profitability, setting the foundation for long-term success
- **Maximize gross profit**  
Committed to delivering positive gross profit retention across each ecosystem, reinforcing the value of our integrated, diversified portfolio
- **Rule of 40<sup>1</sup>**  
We continue to view Rule of 40 as our guiding financial framework and believe we are well positioned entering 2026
- **Create value for shareholders**  
Focusing on enhancing shareholder returns through a disciplined capital return strategy, amplifying the long-term value of our business

<sup>1</sup> Rule of 40 is the sum of our gross profit growth and Adjusted Operating Income margin as a percent of gross profit. We may refer to a “Rule of” number other than 40 to refer to the sum of gross profit growth and Adjusted Operating Income margin as a percent of gross profit for the period given. Adjusted Operating Income (Loss) is a non-GAAP financial measure that represents our operating income (loss), adjusted to eliminate the effect of amortization of acquired technology assets; acquisition-related and integration costs; contingencies, restructuring and other charges; restructuring share-based compensation expenses; goodwill and intangible asset impairment; and amortization of customer and other acquired intangible assets.

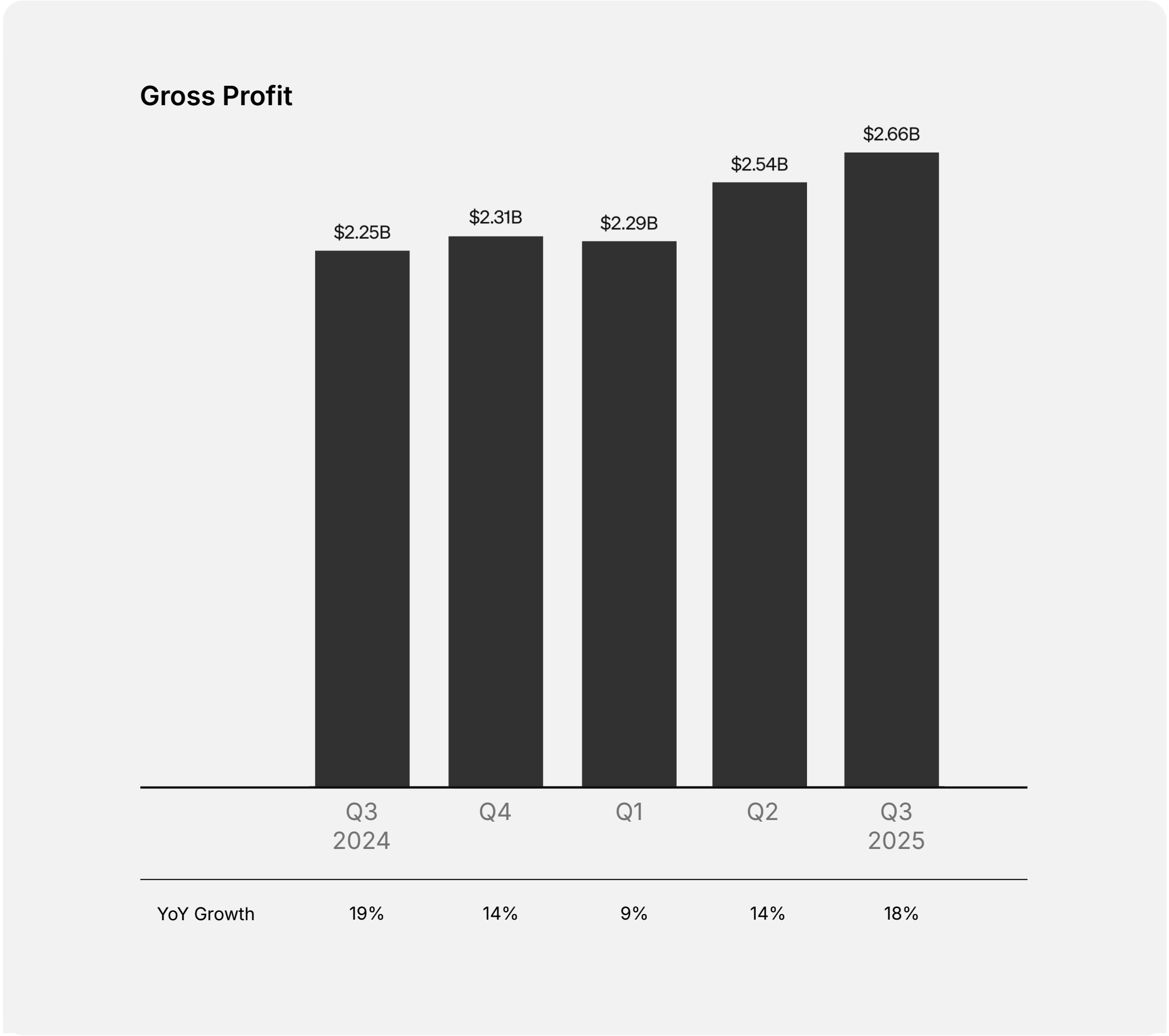
Please see the appendix for definition of gross profit retention.

## Q3 Key Messages

- **Accelerated year-over-year gross profit growth to 18%** and delivered on Adjusted Operating Income guidance
- **Delivered on our commitment to grow actives**, scaling Cash App to 58 million monthly transacting actives
- **Square GPV growth accelerated to 12%** year over year as we continued to gain share in our target verticals
- **Growing engagement** on Cash App with gross profit per monthly transacting active of \$94 on an annualized basis, up 25% year over year
- **Raising guidance** for Q4 and full year 2025 to reflect the strength we're seeing across Block
- **We now expect \$10.243 billion in gross profit for 2025** reflecting over 15% growth year over year with Adjusted Operating Income growing nearly 28% year over year, representing a 20% margin

# Q3 Gross Profit Growth

We delivered year-over-year gross profit growth of 18%, accelerating from 14% growth in the second quarter as we sustained momentum in Square and accelerated Cash App gross profit growth

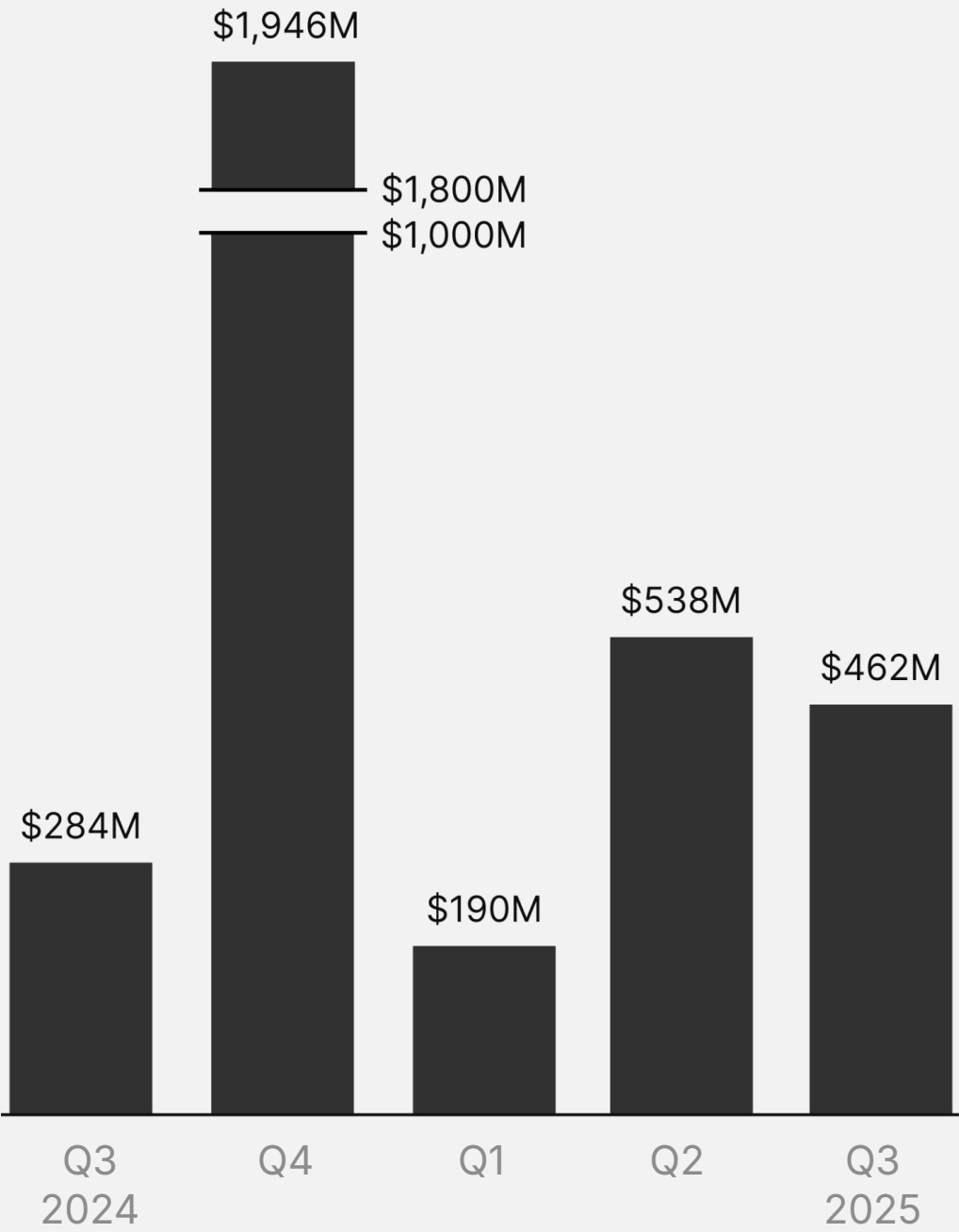


# Q3 Profitability

Margins are all calculated as a percent of gross profit. In the third quarter of 2025, net income included a remeasurement gain on our bitcoin investment of \$60 million and gains on revaluations of equity investments of \$171 million. In the second quarter of 2025, net income included a remeasurement gain on our bitcoin investment of \$212 million. In the first quarter of 2025, net income included a remeasurement loss on our bitcoin investment of \$93 million. In Q4 2024, net income included one-time benefits from income taxes of \$1.9 billion in fiscal 2024 related to both the release of the Company's valuation allowance associated with certain federal and state deferred tax assets as well as the recognition of deferred tax assets as part of internal legal entity restructuring efforts. Please see these reconciliations for a description of certain items that affected net income (loss) in the third quarter of 2025.

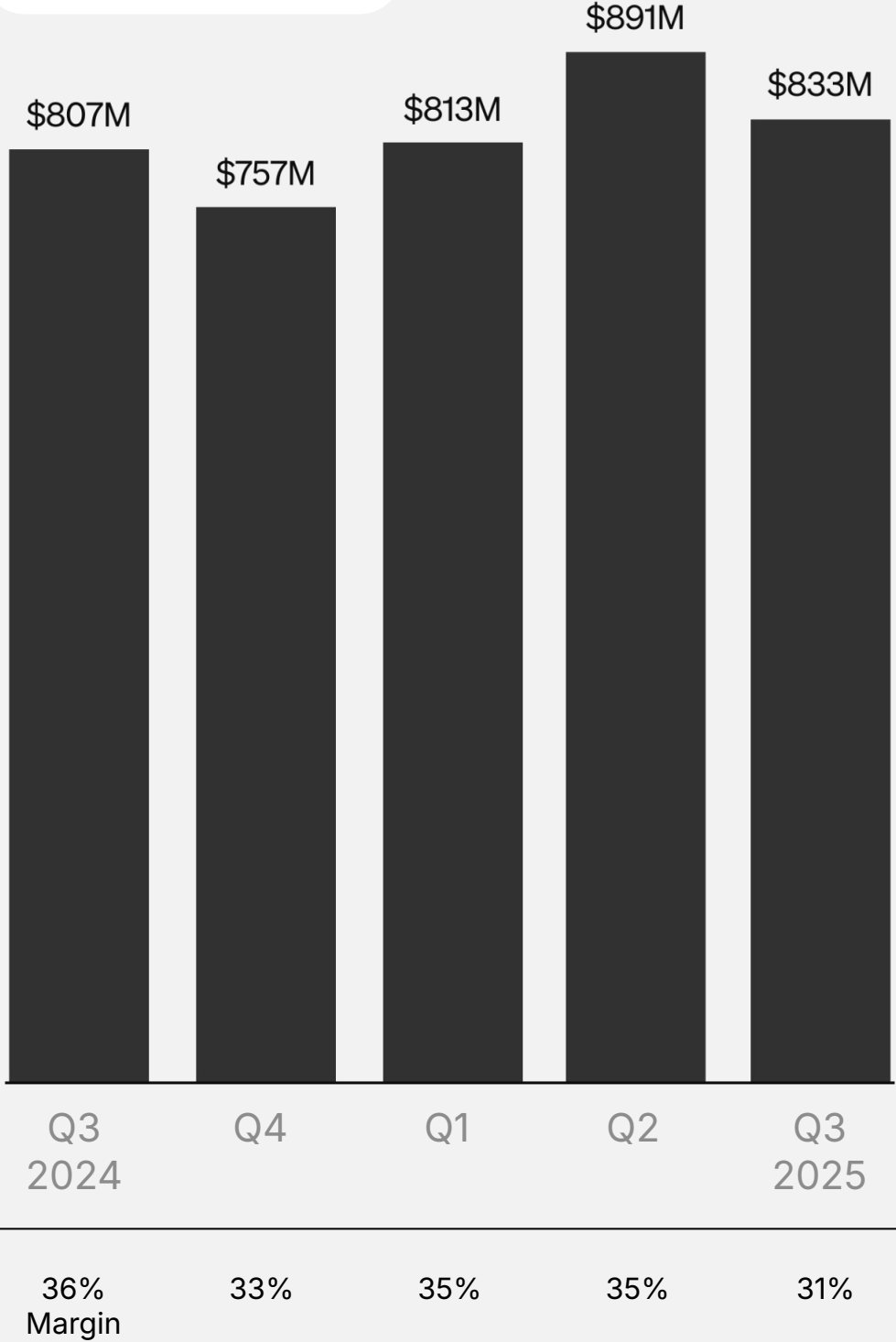
## Net Income\*

\*attributable to common stockholders



## Adjusted EBITDA

31% Margin

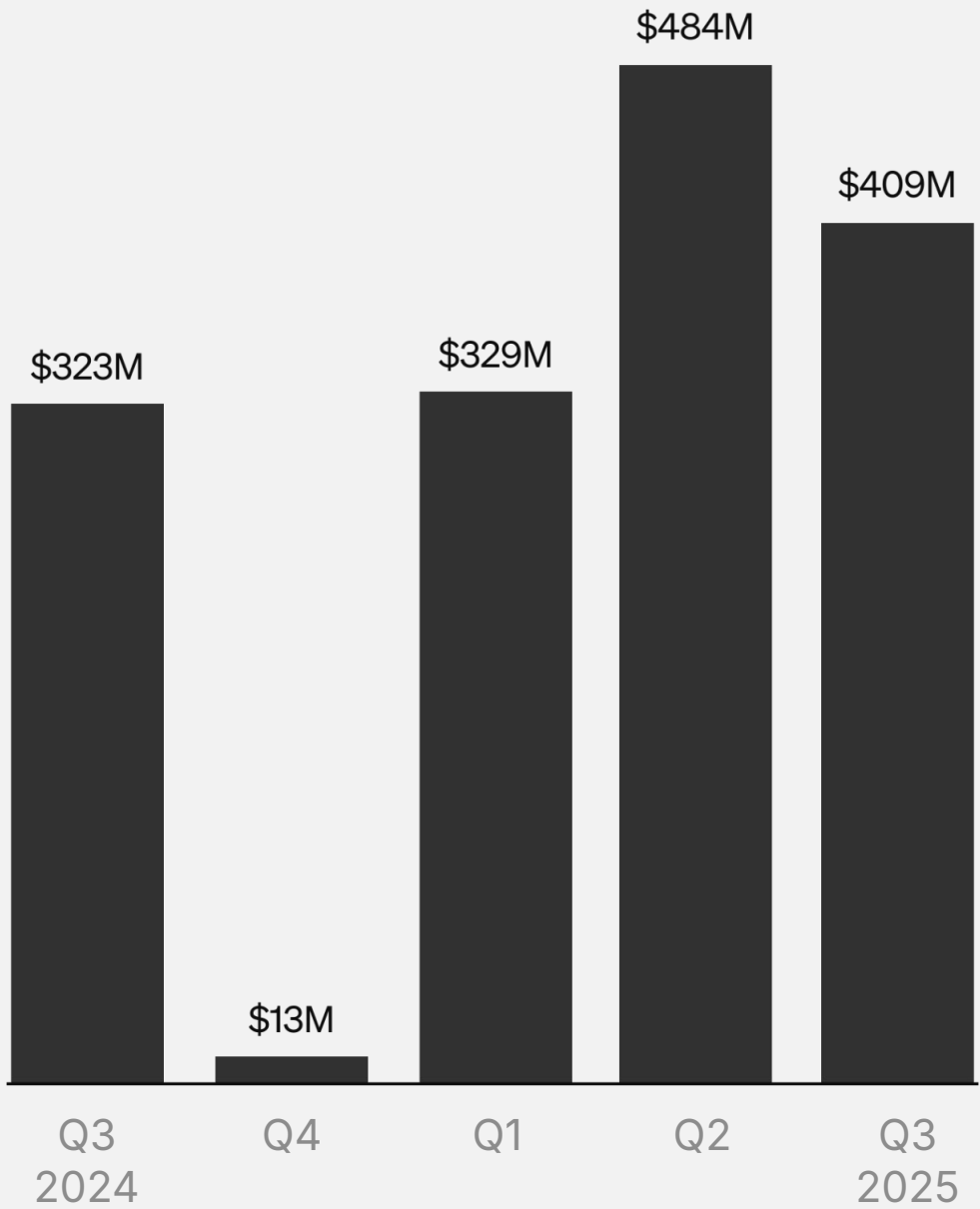


# Q3 Profitability

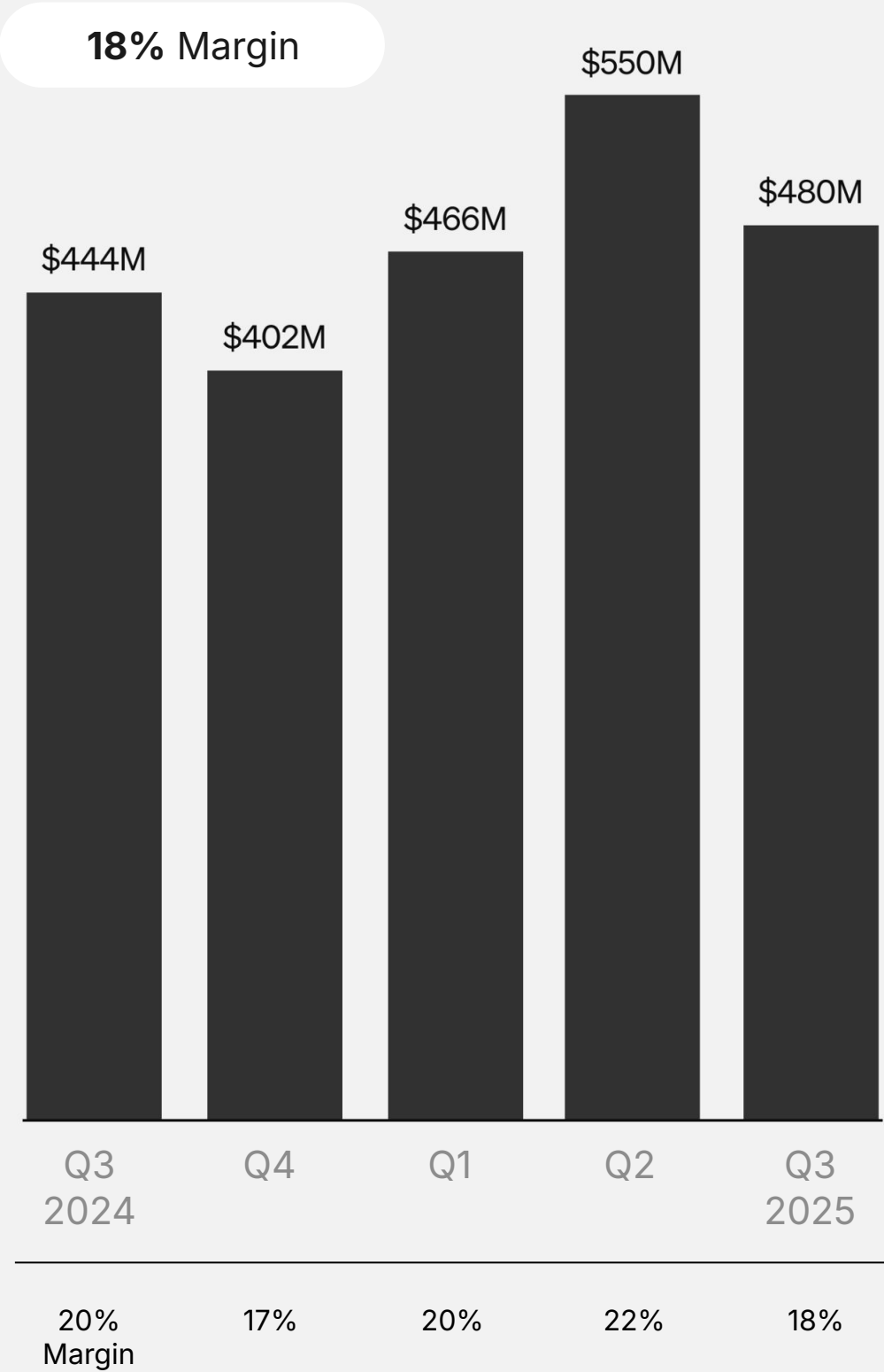
Adjusted Operating Income grew 8% year over year, with margins expanding despite meaningful investments in go to market

Margins are all calculated as a percent of gross profit. Reconciliations of non-GAAP financial measures used in this presentation to their nearest GAAP equivalents are provided at the end of this presentation. Please see these reconciliations for a description of certain items that affected operating income in the in the periods presented.

Operating Income



Adjusted Operating Income

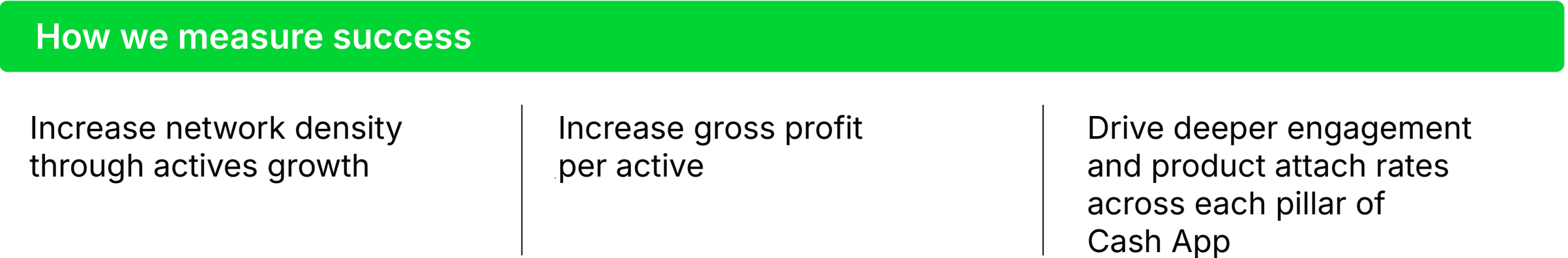
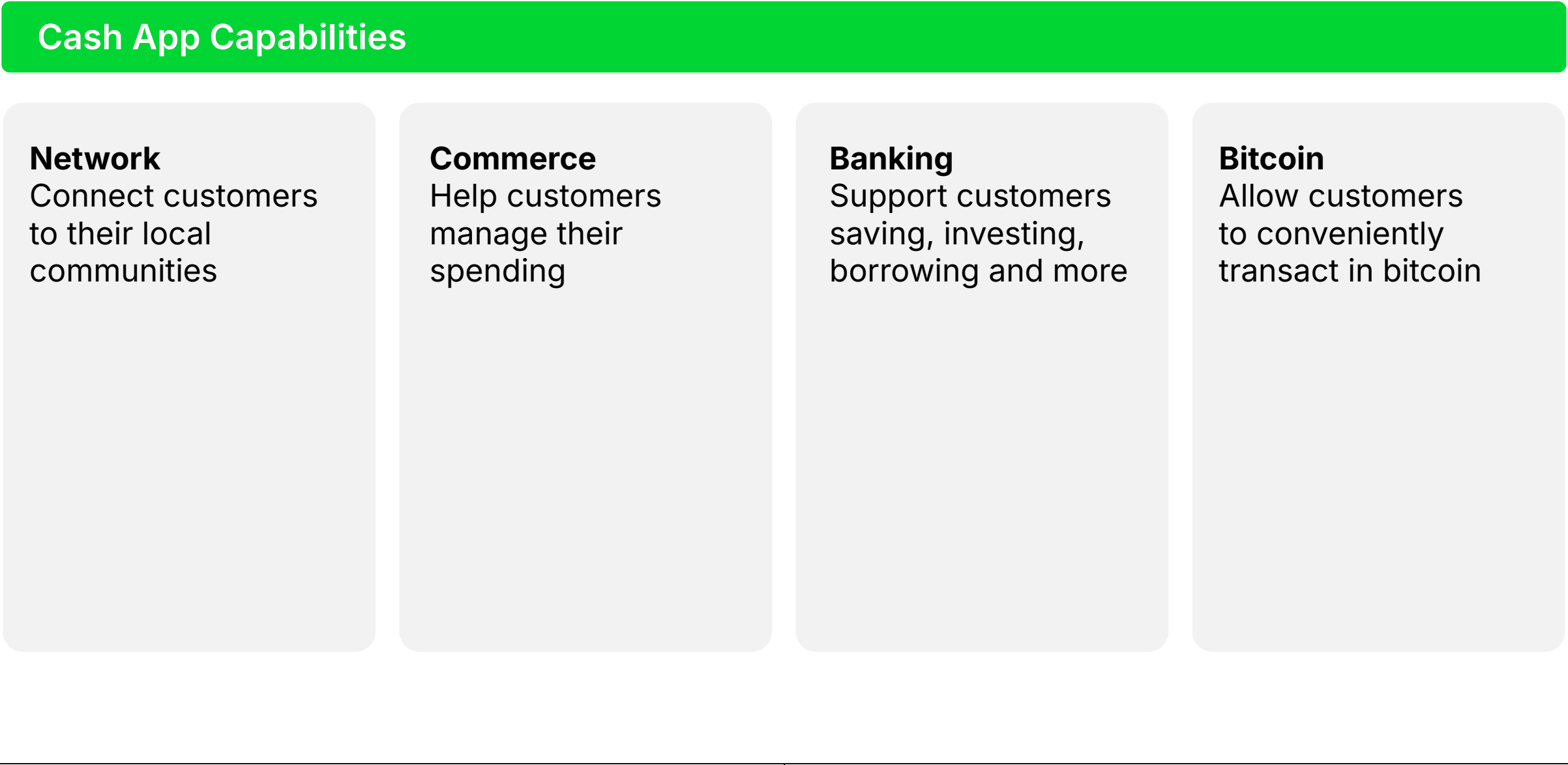


**Cash App**



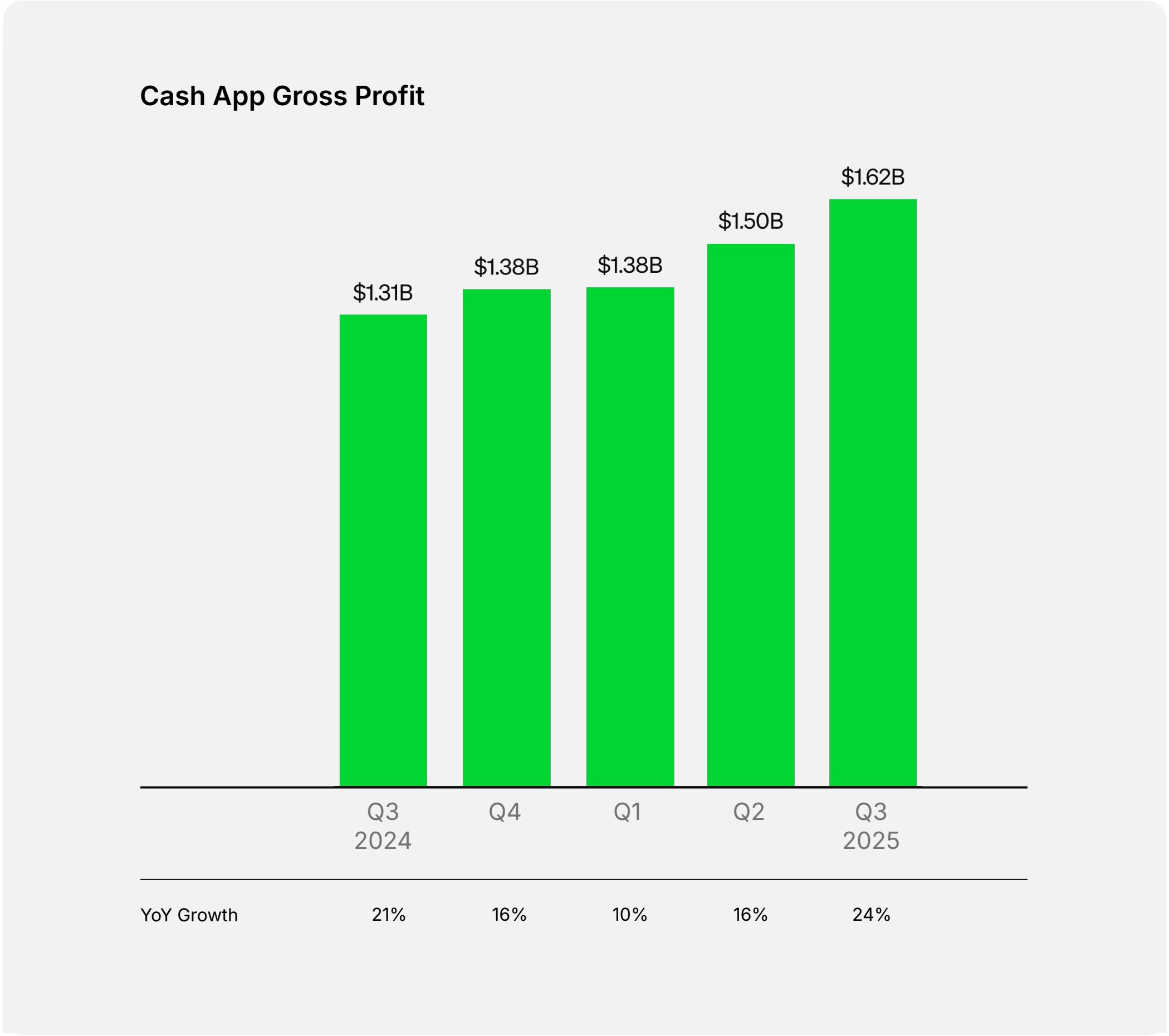
# Strategic vision

Cash App is building the financial operating system for the next generation



# Continued strong growth at scale

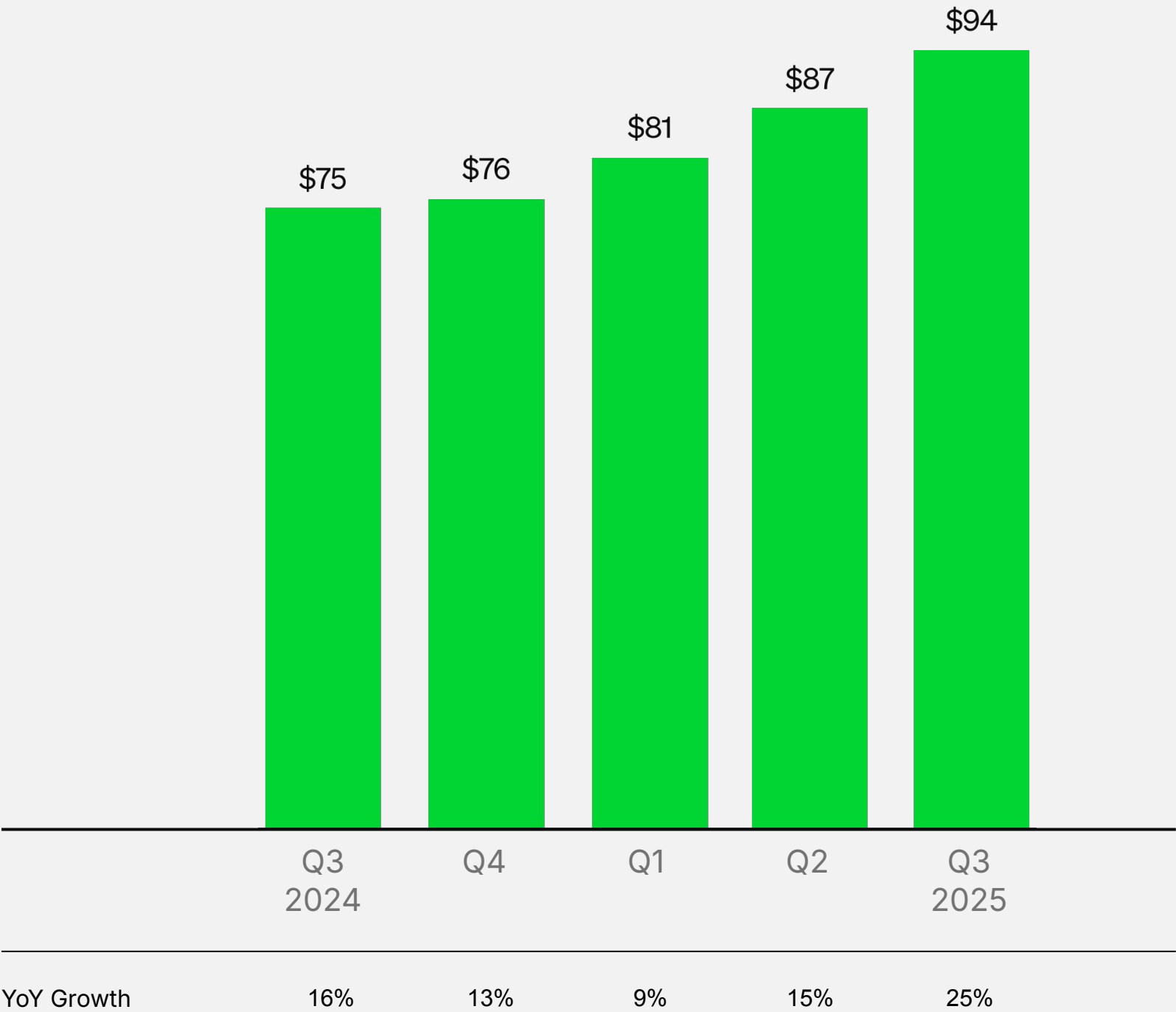
Gross profit growth of 24% year over year driven by Cash App Borrow, BNPL, and Cash App Card



# Driving greater engagement and monetization

Gross profit per transacting active growth of 25% year over year in Q3

Cash App Gross Profit per Monthly Transacting Active



Please see the appendix for a definition of gross profit per monthly transacting active.

# Driving greater engagement and monetization

Inflows per transacting active growth of 10% year over year in Q3, driven in part by more customers bringing their paychecks into Cash App

Cash App Inflows per Transacting Active

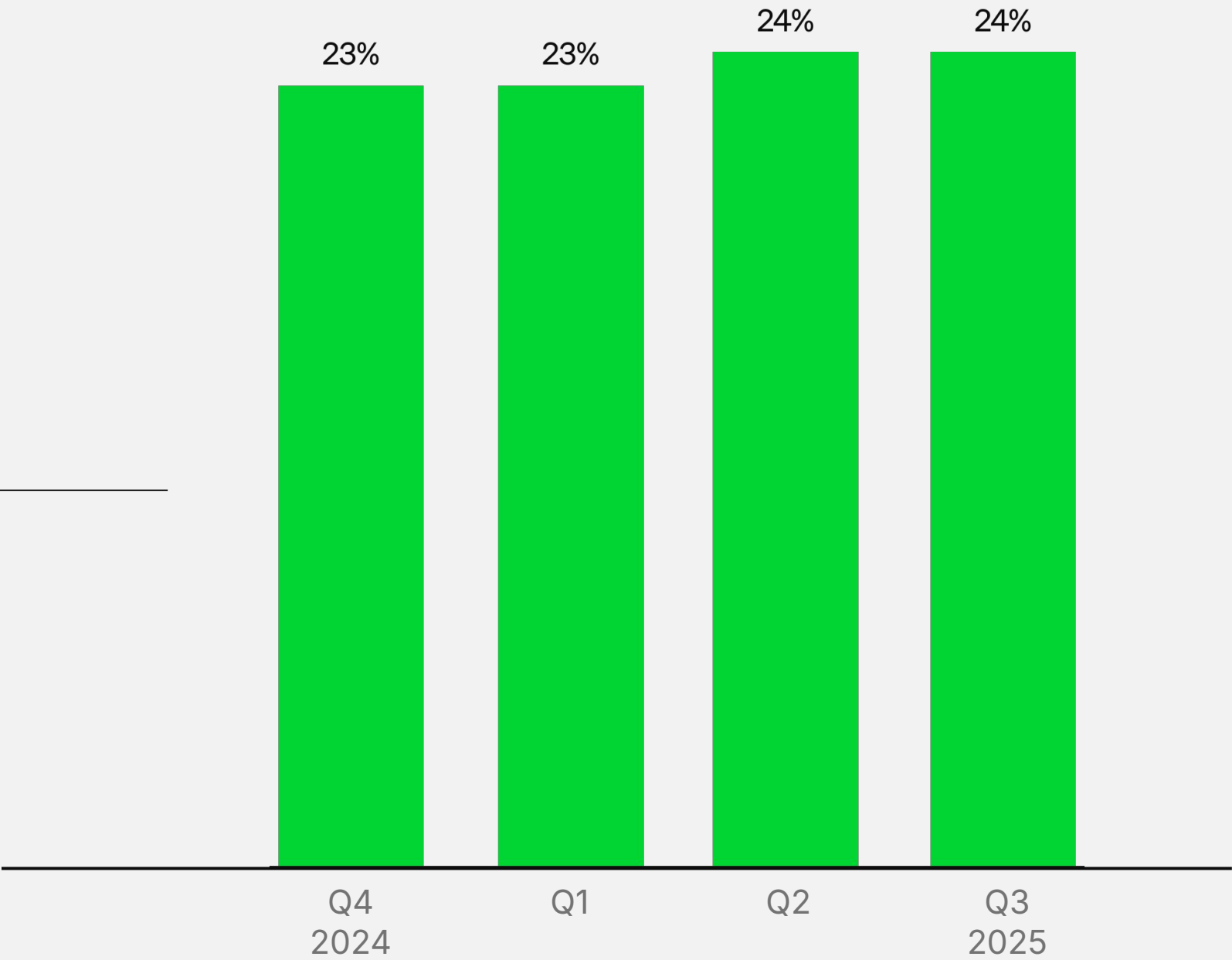


Please see the appendix for a definition of inflows per transacting active.

# Stable Margins for Cash App Borrow even as we significantly ramp originations

Strong margins driven by stable underwriting performance as Borrow originations grew 134% year over year to \$22 billion annualized in Q3

Cash App Borrow Annualized Net Margin (Trailing Twelve Months)



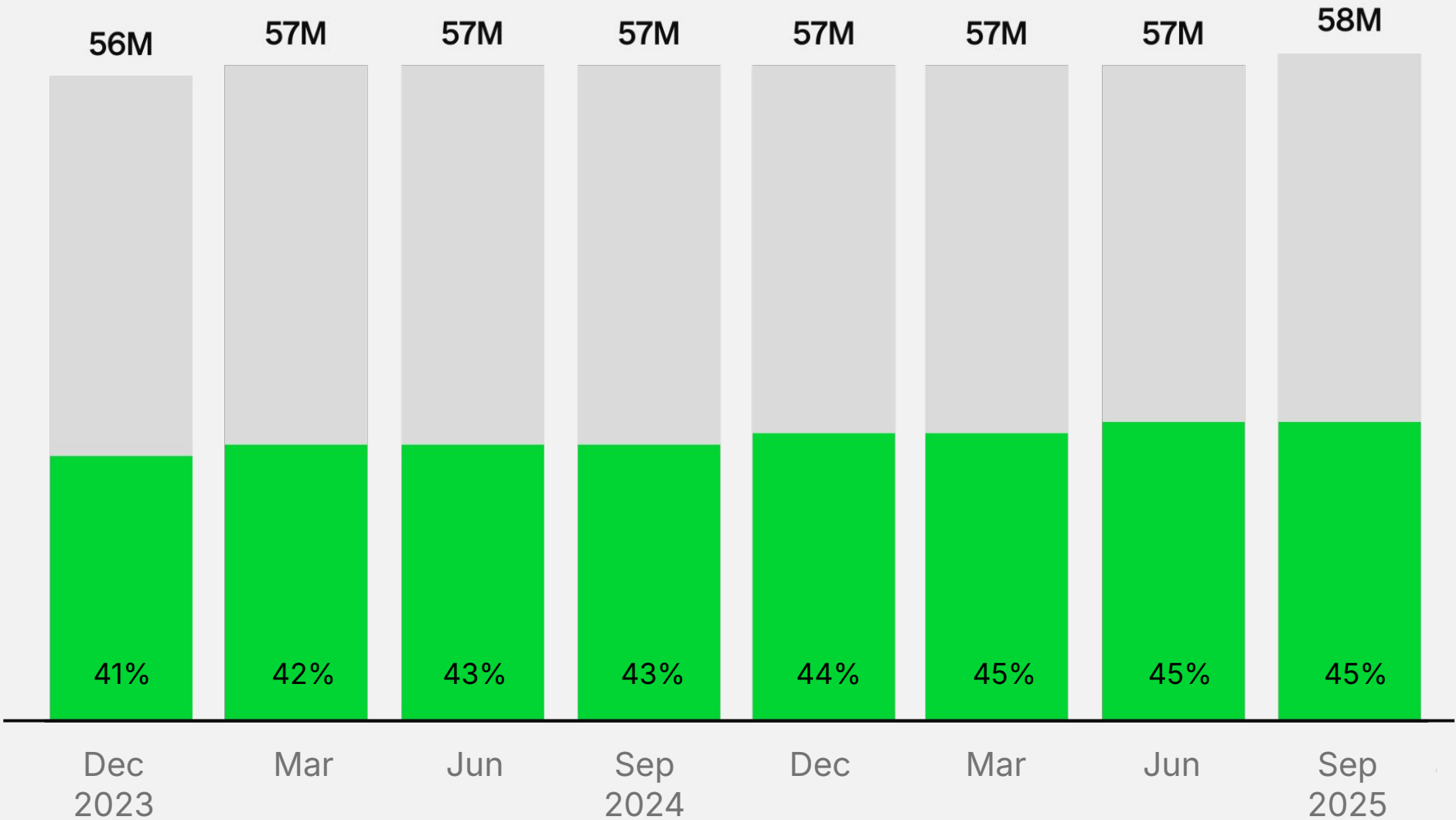
Cash App Borrow Annualized Net Margin is annualized variable profit margin, which we calculate as variable profit divided by originations. Please see the appendix for more details.

# Cash App Card actives growth

Cash App Card monthly actives  
have grown as a % of overall  
Cash App actives over time

Cash App Card Monthly Actives as a % of Overall Monthly Actives

Cash App Card Actives



## With Afterpay, we're focused on driving healthy consumer behavior and repeat engagement

~1%

risk loss on Afterpay  
consumer receivables

>95%

of Afterpay GMV comes  
from returning customers

96%

of all installments  
were paid on time

98%

of all purchases  
incurred no late fees





"I never use any kind of money Service but today I had to....thank you cash app borrow!!!! @CashApp"

LA\_DAGWOOD, X

"Their savings has a higher interest rate than most other P2P pay apps....Plus easy to send and receive money from people."

ECONOMY\_QUARTER7569, REDDIT

"Cash app is my favorite app. I use it for almost everything. I have all of my direct deposits sent there because they put it in your account as soon as they receive it. I always had to wait at least 2 days with my bank, plus you can buy stocks for as little as \$1."

FROMDAWN2DUSK, REDDIT



**Square**

# Strategic vision

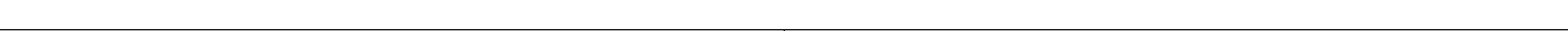
Square simplifies commerce, automates business operations, and creates connected networks that empower sellers to scale with ease

## Pillars of Square Strategy

**Commerce**  
Make selling easy for all sellers through software, commerce, and banking solutions all built on a vertically integrated platform

**Automation**  
Give sellers time back by putting their operations and finances on autopilot with unique Square AI tools

**Networks**  
Connect the neighborhood to help sellers grow by deepening relationships with customers, staff, and other sellers, all while leveraging Cash App’s network of 58M monthly actives



## How we measure success

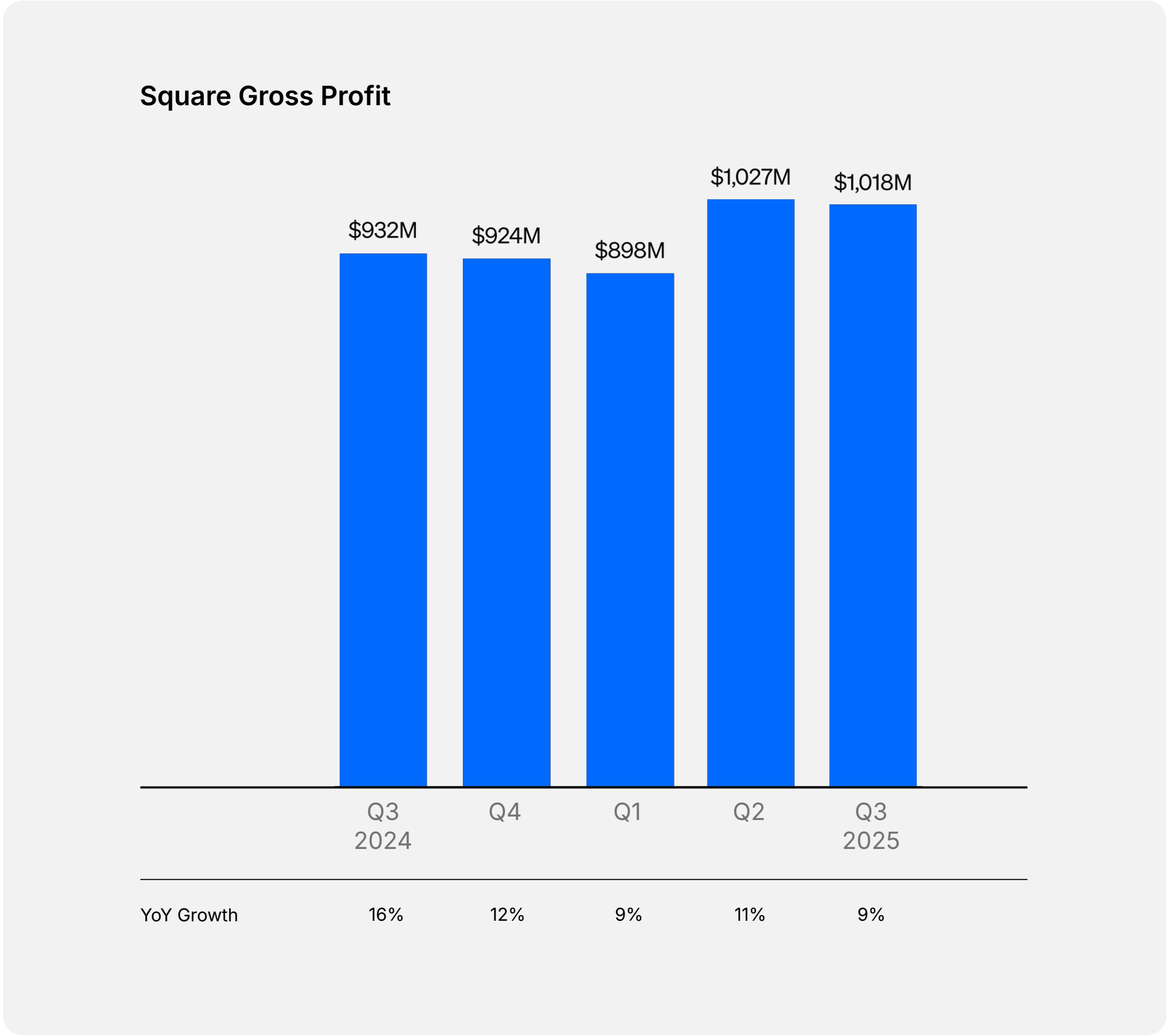
Expand seller base and grow GPV across key verticals and geographies

Drive product adoption and automation driven efficiency

Deepen ecosystem engagement while increasing retention of existing sellers

# Continued strong growth at scale

Gross profit growth of 9% year over year driven by strength in our software and integrated payments and banking products

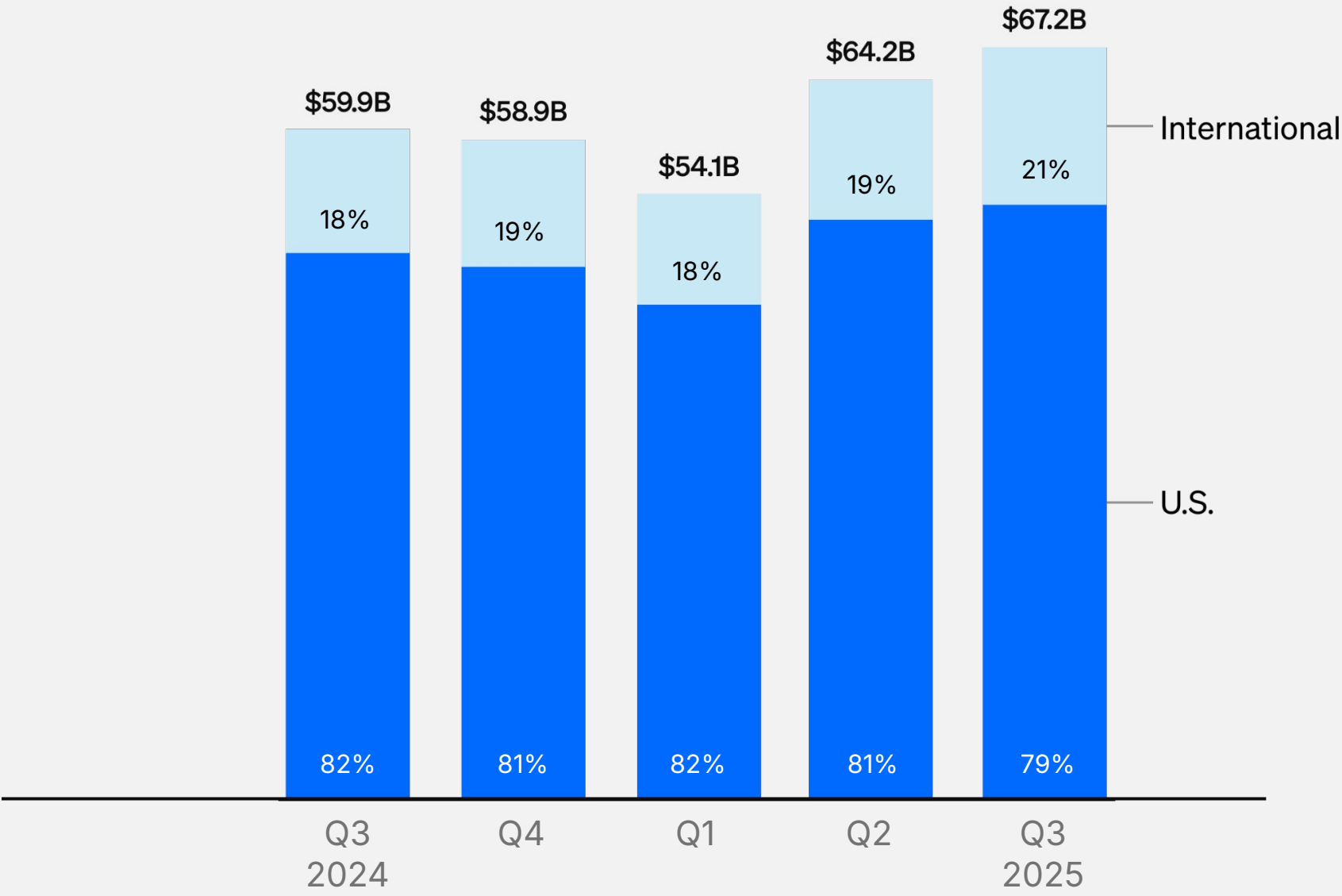


# Growing across diverse geographies

In the third quarter, total Square GPV grew 12%, with U.S. GPV growing 8.9% and International GPV growing 26%

\* Percentages show YoY growth for the period specified. Please see the appendix for a definition of Square GPV. International GPV is shown on a reported basis.

Square GPV by Geography



Total YoY Growth*	7.5%	10%	7.2%	10%	12%
International	20%	25%	15%	25%	26%
U.S.	4.9%	6.9%	5.6%	7.0%	8.9%

# Upmarket progress

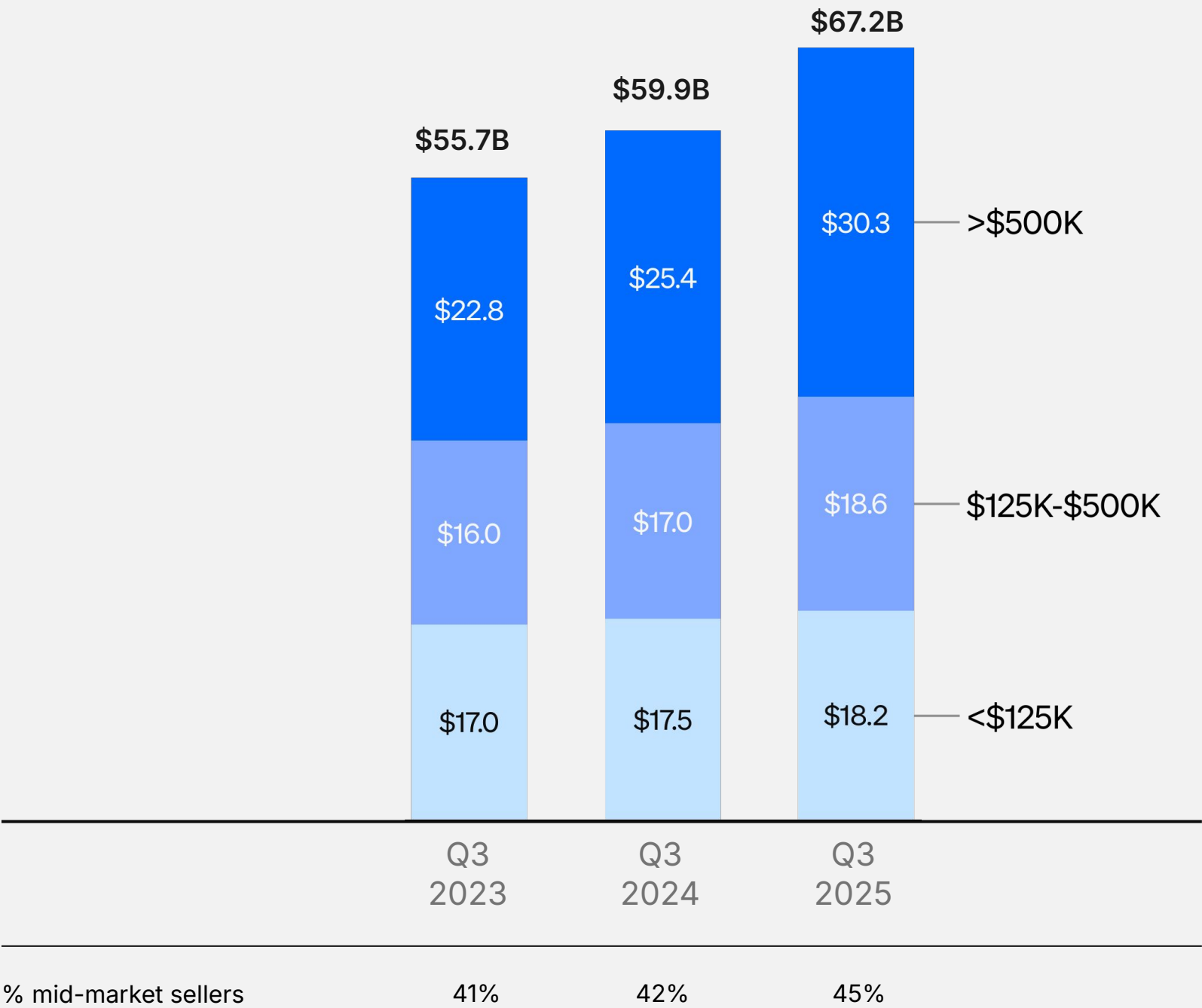
GPV from mid-market sellers grew 20% year over year in the third quarter as we executed on our go to market strategies

45%

GPV from mid-market sellers in Q3 2025

We determine seller size based on annualized Square GPV during the applicable quarter. A mid-market seller generates more than \$500,000 in annualized GPV.

Square GPV by Seller Size





"Square Marketing has helped us a lot because of the automation tools. When a customer visits for the first time, it sends them a welcome email thanking them for being here and giving them the option to rebook. And I love that I can see how many appointments or dollars the email has generated."

CAMILA NOGUEIRA, CO-OWNER BARBEARIA

## 2025 Full Year Guidance

Our full year guidance increase incorporates our third quarter outperformance and an increase to our prior expectations for the fourth quarter. For full year 2025, we expect year over year gross profit growth of over 15%. We expect to deliver Adjusted Operating Income of \$2.056 billion, or 20% margin. We expect to achieve Rule of 35.3 in 2025.

We have not provided the forward-looking GAAP equivalents for certain forward-looking non-GAAP metrics, including Adjusted Operating Income or GAAP reconciliations of the aforementioned, as a result of the uncertainty regarding, and the potential variability of, reconciling items such as contingencies, restructuring and other charges. However, it is important to note that material changes to reconciling items could have a significant effect on future GAAP results.

	2025
Gross Profit	\$10.243B
<i>YoY Growth</i>	<i>15%</i>
Adjusted Operating Income	\$2.056B
<i>% Margin</i>	<i>20%</i>
Rule of X	35.3%

## Q4 2025 Guidance

In the fourth quarter, we expect to deliver gross profit of \$2.755 billion, reflecting a 19% year over year growth, and Adjusted Operating Income of \$560 million, or 20% margin. Taken together we expect to be approaching rule of 40 as we head into 2026.

	Q4 2025
Gross Profit	\$2.755B
<i>YoY Growth</i>	<i>19%</i>
Adjusted Operating Income	\$560M
<i>% Margin</i>	<i>20%</i>
Rule of X	39.5%

We have not provided the forward-looking GAAP equivalents for certain forward-looking non-GAAP metrics, including Adjusted Operating Income or GAAP reconciliations of the aforementioned, as a result of the uncertainty regarding, and the potential variability of, reconciling items such as contingencies, restructuring and other charges. However, it is important to note that material changes to reconciling items could have a significant effect on future GAAP results.



# Appendix

# Appendix

## SLIDE 3

**Gross profit retention** is calculated as year-over-year gross profit growth of all existing quarterly Cash App cohorts, averaged over the last four quarters, and excluding BNPL platform gross profit and contra revenue for Cash App and year-over-year gross profit growth of all existing quarterly seller cohorts, averaged over the last four quarters (excluding gross profit from hardware, Caviar, PPP loans, and Weebly prior to the acquisition). A Square cohort represents new sellers onboarded to Square during a given period for Square.

## SLIDE 4 & 11 & 12

**Gross profit per monthly transacting active** is calculated based on Cash App annualized gross profit excluding our BNPL platform during a given quarter divided by the monthly transacting actives for the last month of the quarter. Gross profit for our BNPL platform was \$242 million or \$968 million on an annualized basis for Q3'24, \$298 million or \$1.19 billion on an annualized basis for Q4'24, \$237 million or \$948 million on an annualized basis for Q1'25, \$261 million or \$1.04 billion on an annualized basis for Q2'25, and \$269 million or \$1.08 billion on an annualized basis for Q3'25.

**A transacting active** is a Cash App account that has at least one financial transaction using any product or service within Cash App during a specified period. A transacting active for a specific Cash App product has at least one financial transaction using that product during the specified period and is referred to as an active. Examples of transactions include sending or receiving a peer-to-peer payment, transferring money into or out of Cash App, making a purchase using Cash App Card, earning a dividend on a stock investment, and paying back a loan, among others. Certain of these accounts may share an alias identifier with one or more other transacting active accounts. This could represent, among other things, one customer with multiple accounts or multiple customers sharing one alias identifier (for example, families).

# Appendix

## SLIDE 4 & 18 & 20 & 21

**Square GPV** is defined as the total dollar amount of all card and bank payments processed by sellers using Square, net of refunds. Constant currency growth is calculated by assuming international results in a given period and the comparative prior period are translated from local currencies to the U.S. dollar at rates consistent with the monthly average rates in the comparative prior period. We discuss growth on a constant currency basis because a portion of our business operates in markets outside the U.S. and is subject to changes in foreign exchange rates.

## SLIDE 12

**Inflows per transacting active** refers to total inflows in the quarter divided by monthly actives for the last month of the quarter. Inflows refers to funds entering the Cash App ecosystem. Inflows does not include the movement of funds when funds remain in the Cash App ecosystem or when funds leave the Cash App ecosystem, or inflows related to the Afterpay app. We have recast prior period inflows to include refunds on Cash App Card transactions. This presentation is consistent with the current period and affects reported inflows, inflows per active, and monetization rate.

## SLIDE 13

**Cash App Borrow annualized net margin** is calculated by taking Cash App Borrow variable profit margins on a per cohort basis and dividing it by the weighted average life of the loan cohort and multiplying by 365. We calculate Cash App Borrow variable profit margins as variable profit divided by originations. We define variable profit as gross profit less processing costs and losses.

## SLIDE 15

**Afterpay GMV** is the total order value processed on our BNPL platform.

# Reconciliations (unaudited)

Adjusted Operating Income (in thousands, except for percentages)

	THREE MONTHS ENDED				
	Sept 30, 2025	Sept 30, 2024	Dec 31, 2024	Mar 31, 2025	Jun 30, 2025
Operating income	\$409,440	\$323,009	\$13,013	\$329,302	\$484,293
Operating income margin (%) of gross profit	15%	14%	1%	14%	19%
Amortization of acquired technology assets	13,857	17,186	15,562	14,674	14,404
Acquisition-related and integration costs	345	608	549	320	1,042
Contingencies, restructuring and other charges	20,752	66,694	202,885	77,811	15,844
Restructuring share-based compensation	1,659	-	1,434	10,506	95
Goodwill and intangible asset impairment	-	-	133,854	-	-
Amortization of customer and other acquired intangible assets	34,133	36,021	34,593	33,656	33,891
Adjusted Operating Income	\$480,186	\$443,518	\$401,890	\$466,269	\$549,569
Adjusted Operating Income margin (%) of gross profit	18%	20%	17%	20%	22%

# Reconciliations (unaudited)

Adjusted EBITDA (in thousands, except for percentages)

	THREE MONTHS ENDED				
	Sept 30, 2025	Sept 30, 2024	Dec 31, 2024	Mar 31, 2025	Jun 30, 2025
Net income attributable to common stockholders	\$461,544	\$283,754	\$1,946,020	\$189,872	\$538,458
Net income (loss) attributable to noncontrolling interests	54	(2,618)	(21,351)	(1,150)	(124)
Net income	461,598	281,136	1,924,669	188,722	538,334
Net income margin (%) of gross profit	17%	12%	83%	8%	21%
Share-based compensation expense	307,721	324,055	315,532	304,730	297,246
Restructuring share-based compensation expense	1,659	-	1,434	10,506	95
Depreciation and amortization	92,119	92,706	88,878	88,948	92,397
Interest expense, net	34,652	13,811	16,107	17,243	23,687
Remeasurement loss (gain) on bitcoin investment	(59,588)	(5,288)	(252,342)	93,351	(212,165)
Other expense (income), net	(167,150)	(9,661)	(28,546)	(8,342)	13,389
Loss on disposal of property and equipment	617	384	850	1,164	495
Acquisition-related and integration costs	345	608	549	320	1,042
Contingencies, restructuring and other charges	20,752	66,694	202,885	77,811	15,844
Goodwill impairment	-	-	133,854	-	-
Acquired deferred revenue and cost adjustment	9	16	14	13	10
Provision (benefit) for income taxes	139,928	43,011	(1,646,875)	38,328	121,048
Adjusted EBITDA	\$832,662	\$807,472	\$757,009	\$812,794	\$891,422
Adjusted EBITDA margin (%) of gross profit	31%	36%	33%	35%	35%