Wix.com Ltd. Class Action Lawsuit – WIX

Wix.com Ltd.
NASDAQ: WIX

Affected WIX Investor Summary

- **Who**: Wix.com Ltd. (NASDAQ: WIX)
- **What**: Securities fraud class action lawsuit filed
- **Class Period**: February 19, 2025 through May 12, 2026
- **Deadline to Seek Lead Plaintiff Status**: September 22, 2026
- **Key Lawsuit Allegations**: Material misstatements and/or omissions concerning the company's AI product offerings.
- **Investor Action**: Contact Kessler Topaz Meltzer & Check, LLP (www.ktmc.com) for recovery options

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The *Wix.com Ltd.* class action lawsuit was filed on behalf of those who purchased or otherwise acquired *Wix.com Ltd.* ("Wix") (NASDAQ: WIX) securities between February 19, 2025, and May 12, 2026, inclusive (the "Class Period"). Captioned *Yappi v. Wix.com Ltd.*, No. 26-cv-08852 (N.D. Ill.), the *Wix* class action lawsuit alleges that *Wix* and/or certain of its officers and/or directors violated federal securities laws by making false or misleading statements and/or omitted to disclose material information.

If you lost money as a result of your *Wix* investment and want to find out more about this action and your rights, fill out the form on this page or contact attorney Jonathan Naji, Esq. of KTMC by calling (484) 270-1453 or via e-mail at info@ktmc.com. Lead plaintiff motions must be filed with the court no later than September 22, 2026.

COMPLAINT ALLEGATION SUMMARY:
The complaint alleges that, throughout the Class Period, Defendants made materially false and/or misleading statements, and/or failed to disclose material adverse facts about the company's business, operations, and prospects. Specifically, Defendants misrepresented and/or failed to disclose that: (1) Wix had overstated the competitiveness and performance of its AI product offerings relative to those offered by other companies; (2) Wix had understated the costs associated with developing and promoting its AI product offerings; (3) accordingly, Defendants overstated the commercial and financial benefits of Wix's AI product offerings; and (4) as a result, Defendants' positive statements about the company's business, operations, and prospects were materially misleading and/or lacked a reasonable basis at all relevant times.

WHY DID WIX'S STOCK DROP?
After numerous drops in Wix's stock price relating to the company reporting disappointing financial results below analysts' expectations due to, among other things, the performance and competitiveness of Wix's AI product offerings, the final drop occurred on May 13, 2026. On that day, Wix reported its financial results for the first quarter of 2026 and further disclosed earnings and revenue below consensus expectations, as well as a sharp decline

in operating margins that it largely attributed to softness in its professional developer business. On a related earnings call held the same day, Defendants acknowledged that Wix's professional developer customers were using competing AI tools, that the company's new Wix Harmony platform had "holes" and "missing capabilities," that there had been delays in delivering product updates and innovation to professional developer customers, and that, as a result, Wix had fallen behind "the workflow and the needs of" professional developers. On this news, Wix's stock price fell $20.56 per share, or 27.1%, to close at $55.32 per share on May 13, 2026.

THE LEAD PLAINTIFF PROCESS:
The Private Securities Litigation Reform Act of 1995 permits any investor who purchased or acquired *Wix* securities during the Class Period to seek appointment as lead plaintiff in the *Wix* class action lawsuit. A lead plaintiff is a representative party that acts on behalf of other class members in directing the litigation. In order to be appointed lead plaintiff, the Court must determine that the class member's claim is typical of the claims of other class members, and that the class member will adequately represent the class. Your ability to share in any recovery is not, however, affected by the decision whether or not to serve as a lead plaintiff. Filling out the online form above or communicating with any counsel is not necessary to participate or share in any recovery achieved in this case. Any member of the purported class may move the court to serve as a lead plaintiff through counsel of his/her choice, or may choose to do nothing and remain an inactive class member.

ABOUT KESSLER TOPAZ MELTZER & CHECK, LLP:
Kessler Topaz Meltzer & Check, LLP (KTMC) is a leading U.S. plaintiff-side law firm focused on securities-fraud class actions and global investor protection. The firm represents individual investors as well as institutions, such as major pension funds, asset managers, and international investors. KTMC has led some of the largest recoveries in securities litigation and has been recognized by peers and the legal media with numerous accolades, including being recognized in Chambers & Partners USA 2026 as a Band 1 Top Firm in Securities and Class Actions, Legal 500's Tier 1 Rankings for Securities and M&A Litigation, The National Law Journal's Plaintiff's Hot List and Trailblazers in Plaintiffs' Law, BTI Consulting Group's Honor Roll of Most Feared Law Firms, The Legal Intelligencer's Class Action Firm of the Year, Lawdragon's Leading Plaintiff Financial Lawyers, and Law360's Titans of the Plaintiffs Bar. The firm operates globally with offices in Pennsylvania and California. KTMC has recovered over $25 billion for our clients and the classes they represent.