

Etsy expects IPO to raise as much as \$267 million

March 31 2015



This Tuesday, Jan. 6, 2015 file photo shows an Etsy mobile credit card reader, in New York. The online crafts retailer on Tuesday, March 31, 2015 said it expects to raise as much as \$267 million from an initial public offering values the company at up to \$1.78 billion. (AP Photo/Mark Lennihan, File)

Online crafts retailer Etsy says it expects to raise as much as \$267 million from an initial public offering values the company at up to \$1.78

billion.

The New York company says its IPO will include 16.7 million shares, and it expects them to price at \$14 to \$16 each.

Etsy said Tuesday in a regulatory filing that it was selling 13.3 million of the shares. If the shares price at \$16, Etsy's market value would be \$1.78 billion.

The other 3.3 million shares in the IPO are being sold by company stockholders. The main sellers are venture capitalists James Breyer of Accel Partners and Fred Wilson of Union Square Ventures. Both investors have seats on Etsy's board of directors. Both will remain large stockholders. Breyer expects to own a 25-percent stake in Etsy after the IPO, and Wilson's stake will be about half that large.

The underwriters of the IPO will have the option to buy another 2.5 million shares from the stockholders.

Up to 5 percent of the shares sold in the IPO will be set aside for individual investors, including U.S.-based Etsy users.

Etsy reported \$195.6 million in revenue in 2014. It says almost 20 million people made at least one purchase through its site last year.

Etsy Inc., which filed for an IPO in March, will list its shares on the Nasdaq under the sticker symbol "ETSY."

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