

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of the
Securities Exchange Act of 1934

For the month of January 2025

Commission File Number: 001-36158

Wix.com Ltd.

(Translation of registrant's name into English)

5 Yunitsman St.,

Tel Aviv, Israel, 6936025

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F ☒

Form 40-F ☐

EXPLANATORY NOTE

On January 22, 2025, Wix.com Ltd. (NASDAQ: WIX) issued a press release titled "Wix Announces Completion of \$200 Million Share Repurchase Program". A copy of this press release is attached to this Form 6-K as [Exhibit 99.1](#).

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: January 22, 2025

WIX.COM LTD.

By: /s/ Naama Kaenan

Name: Naama Kaenan

Title: General Counsel

EXHIBIT INDEX

The following exhibit is filed as part of this Form 6-K:

<u>Exhibit</u>	<u>Description</u>
99.1	Press release dated January 22, 2025 titled "Wix Announces Completion of \$200 Million Share Repurchase Program".

Wix Announces Completion of \$200 Million Share Repurchase Program

NEW YORK – – Wix.com Ltd. (NASDAQ: WIX), today announced that it has completed \$200 million in share repurchases, which were part of the authorization by its Board of Directors approved in July 2024.

The Company repurchased 868,026 outstanding Wix ordinary shares, representing approximately 1.5% of total shares outstanding, at an approximate volume-weighted average price per share of \$230.41.

About Wix.com Ltd.

Wix is the leading SaaS website builder platform¹ to create, manage and grow a digital presence. Founded in 2006, Wix is a comprehensive platform providing users - self-creators, agencies, enterprises, and more - with industry-leading performance, security, AI capabilities and a reliable infrastructure. Offering a wide range of commerce and business solutions, advanced SEO and marketing tools, the platform enables users to take full ownership of their brand, their data and their relationships with their customers. With a focus on continuous innovation and delivery of new features and products, users can seamlessly build a powerful and high-end digital presence for themselves or their clients.

For more about Wix, please visit our [Press Room](#)

Investor Relations Contact: IR@wix.com

Media Relations Contact: PR@wix.com

¹ Based on number of active live sites as reported by competitors' figures, independent third-party data and internal data as of H1 2024.