



Wish: e-commerce's new fashion destination

Need an e-commerce marketplace that will showcase and promote your fashion products to a global, mobile-savvy audience? **You need Wish!**

Fashion is e-commerce's fastest growing category in the United States, with approximately 19% YoY growth from 2020-2021 and 20% of total retail e-commerce sales in 2021.¹ Globally, the fashion e-commerce market is expected to grow to \$1,102.96 billion by 2026, at a compound annual growth rate of 10.3%.²

With fashion as our top-performing GMV category for both traffic and sales, Wish has the potential to become a trending online destination for stylish shoppers around the globe.



Clothing represents approximately 15% of sales on Wish, while about 30% of all items sold on Wish are fashion-related³



Wish engages 27 million monthly active users⁴ in 60+ global countries⁵



Over 90% of Wish user activity and purchases occur in our mobile app⁵

Wish's brand new end-to-end fashion experience was created to help accelerate growth for our fashion merchants. We've paired a redesigned, fashion-forward customer landing page and exciting browsing experience with more effective search functionality—all on top of Wish's fun, discovery-led mobile shopping model. Customers won't find this type of engaging fashion experience anywhere else!

We're dedicated to building strong relationships with fashion-focused merchants just like you, leveraging our industry expertise and redesigned platform to highlight and promote your fashion products.

Work with your Wish Account Manager to learn more about how Wish can help you achieve your fashion sales goals!

¹Source: Emarketer, US Ecommerce by category 2021, April 27, 2021, <https://www.emarketer.com/content/us-e-commerce-by-category-2021>

²Source: The Business Research Company, Fashion E-Commerce Global Market Report 2022, April 2022 <https://www.thebusinessresearchcompany.com/report/fashion-e-commerce-global-market-report>

³Source: Wish internal data, April 2022 - June 2022

⁴Source: ContextLogic, Inc., Q1 2022 Investor Presentation

⁵Source: ContextLogic Inc., Form 10-K, FY 2021

The Wish Fashion Experience

- ✦ Improved fashion product categories
- ✦ Hyper-strategic seasonal merchandising strategy
- ✦ Focus on high-quality fashion
- ✦ New opportunities for deals and promotions
- ✦ Curated fashion campaigns