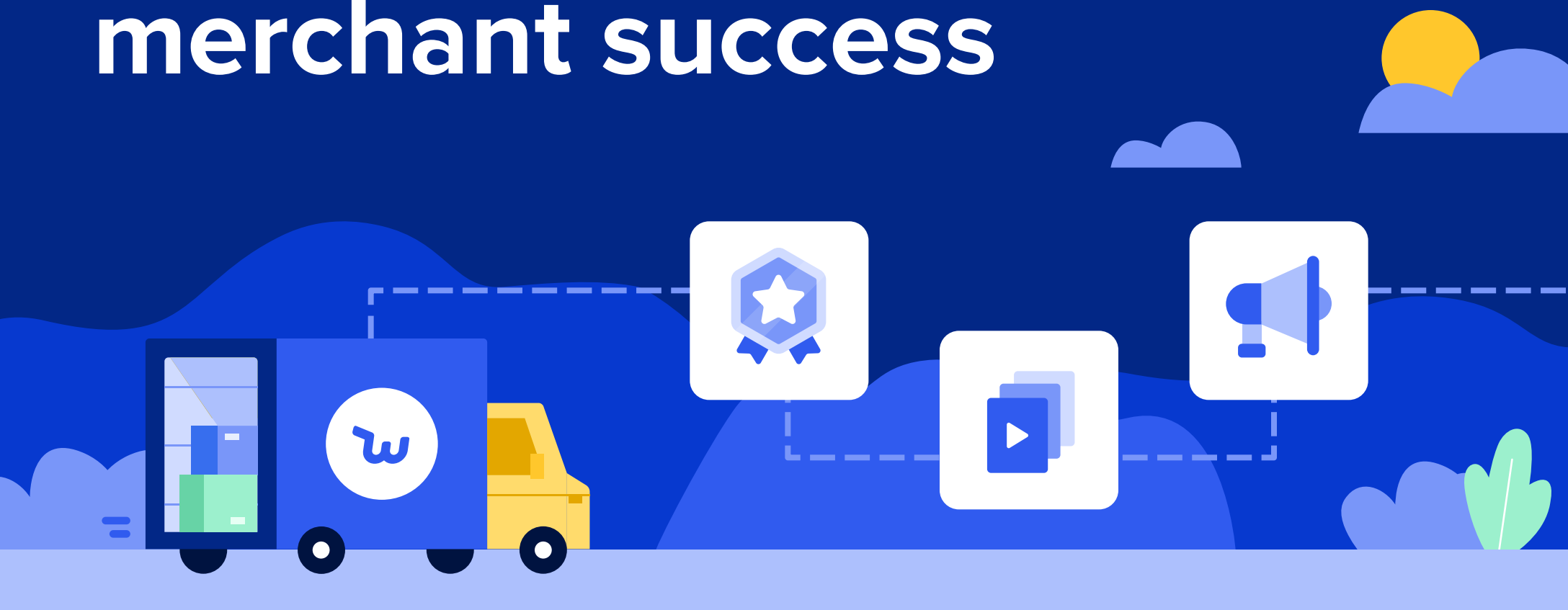


# Wish: staying committed to long-term merchant success



**At Wish, one of the largest eCommerce marketplaces in the world, our mission is to help you achieve your business goals.**

You may feel that your current sales on Wish aren't at the level you expect. We hear you, and we're working to improve long-term platform performance with merchants in mind. By developing transparent, easy-to-use tools, we'll help showcase your products and work to grow your business like never before.

## **What's happening at Wish?**

Wish is in the process of updating and transforming our marketplace. We've started a fresh organizational chapter, bringing in a new leadership team of experienced executives with strong backgrounds in retail and technology.

Our team is working to implement a series of exciting updates throughout 2022, with results expected within the year.

# What does “Transforming the marketplace” mean?

Wish’s transformation focuses on both customers and merchants:

## ✓ Enhancing trust and deepening relationships with our valued merchant community

- **Wish Standards** (Launched in November ‘21) rewards merchants that provide outstanding service. You’ll receive Premier Merchant badging, better payment terms, and increased buyer visibility
- We’re updating our **impression ranking system** to reward higher on-time delivery rates with more product visibility
- We’re focusing on partnering with higher-quality merchants, starting with an “**invite-only marketplace**” model (February ‘22); every new merchant is now vetted for quality by our Business Development team

## ✓ Improving the consumer experience with a focus on delight and discoverability, thereby increasing revenue for merchants

- A redesign of the **Wish homepage** to showcase trending products, underscore authentic brands, and highlight popular merchant stores (already launched to Android users)
- **Wish Clips**, a shoppable video feature that allows users to watch a customized feed of videos, view product details, and easily shop from video (already launched in 9 key markets on Android from end of Jan.)
- The **Merchant Promotions Platform**, a suite of new promotional tools to sell more effectively (launching to US Customers in April, with a plan to launch to a more global base over the coming months)
- Improvements to Wish’s native advertising tool (**ProductBoost**) including new dashboard insights

## What happened to Wish ads?

Since July 2021, Wish has kept our ad spend at a reduced level, impacting user metrics and financial performance. **We are currently planning an end date for reduced ad spend.** As we move back to a Digital Marketing based model, we anticipate a significant rebound in growth for our merchants.

## What should Wish merchants focus on now?

We believe that Wish’s transformation will provide the greatest benefits for merchants who focus on building a solid foundation on Wish in 2022. There is much you can do to position your business for success during this critical time

To find out what you can do **right now** to increase your sales, please contact your Wish Account Manager. They can also share important information about preparing for upcoming features, functionalities, and programs.

Our merchant community is vital to the future of Wish. We hear and value your ongoing feedback. Join us as we build an exciting path forward!