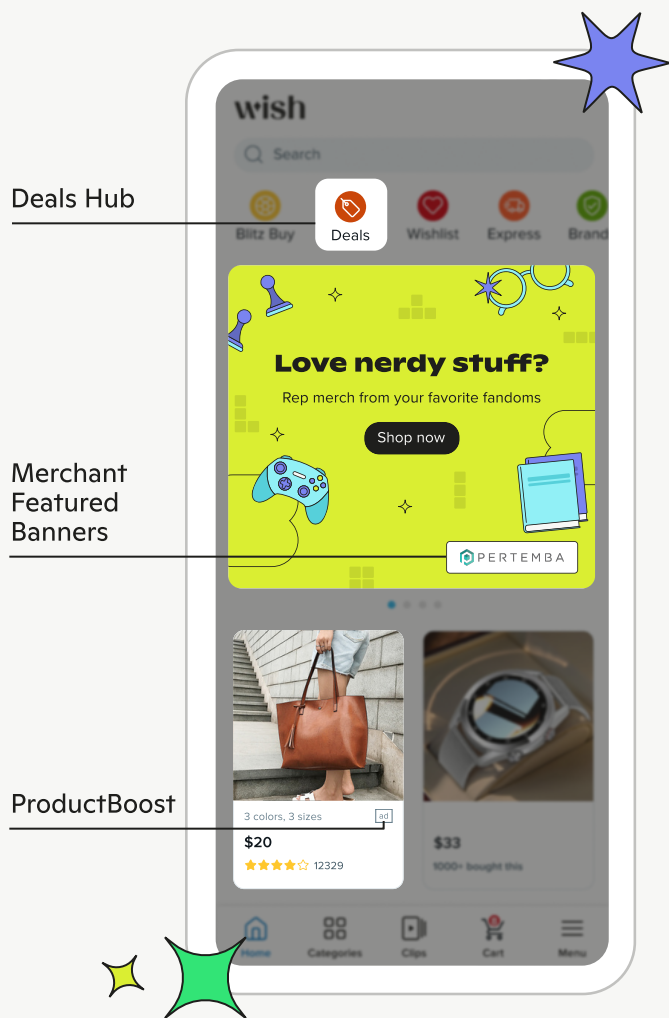
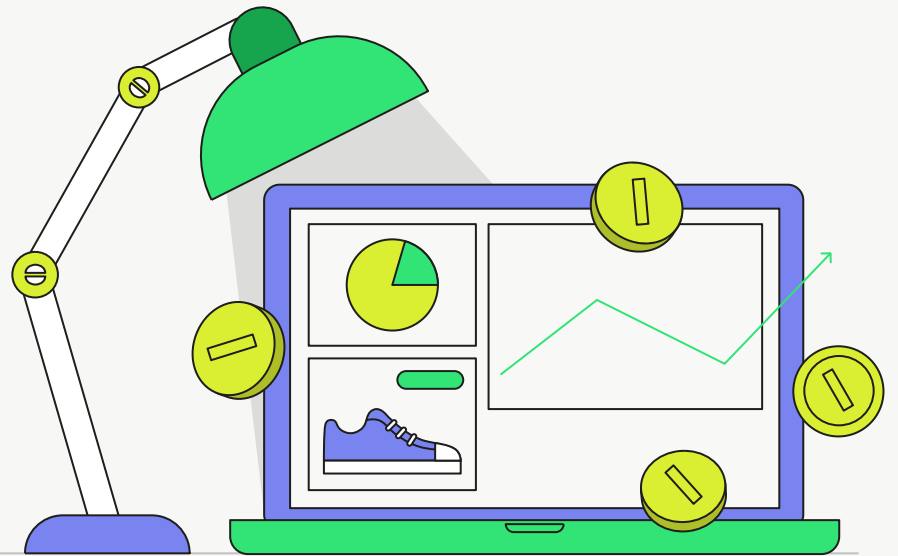


Elevate your marketing game with Wish!

Wondering about marketing opportunities on Wish? We've got you covered! Our advertising and promotional tools are simple and effective, designed to help merchants see their best success.



Promotions on the Wish app and Wish.com

Wish's promotional campaigns have expanded significantly in 2022, with the goal of showcasing merchant products in alignment with popular and seasonal trends.

Our platform hosts timely banners and campaigns within the Wish app. When customers click these banners, they're taken to a page with merchant promotions. Customers can also click on the Wish "Deals Hub," which features an endless scroll of product deals. We're always working to increase our promotional reach, growing the number of places where customers can click on deals within the Wish app or on Wish.com.

Advertise with ProductBoost

- ✦ Charges based on a cost-per-click (CPC) model
- ✦ Insightful results-based reporting

Discount and Promote with the Merchant Promotions Platform, exclusively available to Wish's top-performing merchants

- ✦ **Flash Sales** - Offer a higher percentage discount for a shorter period
- ✦ **Discounts** - offer a smaller percentage discount for a longer period of time
- ✦ **Events** - Offer a discount that's directly connected to a Wish platform event

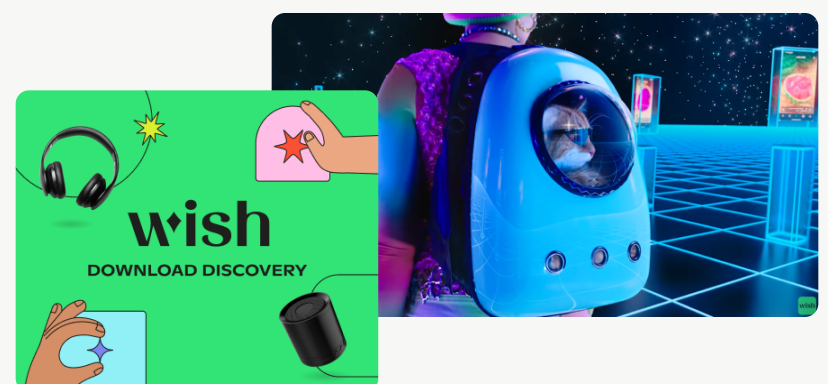
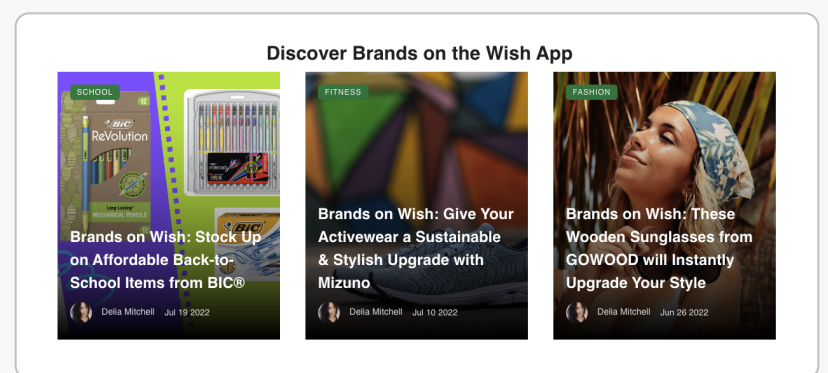
More about Wish marketing

We're running a broad-reach marketing campaign throughout H2 of 2022 in key markets such as the US, the UK, Canada, Australia, Germany and Italy.

Initiatives include:

- ✦ TV advertisements
- ✦ Ads on streaming services
- ✦ Digital marketing
- ✦ Social Media ads (Instagram and Facebook)
- ✦ Influencer Marketing
- ✦ PR releases
- ✦ Wish Blog

During the holiday season, Wish will send email marketing campaigns to millions of global customers.* We're also expanding our marketing efforts by developing relationships with outside companies such as Klarna. These partners will work to drive marketing efforts on Wish's behalf, pushing additional customer traffic to our marketplace and in turn resulting in more potential visibility for merchant products.



*Wish sends email marketing campaigns only to users who have opted in to receive such communications.