

CHECK BREAKDOWN: WISH.COM**INSIGHT CALLOUTS**

- Demographics** | Wish.com customers over-index as more likely than the broader population to be female, lower-income, and younger.
- Cross-Shopping** | Wish.com customers are highly likely to also be Amazon and Wal-Mart shoppers.
- Penetration** | Wish.com is in the earlier stages of traction with US consumers compared to other eCommerce platforms that we track.
- Shipping Satisfaction** | Wish.com customers are relatively less satisfied with the shipping experience compared to other eCommerce platforms in our survey.
- Loyalty** | Wish.com customer loyalty is on par with Etsy and eBay and is a touch better than Wayfair.
- Upcoming Holiday Spend** | Wish.com customers are a bit more likely than the broader respondent pool to say that they expect to spend less this holiday season.

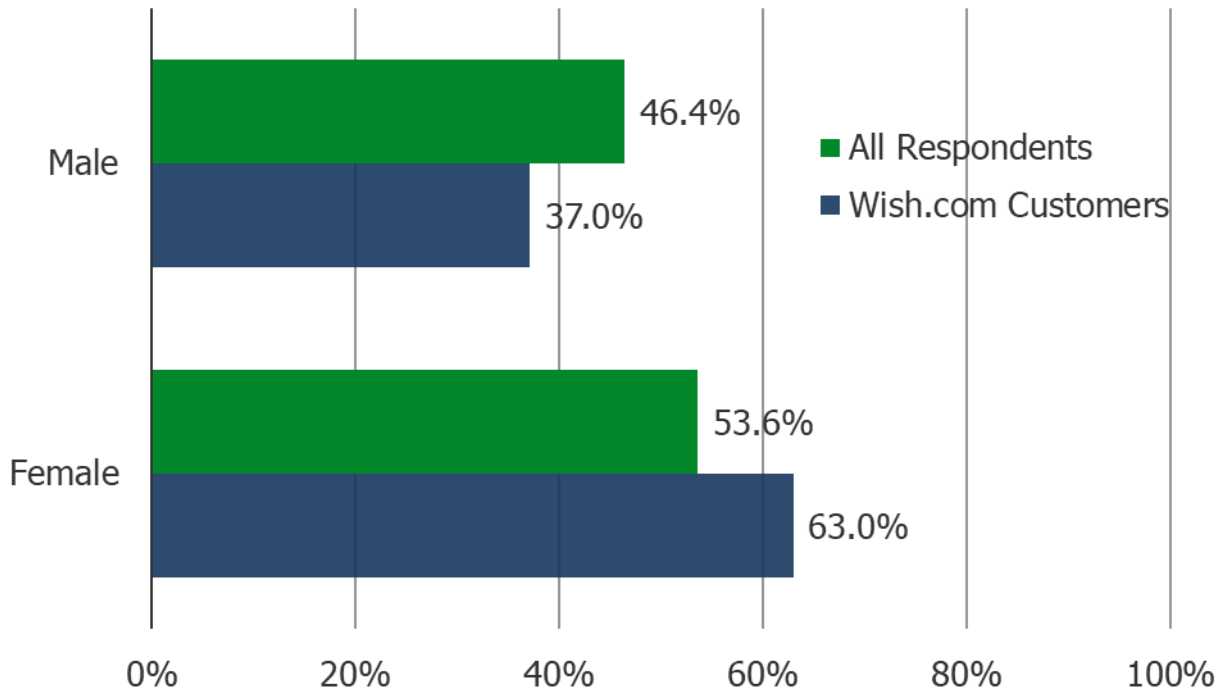
KEY STATS:

- 21.6%** of respondents have shopped Wish.com at least once (**11.7%** shop it regularly or occasionally).
- 95.8%** of those who shop Wish.com ALSO shop Amazon regularly or occasionally.
- 51.3%** of consumers say they are aware of Wish.com.
- 4/10** is how Wish.com rate their shipping satisfaction (competitors range from just under **7/10** to Amazon at **8/10**).

WISH.COM DEMOGRAPHIC PROFILES

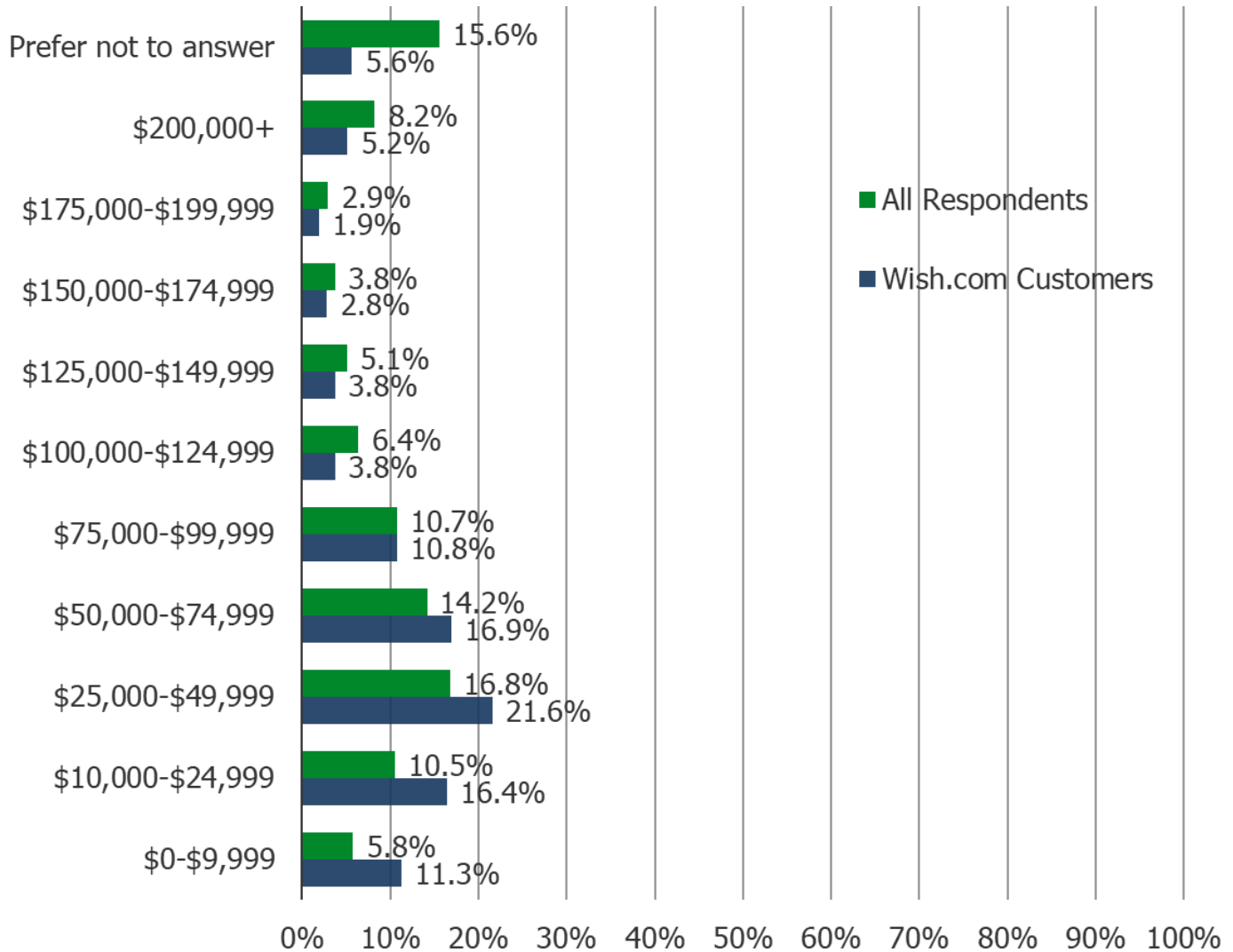
WHAT IS YOUR GENDER?

All Respondents vs. Wish.com Customers (Shops Regularly or Occasionally)



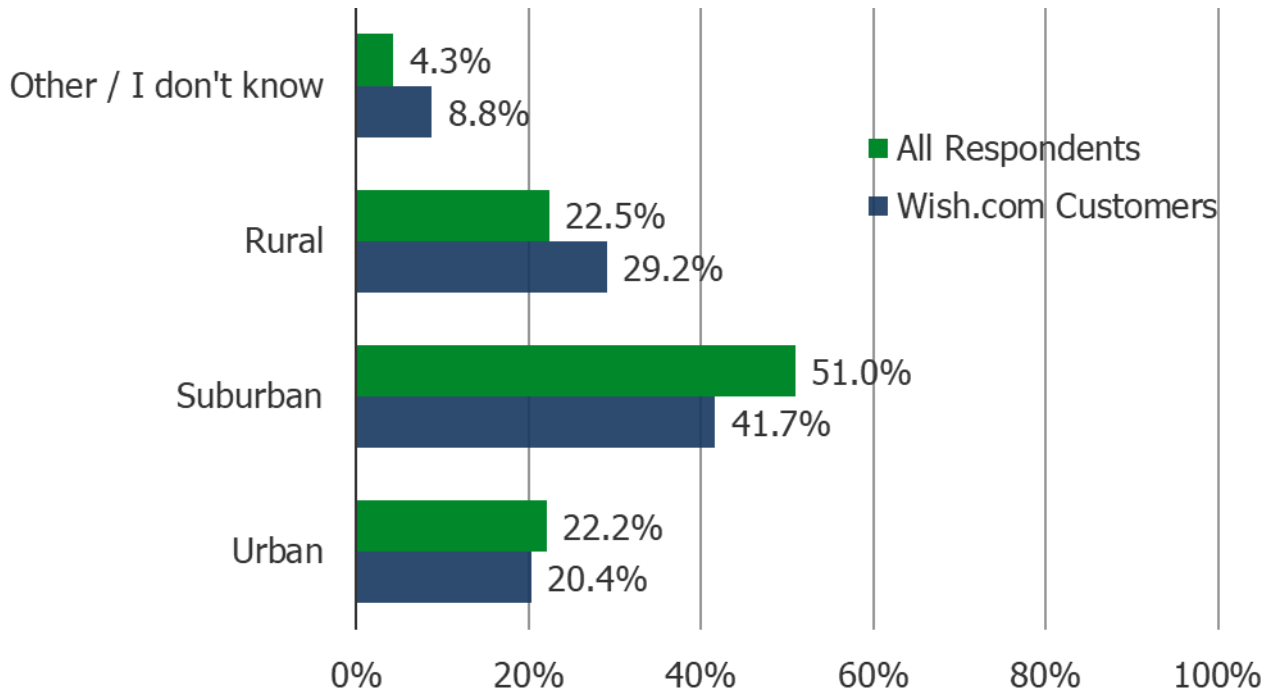
WHAT IS YOUR HOUSEHOLD INCOME?

All Respondents vs. Wish.com Customers (Shops Regularly or Occasionally)



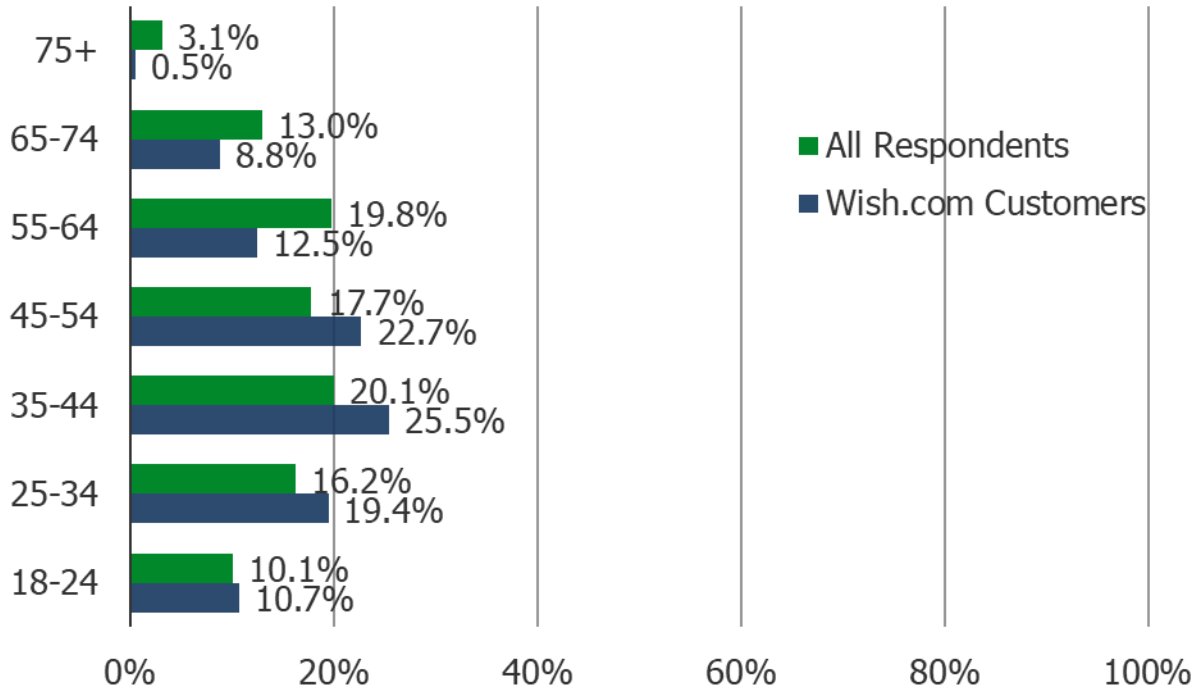
WHAT TYPE OF AREA DO YOU LIVE IN?

All Respondents vs. Wish.com Customers (Shops Regularly or Occasionally)



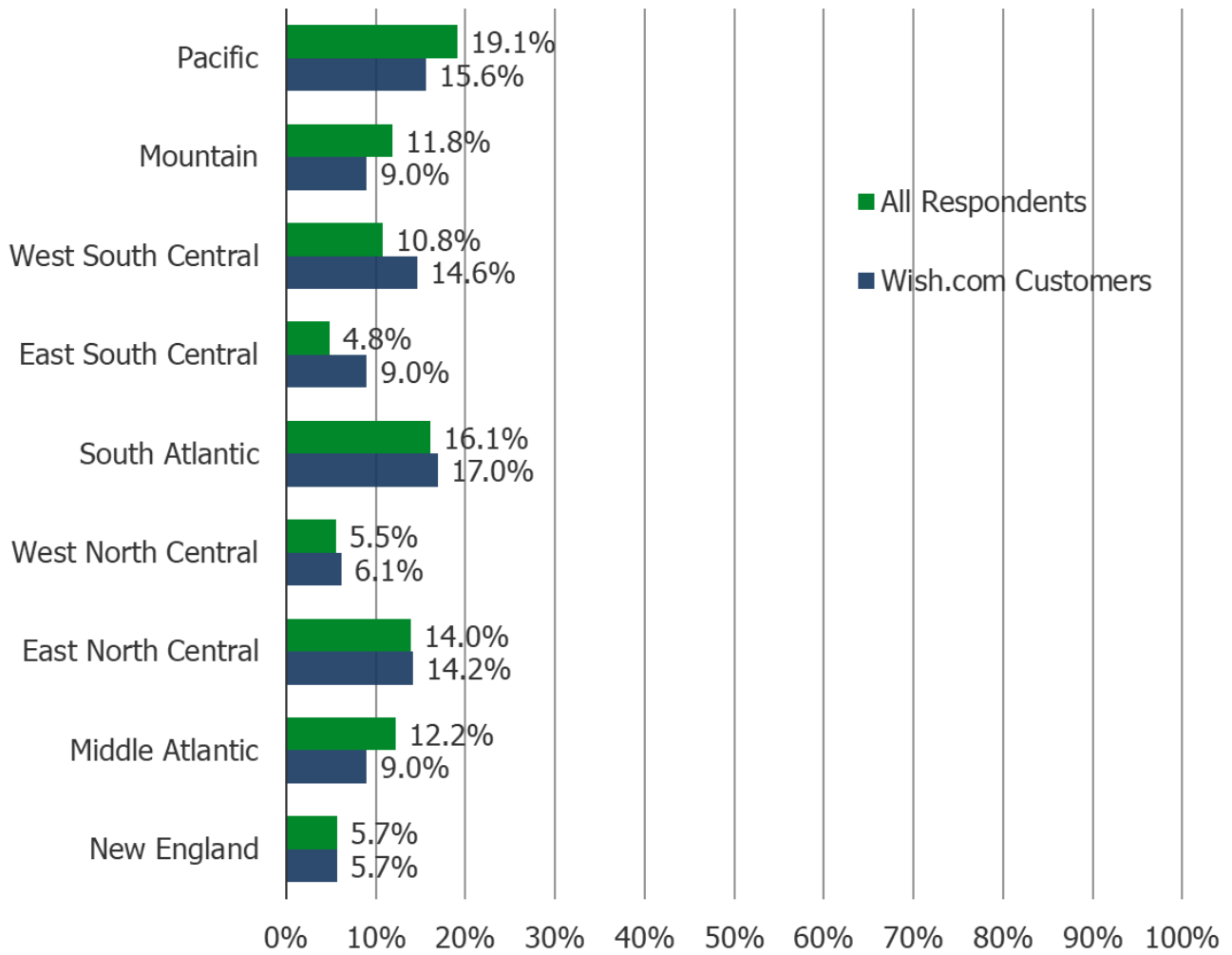
WHAT IS YOUR AGE?

All Respondents vs. Wish.com Customers (Shops Regularly or Occasionally)



WHAT REGION DO YOU LIVE IN?

All Respondents vs. Wish.com Customers (Shops Regularly or Occasionally)

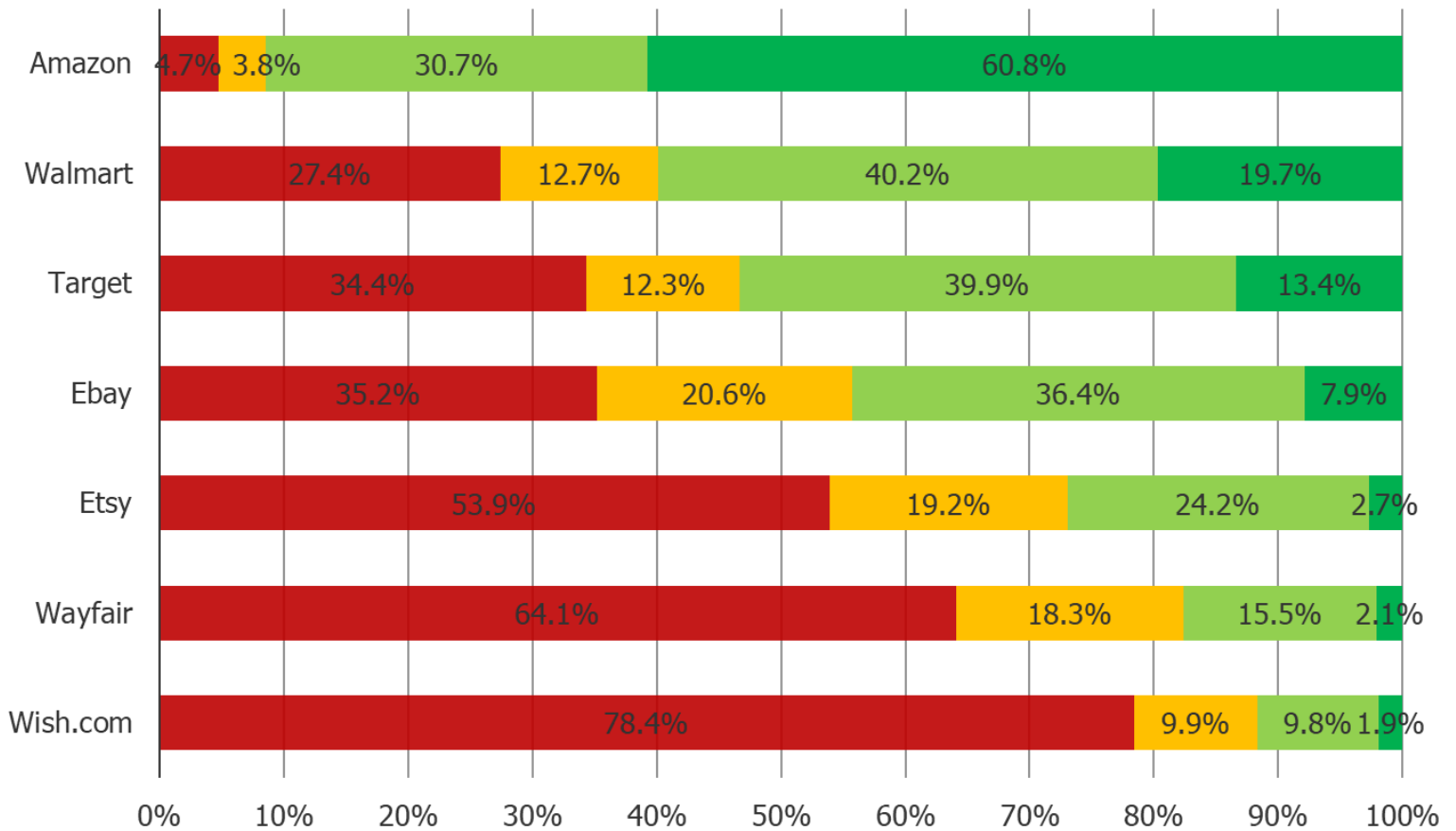


COMPETITIVE DYNAMICS

CHARACTERIZING ENGAGEMENT WITH EACH SITE/APP (OCTOBER DATA ONLY)

Posed to all respondents

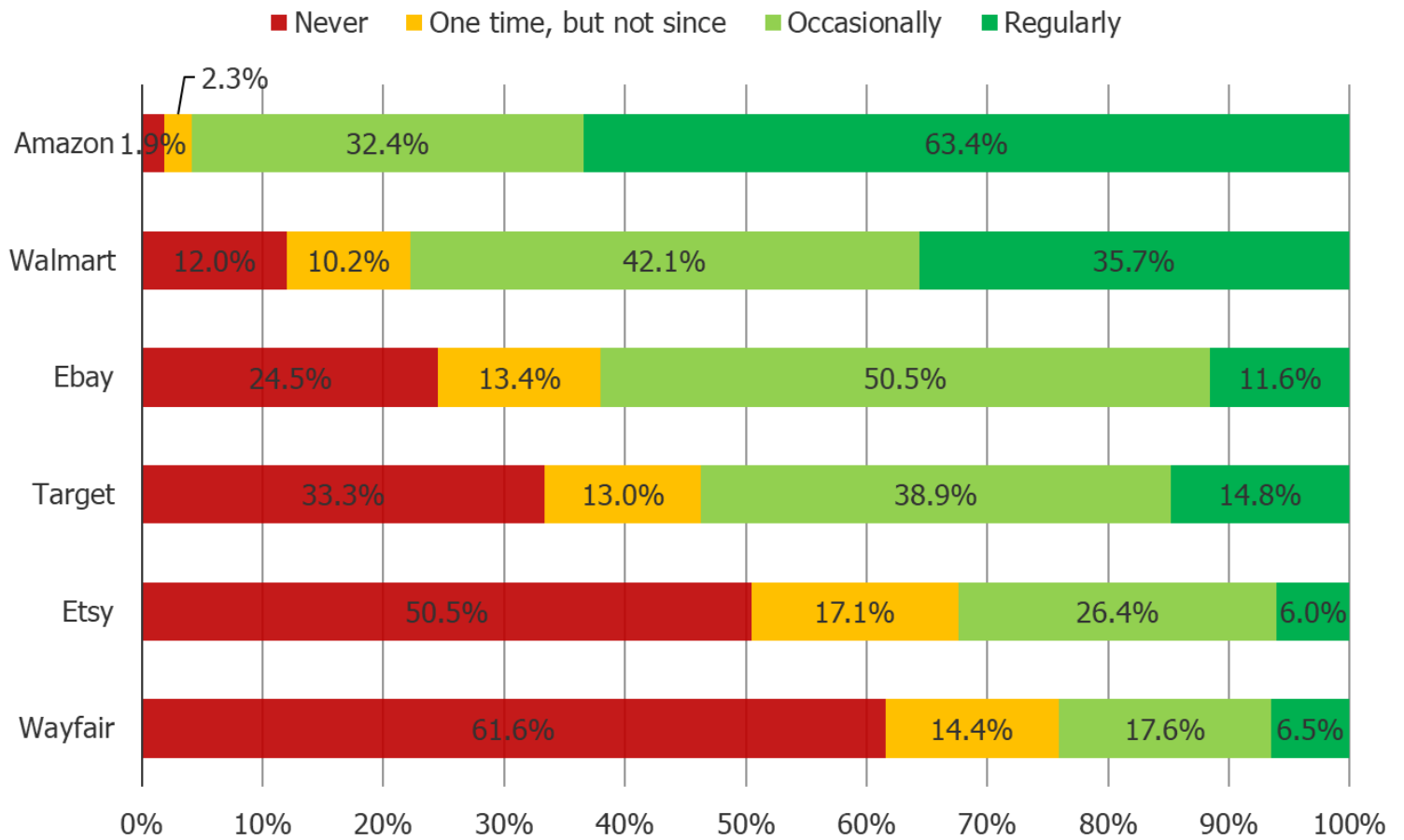
■ Never ■ One time, but not since ■ Occasionally ■ Regularly



From Bricks To Clicks

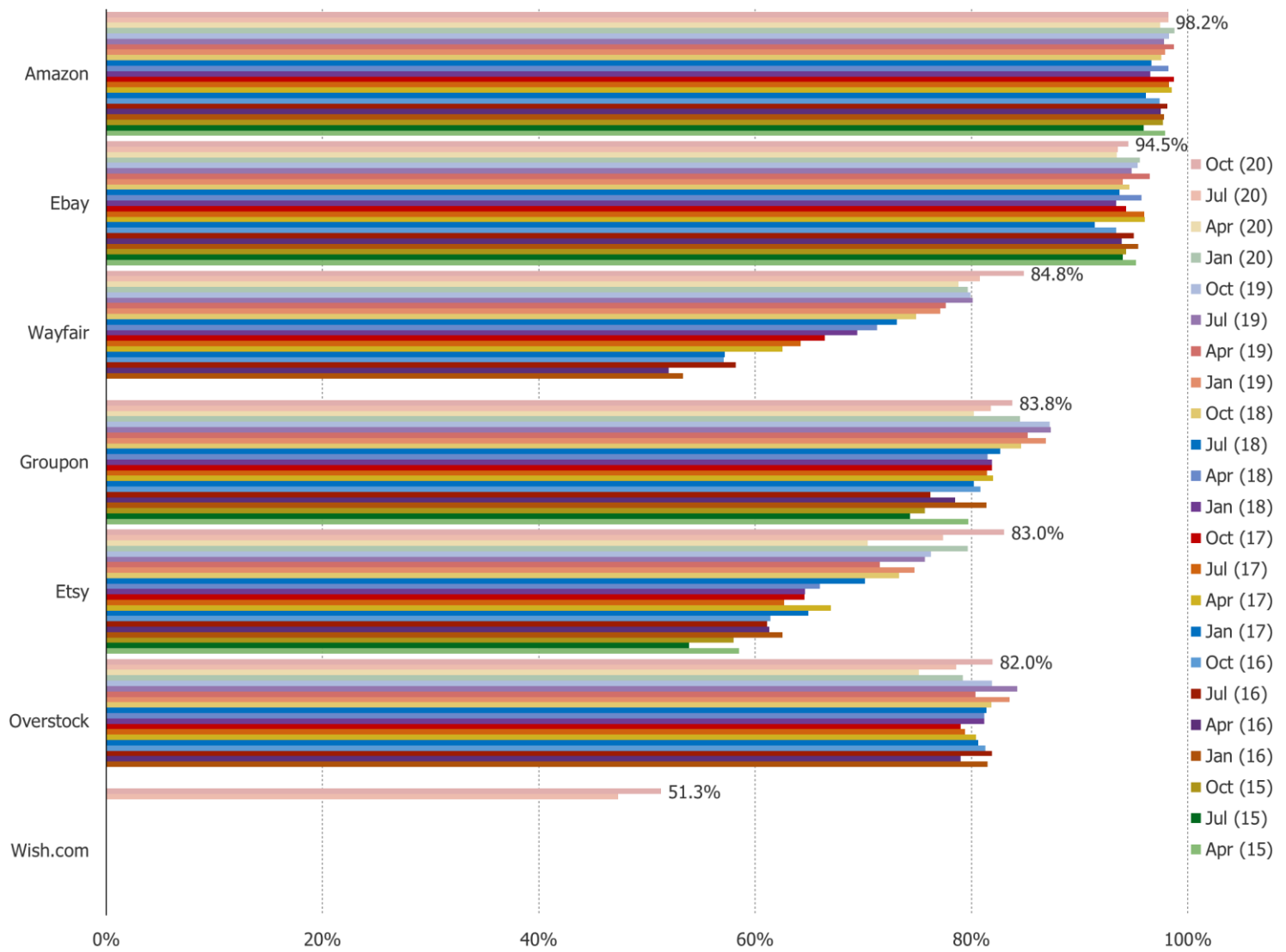
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

Posed to Wish.com customers (shops Wish.com regularly or occasionally)



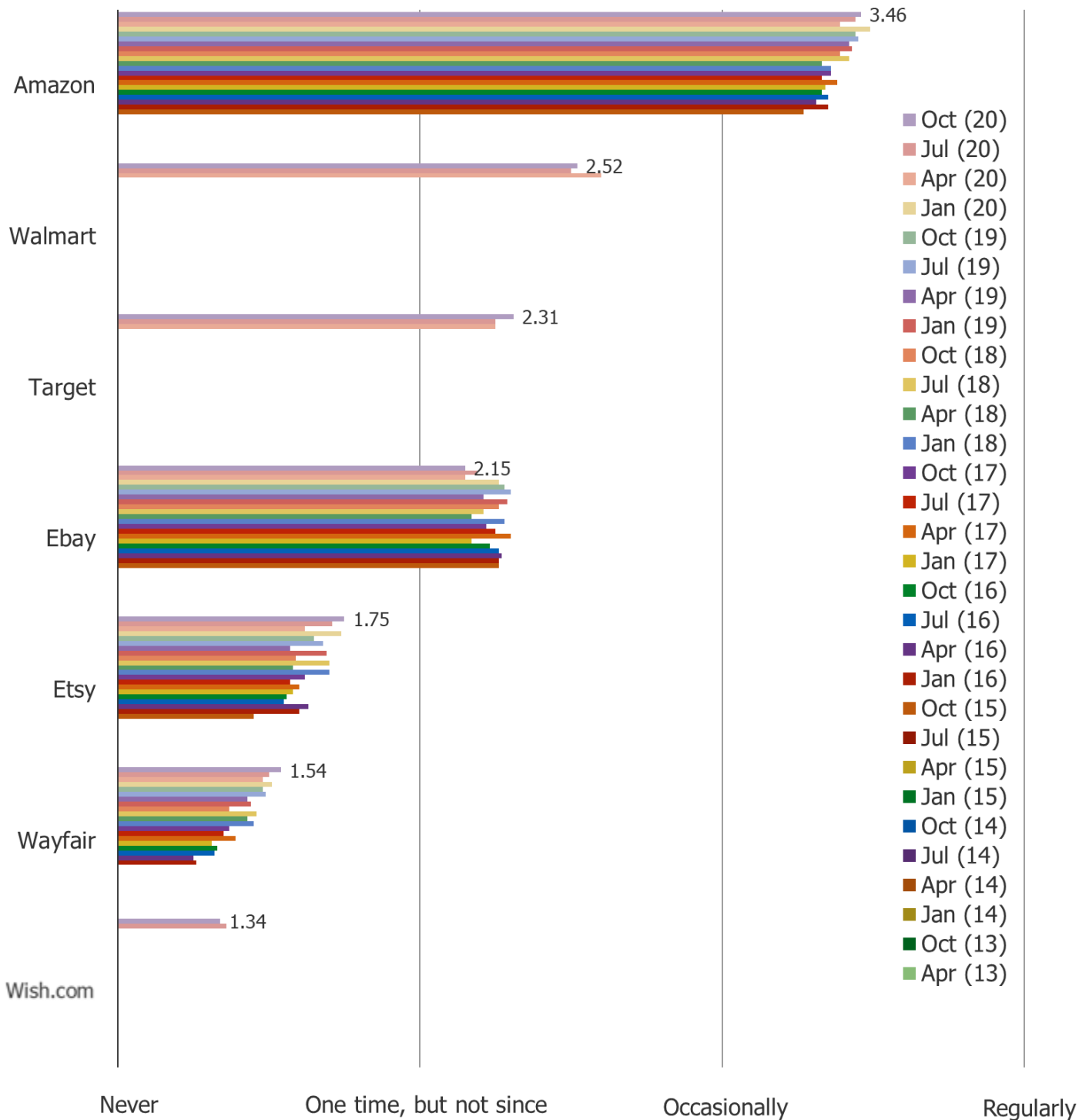
BRAND AWARENESS

Posed to all respondents



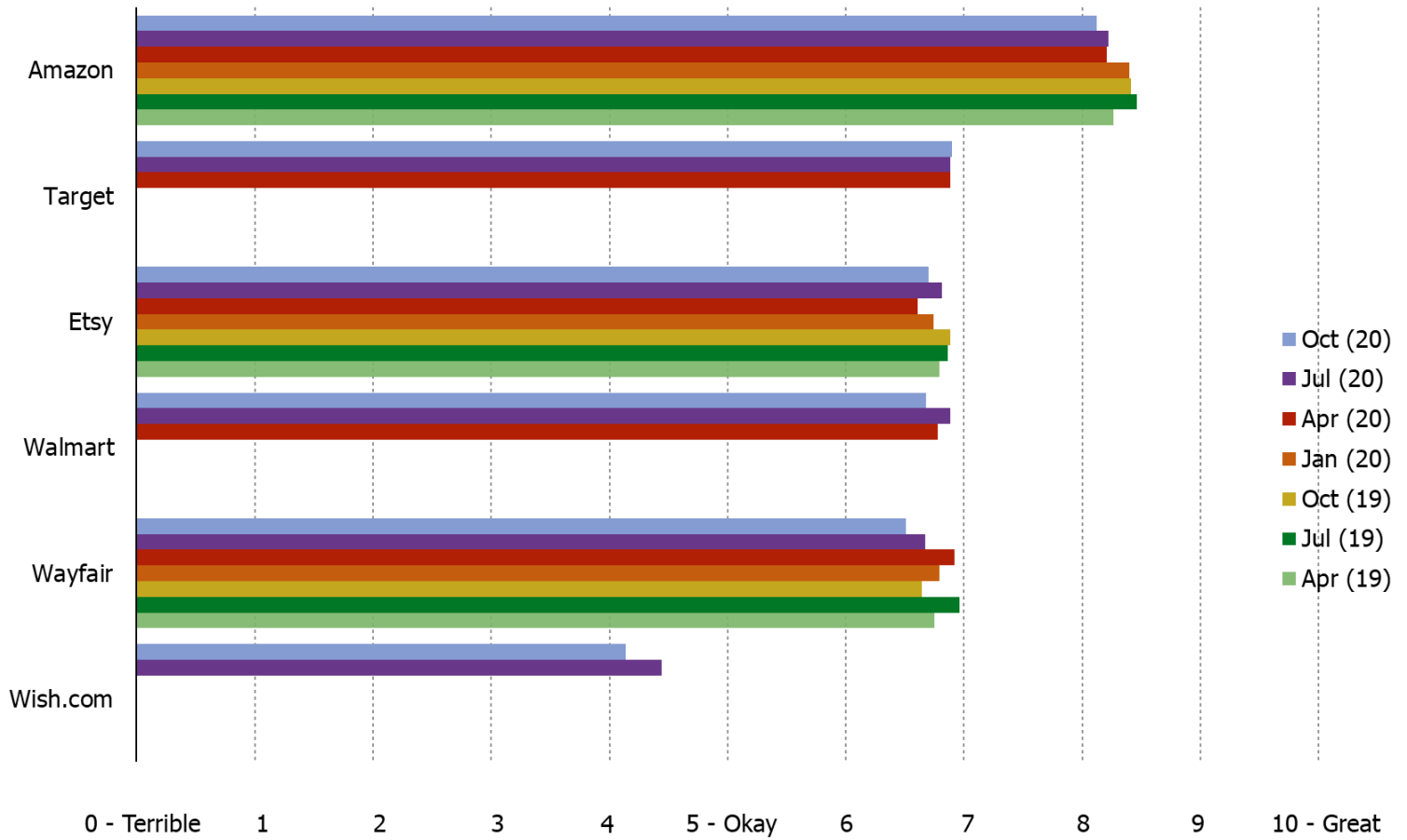
CHARACTERIZING ENGAGEMENT WITH EACH SITE/APP (WEIGHTED AVERAGE, TIME SERIES)

Posed to all respondents



HOW DO YOU FIND THE SHIPPING EXPERIENCE WITH THIS APP/SITE?

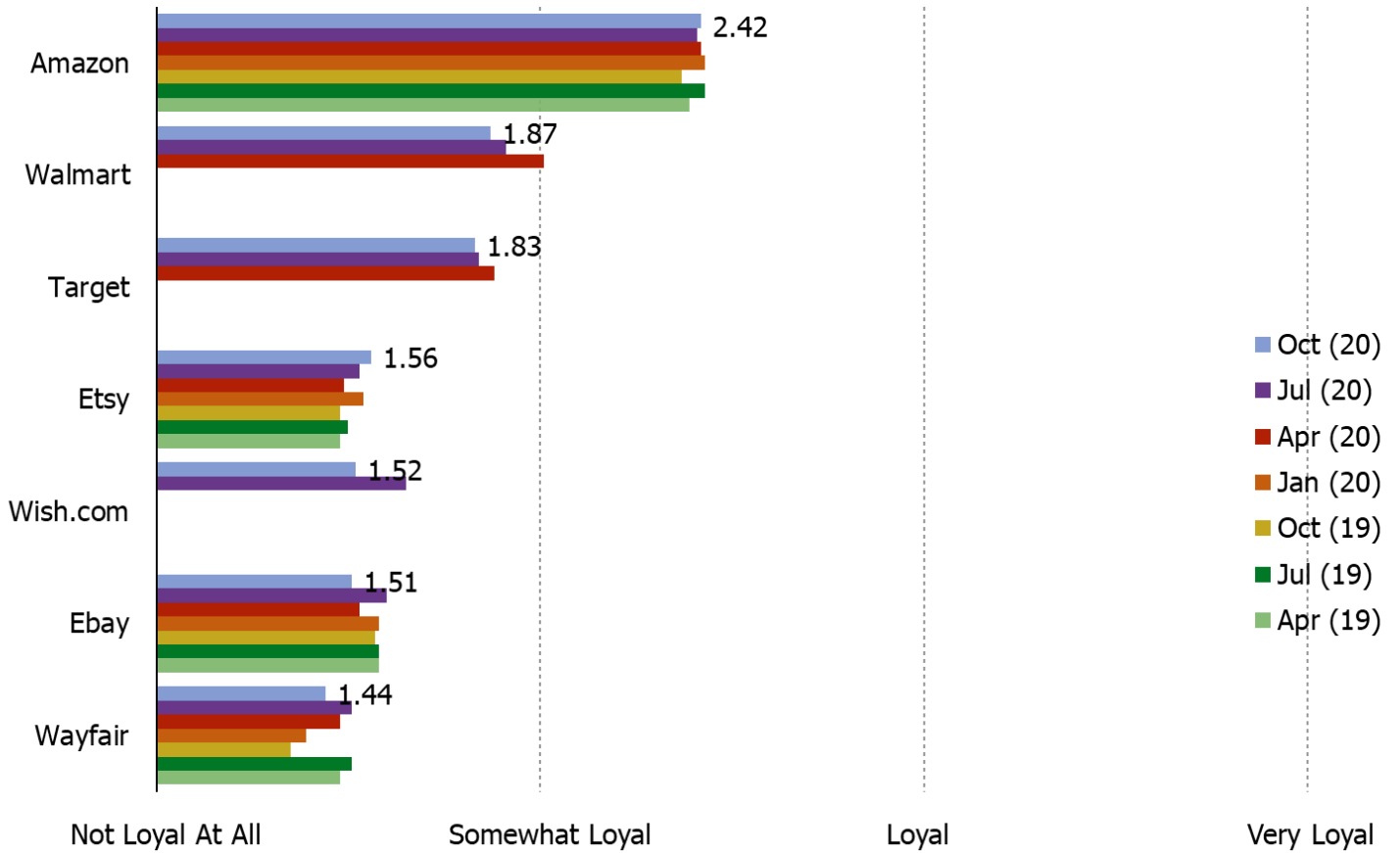
Posed to users of each site/app



From Bricks To Clicks

PLEASE RATE HOW LOYAL YOU ARE TO THIS APP/SITE FOR THE TYPES OF ITEMS YOU BUY FROM THEM:

Posed to users of each site/app

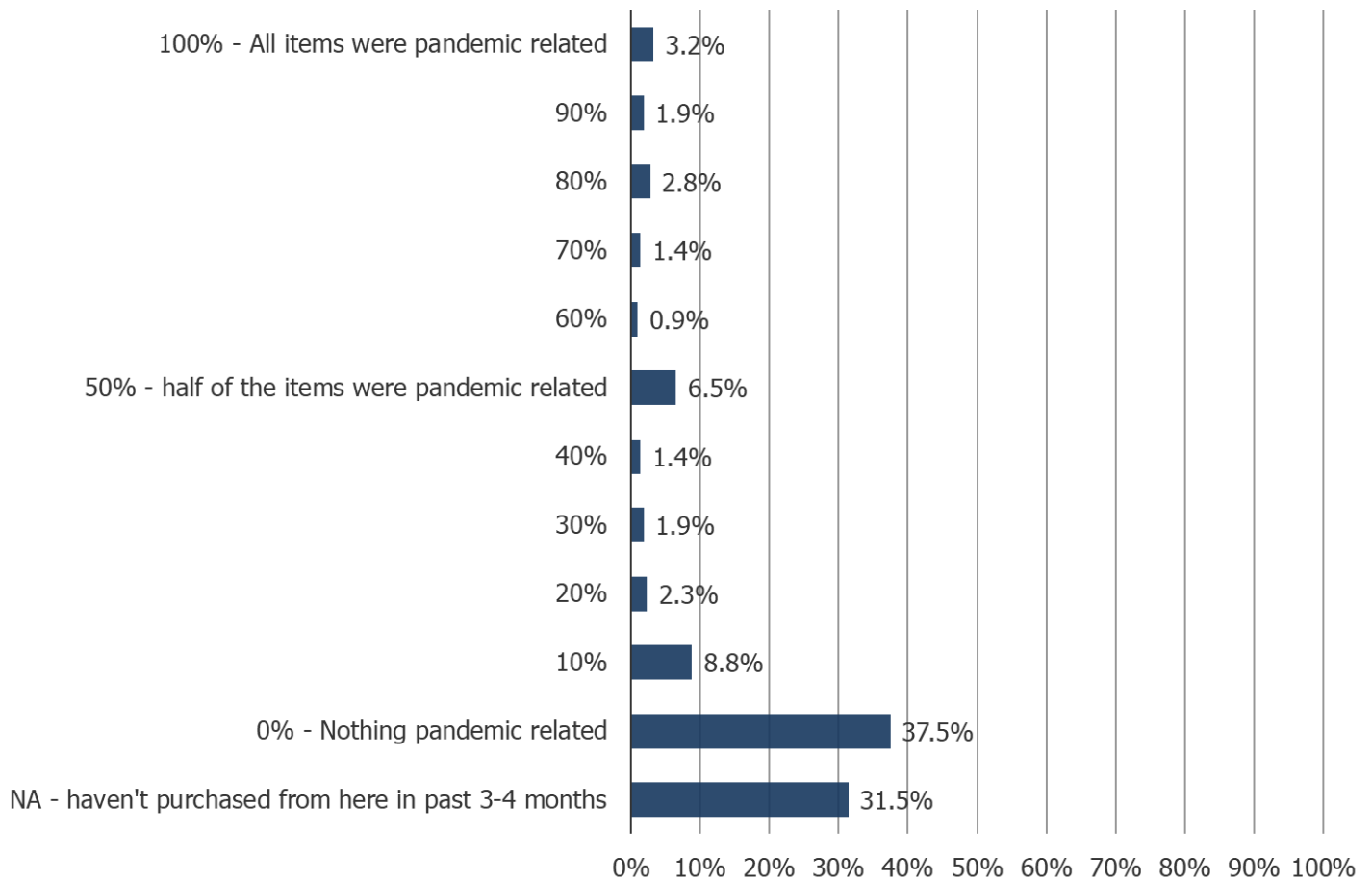


PANDEMIC RELATED ITEMS

WHAT PERCENTAGE OF YOUR SPENDING THROUGH THIS SITE/APP IN THE PAST FEW MONTHS WAS MADE ON PANDEMIC/COVID RELATED ITEMS OR ANY ITEMS YOU WOULDN'T HAVE BOUGHT NORMALLY?

Posed to users of each site/app

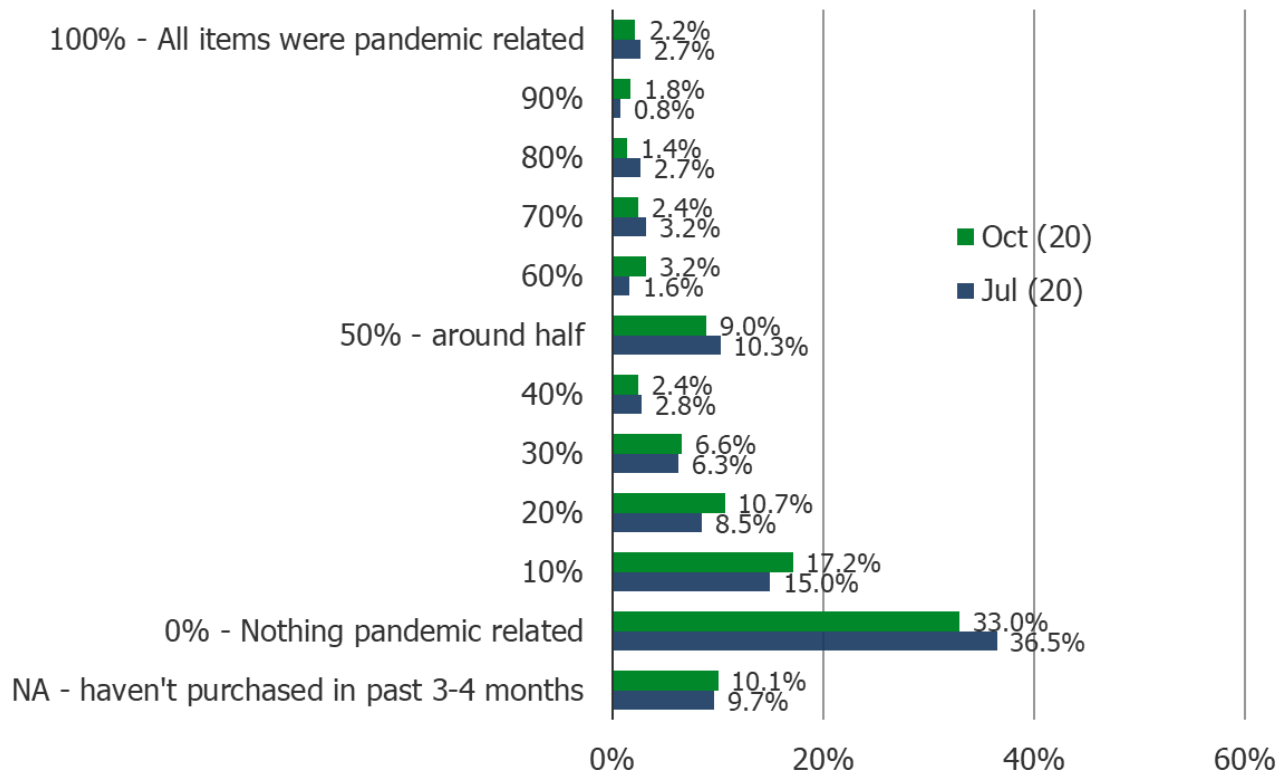
Wish.com (July and October Combined To Achieve Higher N)



WHAT PERCENTAGE OF YOUR SPENDING THROUGH THIS SITE/APP IN THE PAST FEW MONTHS WAS MADE ON PANDEMIC/COVID RELATED ITEMS OR ANY ITEMS YOU WOULDN'T HAVE BOUGHT NORMALLY?

Posed to users of each site/app

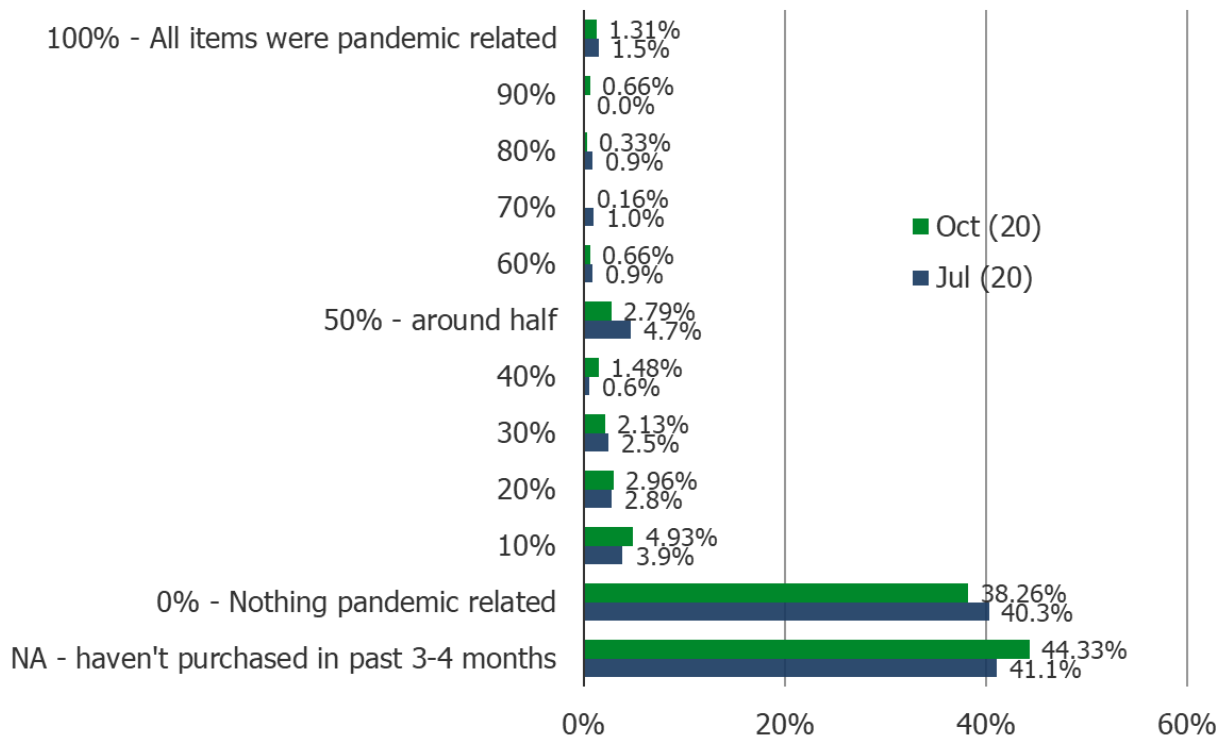
Amazon



WHAT PERCENTAGE OF YOUR SPENDING THROUGH THIS SITE/APP IN THE PAST FEW MONTHS WAS MADE ON PANDEMIC/COVID RELATED ITEMS OR ANY ITEMS YOU WOULDN'T HAVE BOUGHT NORMALLY?

Posed to users of each site/app

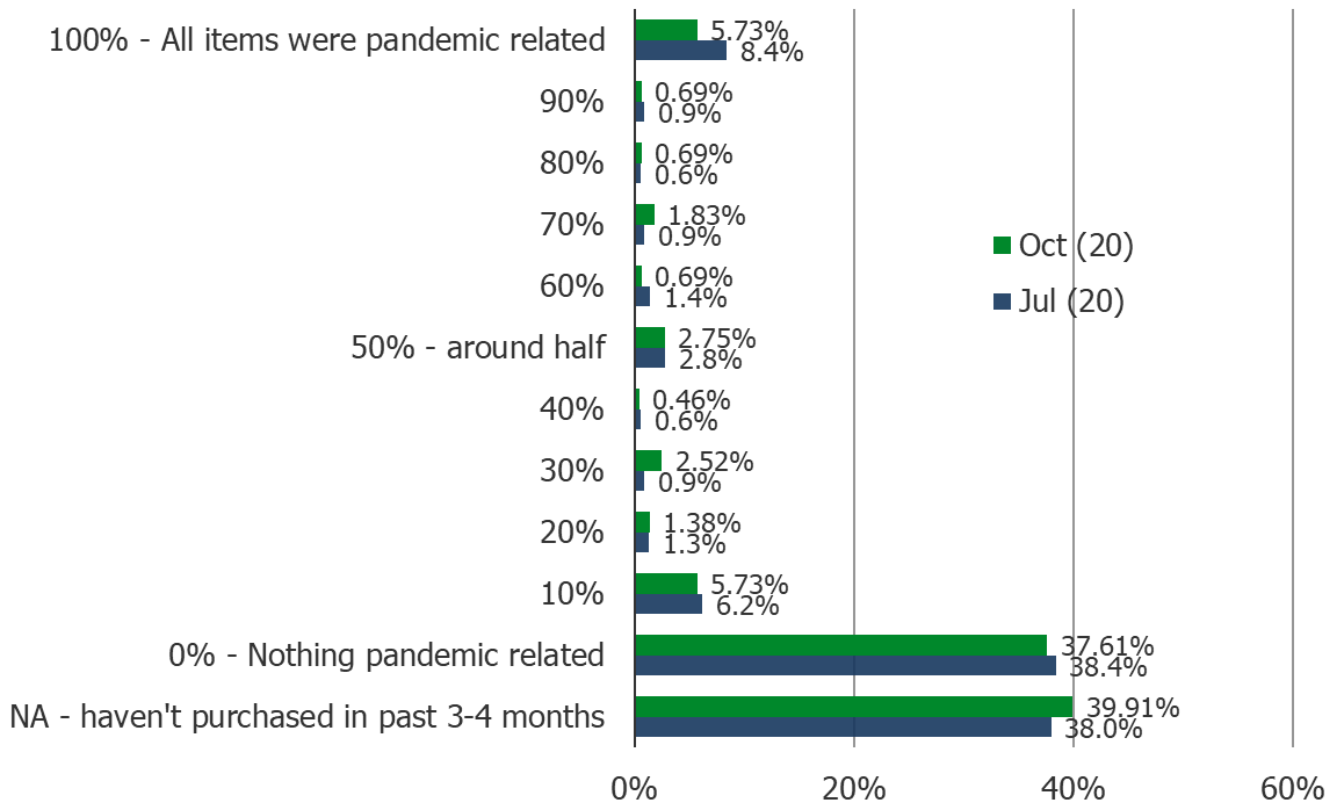
eBay



WHAT PERCENTAGE OF YOUR SPENDING THROUGH THIS SITE/APP IN THE PAST FEW MONTHS WAS MADE ON PANDEMIC/COVID RELATED ITEMS OR ANY ITEMS YOU WOULDN'T HAVE BOUGHT NORMALLY?

Posed to users of each site/app

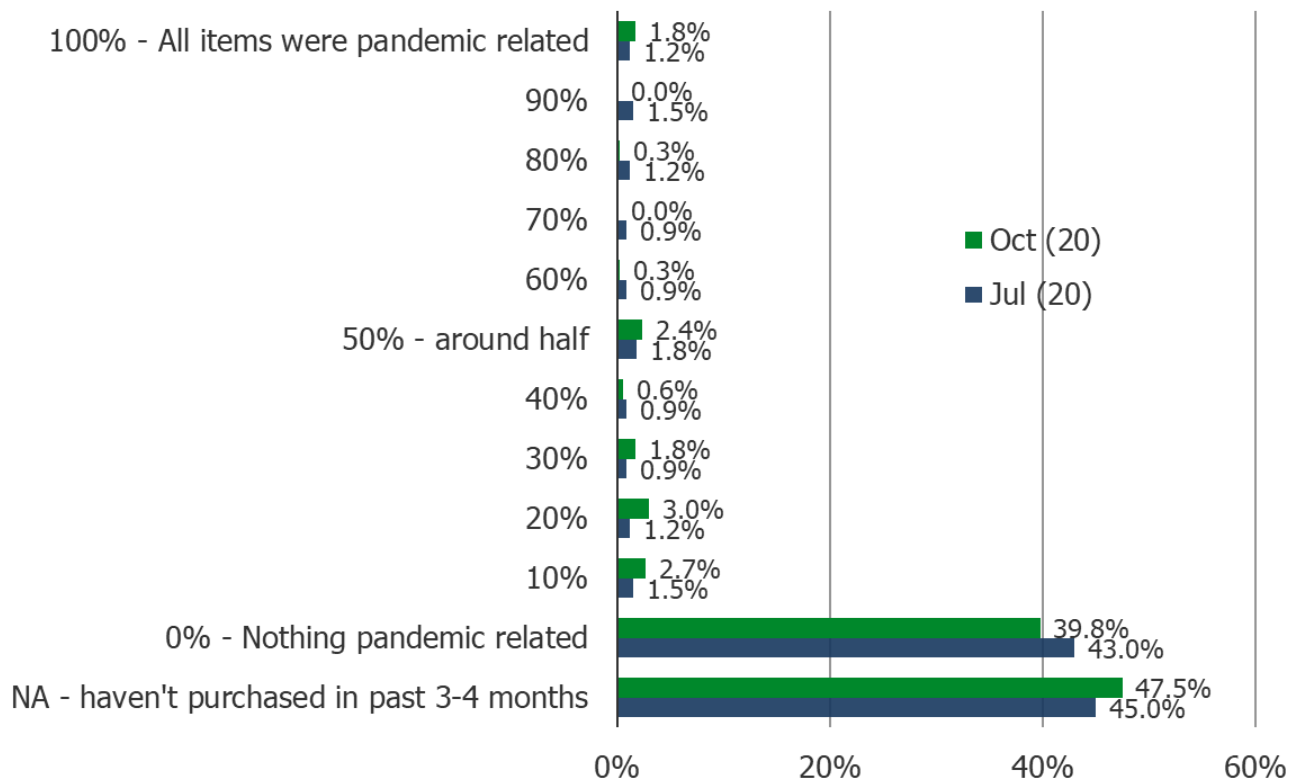
Etsy



WHAT PERCENTAGE OF YOUR SPENDING THROUGH THIS SITE/APP IN THE PAST FEW MONTHS WAS MADE ON PANDEMIC/COVID RELATED ITEMS OR ANY ITEMS YOU WOULDN'T HAVE BOUGHT NORMALLY?

Posed to users of each site/app

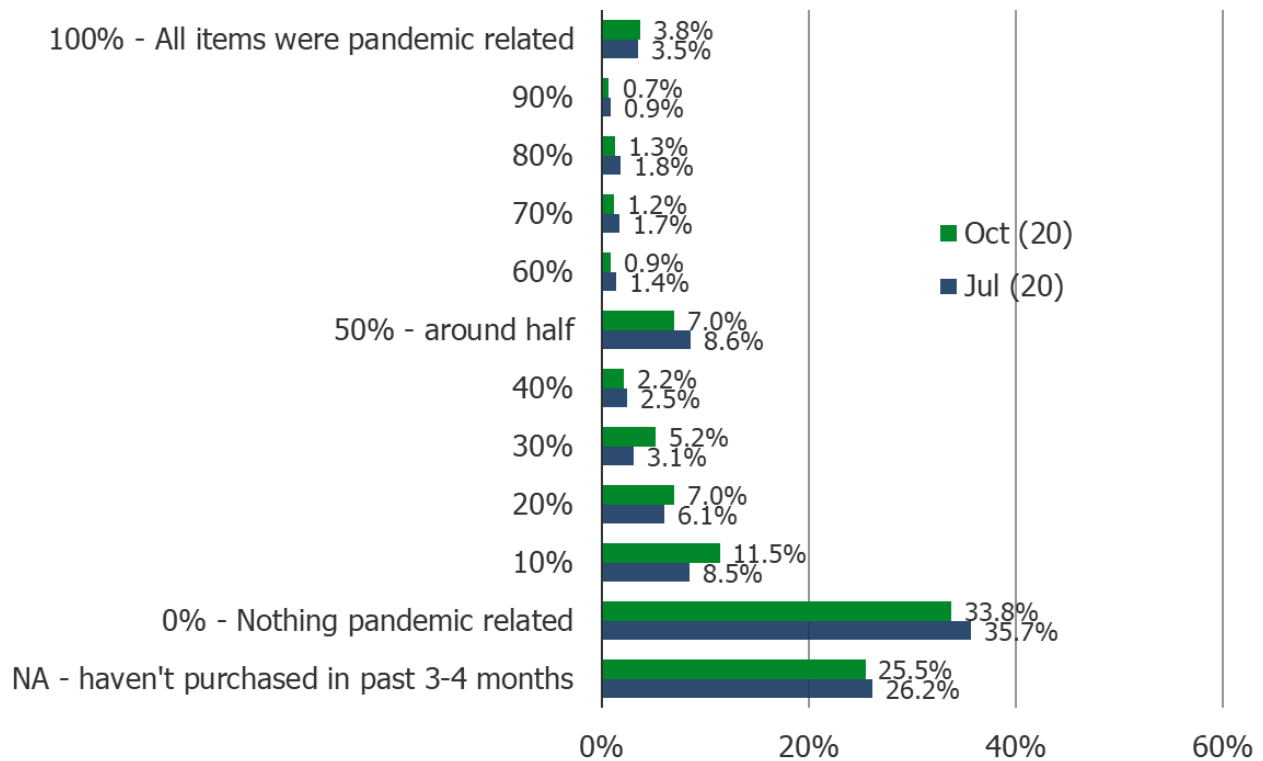
Wayfair



WHAT PERCENTAGE OF YOUR SPENDING THROUGH THIS SITE/APP IN THE PAST FEW MONTHS WAS MADE ON PANDEMIC/COVID RELATED ITEMS OR ANY ITEMS YOU WOULDN'T HAVE BOUGHT NORMALLY?

Posed to users of each site/app

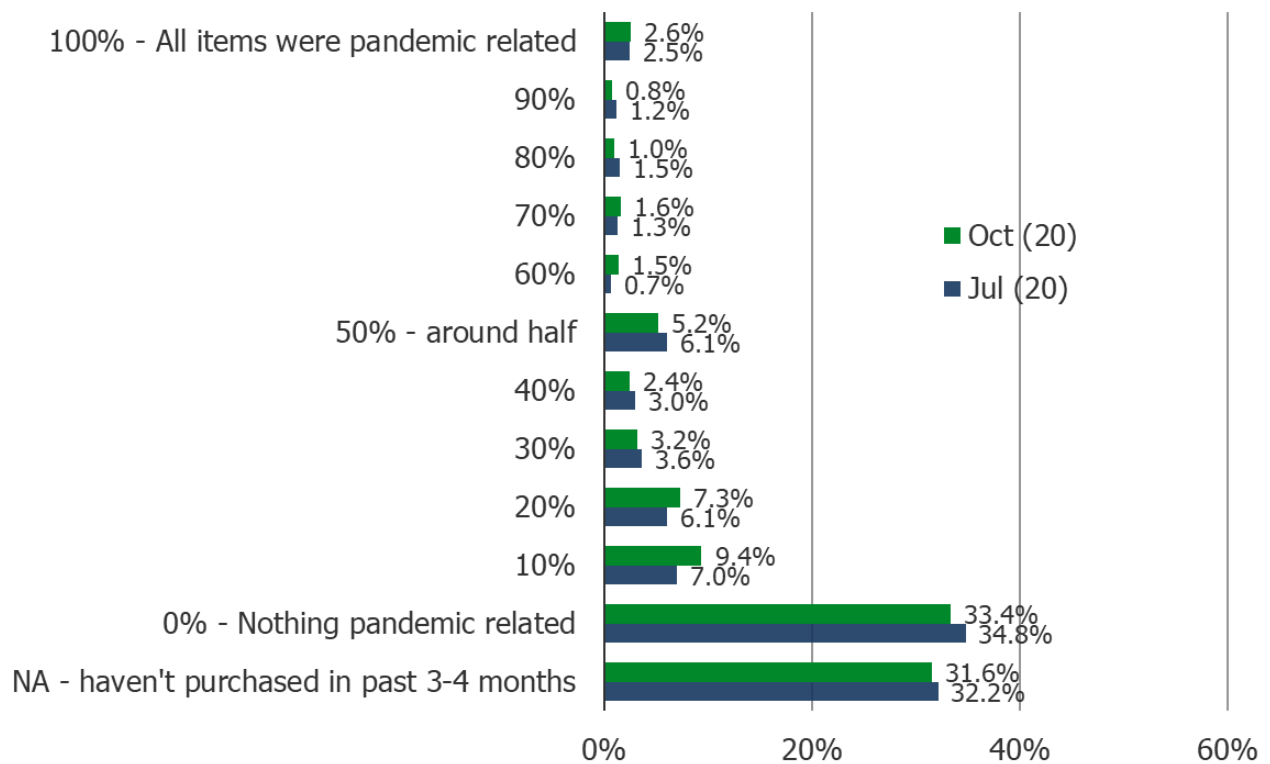
Wal-Mart



WHAT PERCENTAGE OF YOUR SPENDING THROUGH THIS SITE/APP IN THE PAST FEW MONTHS WAS MADE ON PANDEMIC/COVID RELATED ITEMS OR ANY ITEMS YOU WOULDN'T HAVE BOUGHT NORMALLY?

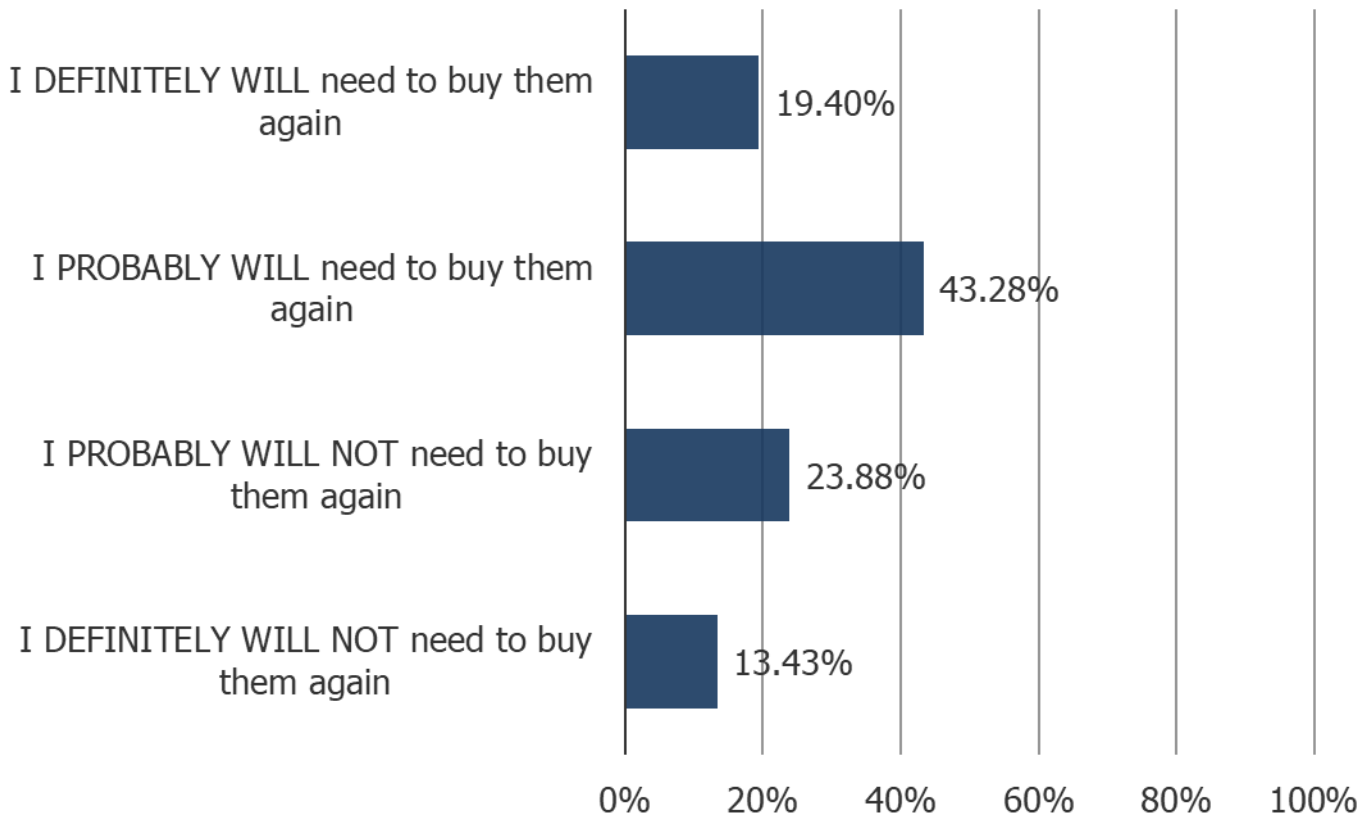
Posed to users of each site/app

Target



THINKING ABOUT THE PANDEMIC RELATED ITEMS THAT YOU BOUGHT THROUGH THIS SITE/APP, DO YOU EXPECT YOUR NEED TO PURCHASE THESE ITEMS AGAIN FROM THIS PLATFORM TO CHANGE?

Posed to users of Wish.com who bought pandemic related items in the past few months

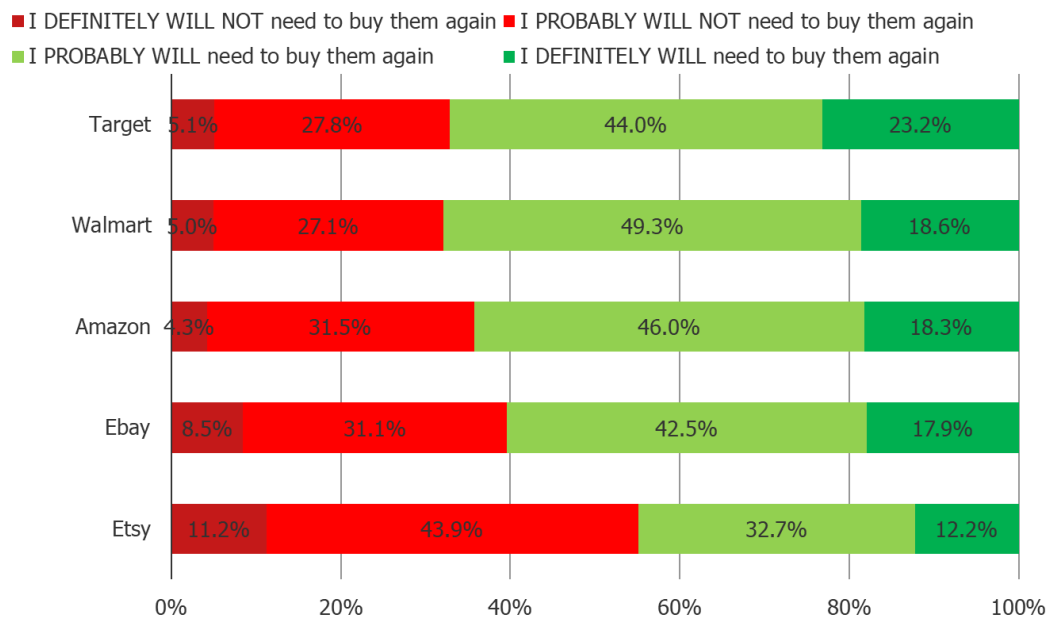


N = 67 (Combining Results From July and October to Achieve a Higher N)

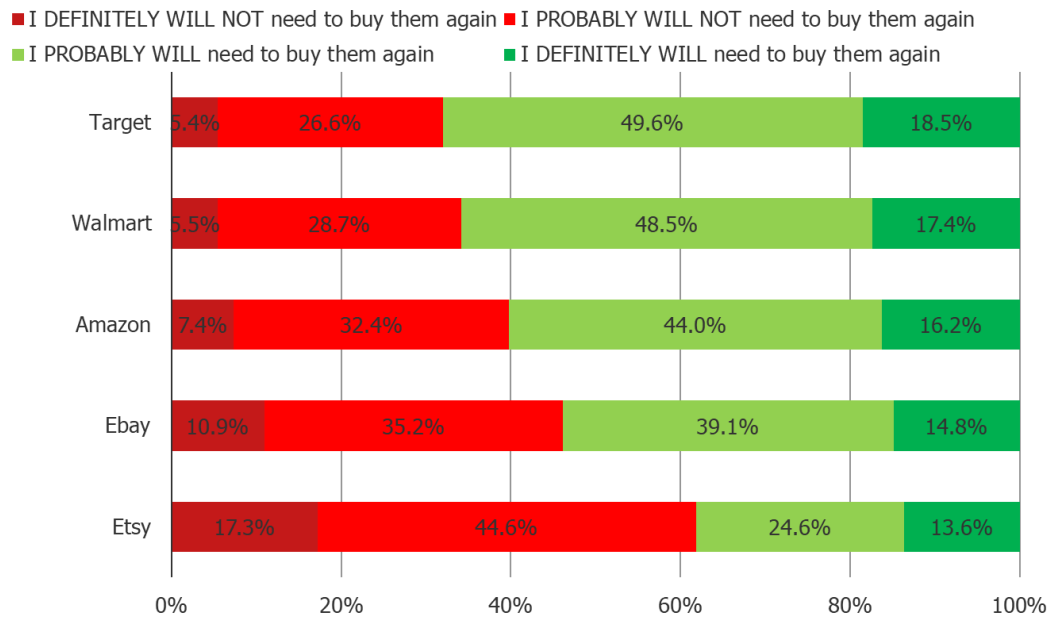
THINKING ABOUT THE PANDEMIC RELATED ITEMS THAT YOU BOUGHT THROUGH THIS SITE/APP, DO YOU EXPECT YOUR NEED TO PURCHASE THESE ITEMS AGAIN FROM THIS PLATFORM TO CHANGE?

Posed to users of each site/app who bought pandemic related items in the past few months

July 2020



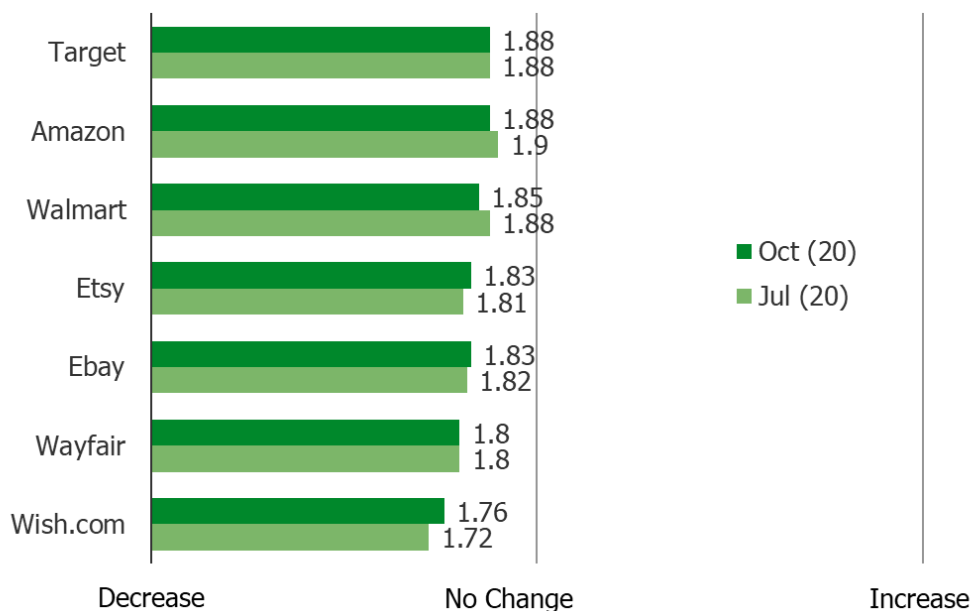
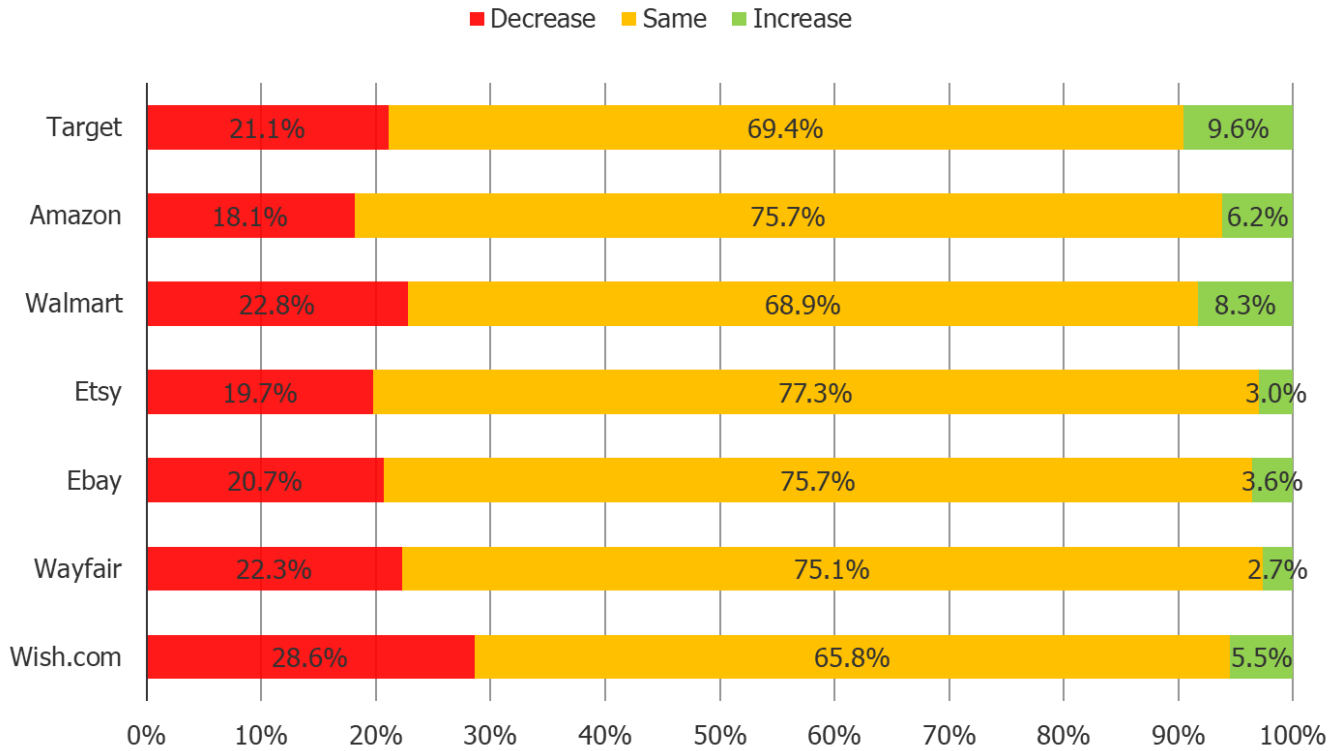
April 2020



From Bricks To Clicks

AS LOCAL STORES AND BUSINESSES RE-OPEN, DO YOU EXPECT TO CHANGE YOUR SPENDING ON THE FOLLOWING SITES/APPS COMPARED TO HOW MUCH YOU SPENT WHILE BUSINESSES WERE SHUT DOWN?

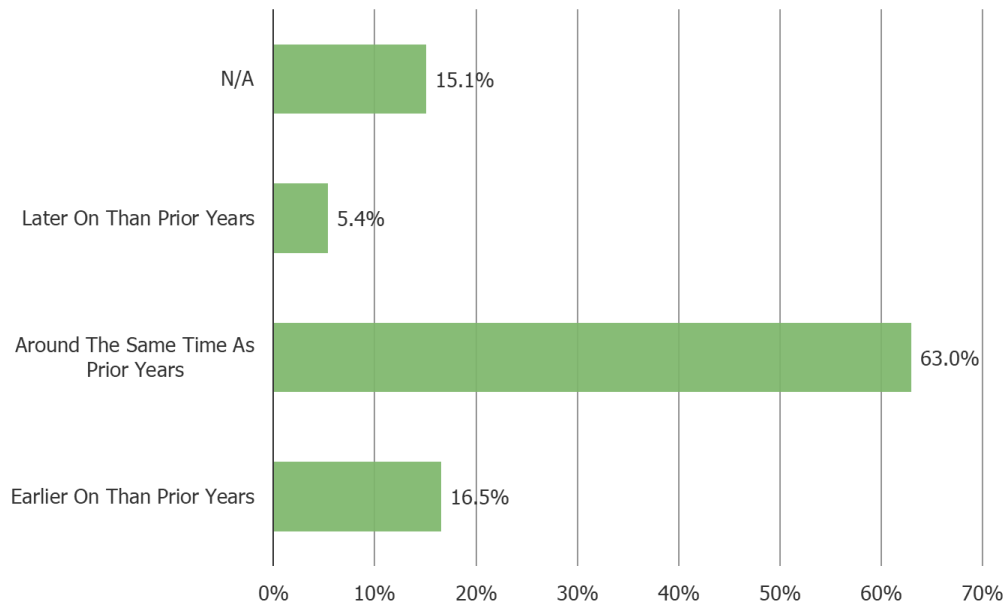
Posed to users of each site/app



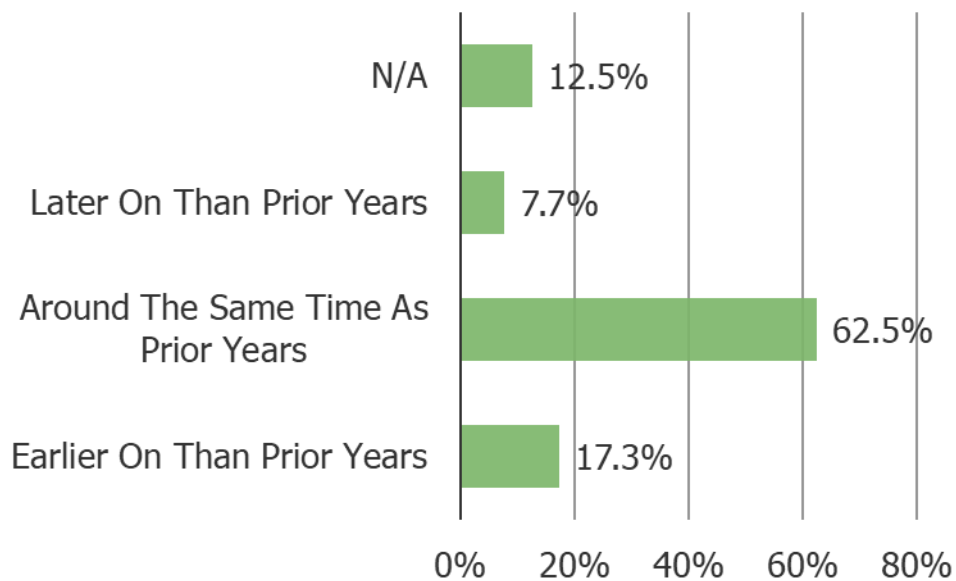
HOLIDAY SHOPPING

THIS YEAR, DO YOU EXPECT TO START YOUR HOLIDAY SHOPPING...

Posed to all respondents



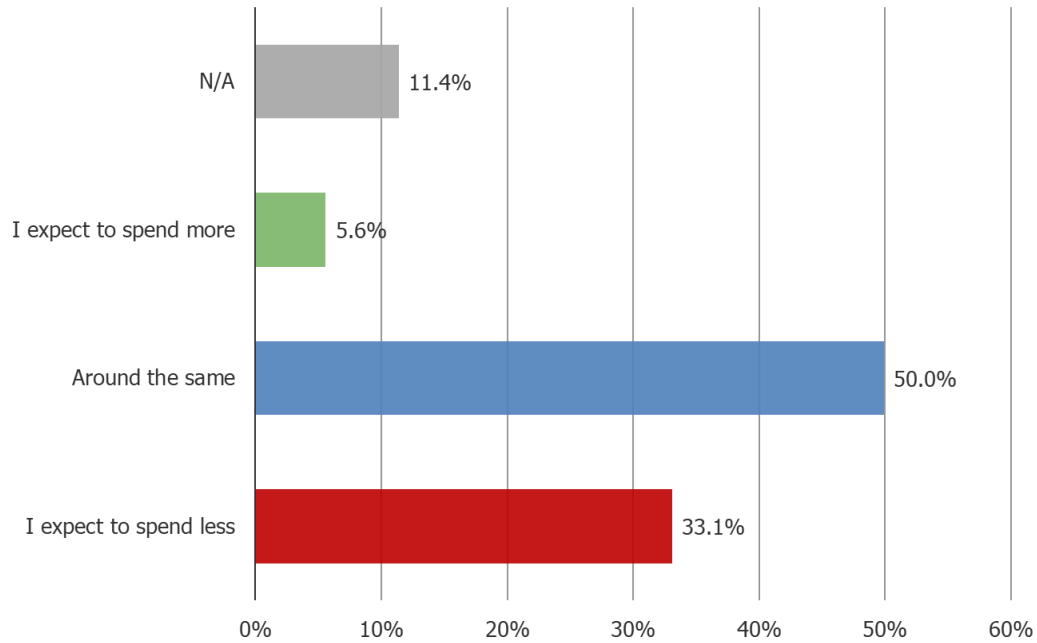
Posed to Wish.com users.



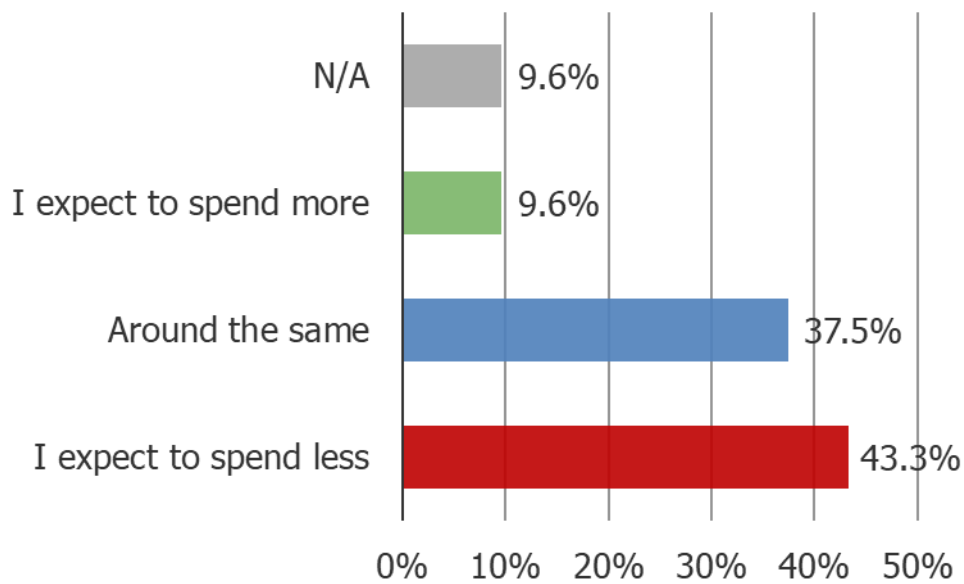
From Bricks To Clicks

DO YOU EXPECT TO SPEND MORE OR LESS DURING THIS UPCOMING HOLIDAY SEASON COMPARED TO PRIOR YEARS?

Posed to all respondents



Posed to Wish.com users.

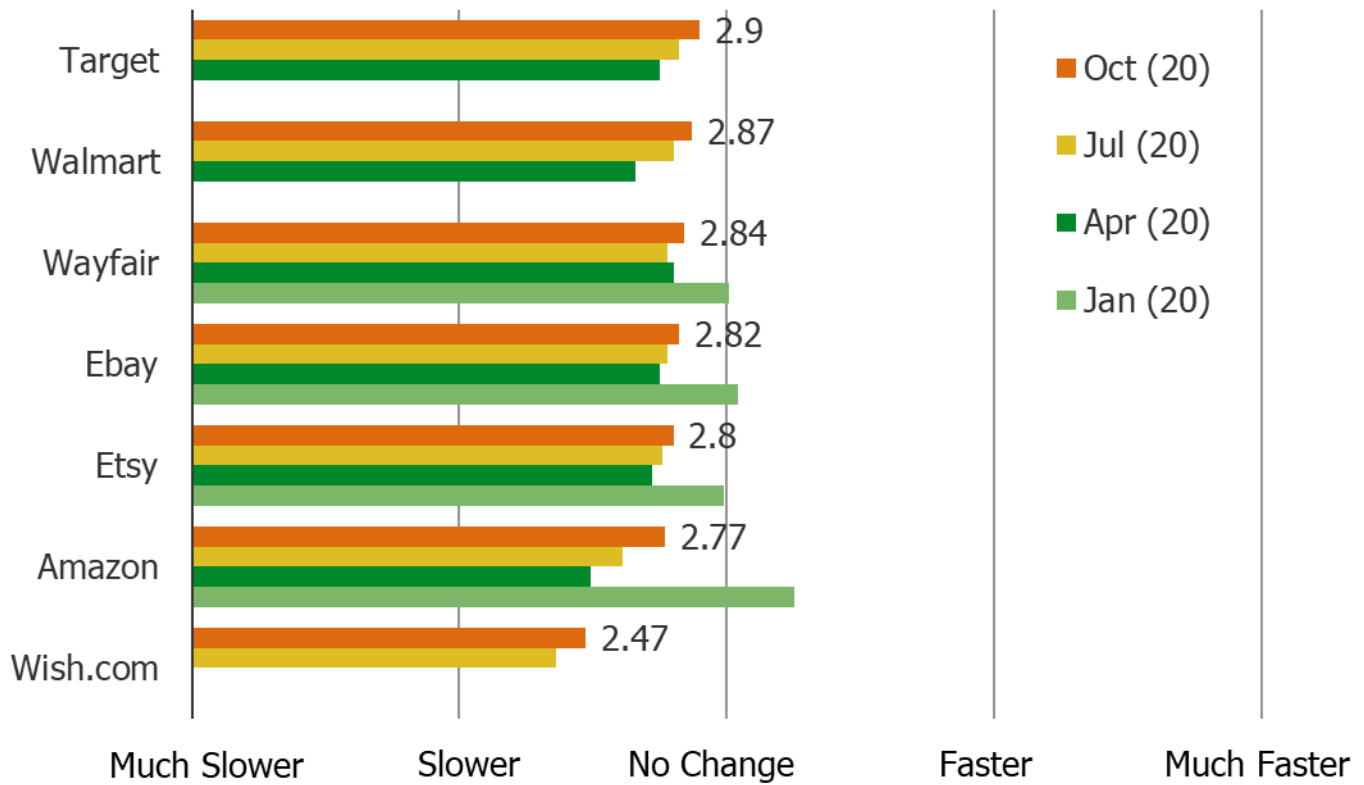


SHIPPING DELAYS

From Bricks To Clicks

HAVE YOU NOTICED ANY CHANGES IN AVAILABLE SHIPPING TIMES WHEN USING THIS PLATFORM RECENTLY?

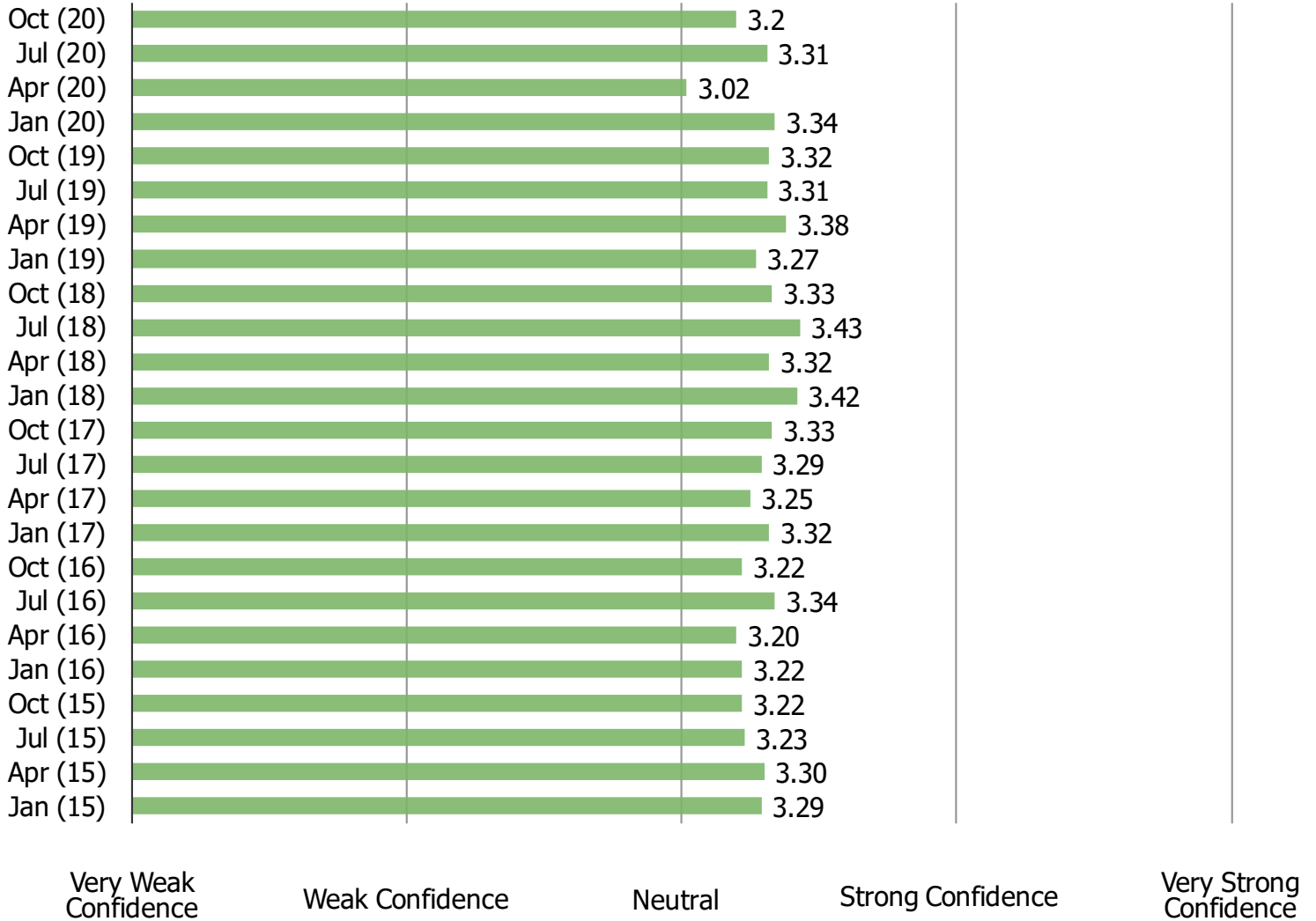
Posed to users of each site/app.



OVERALL SHOPPING TRENDS

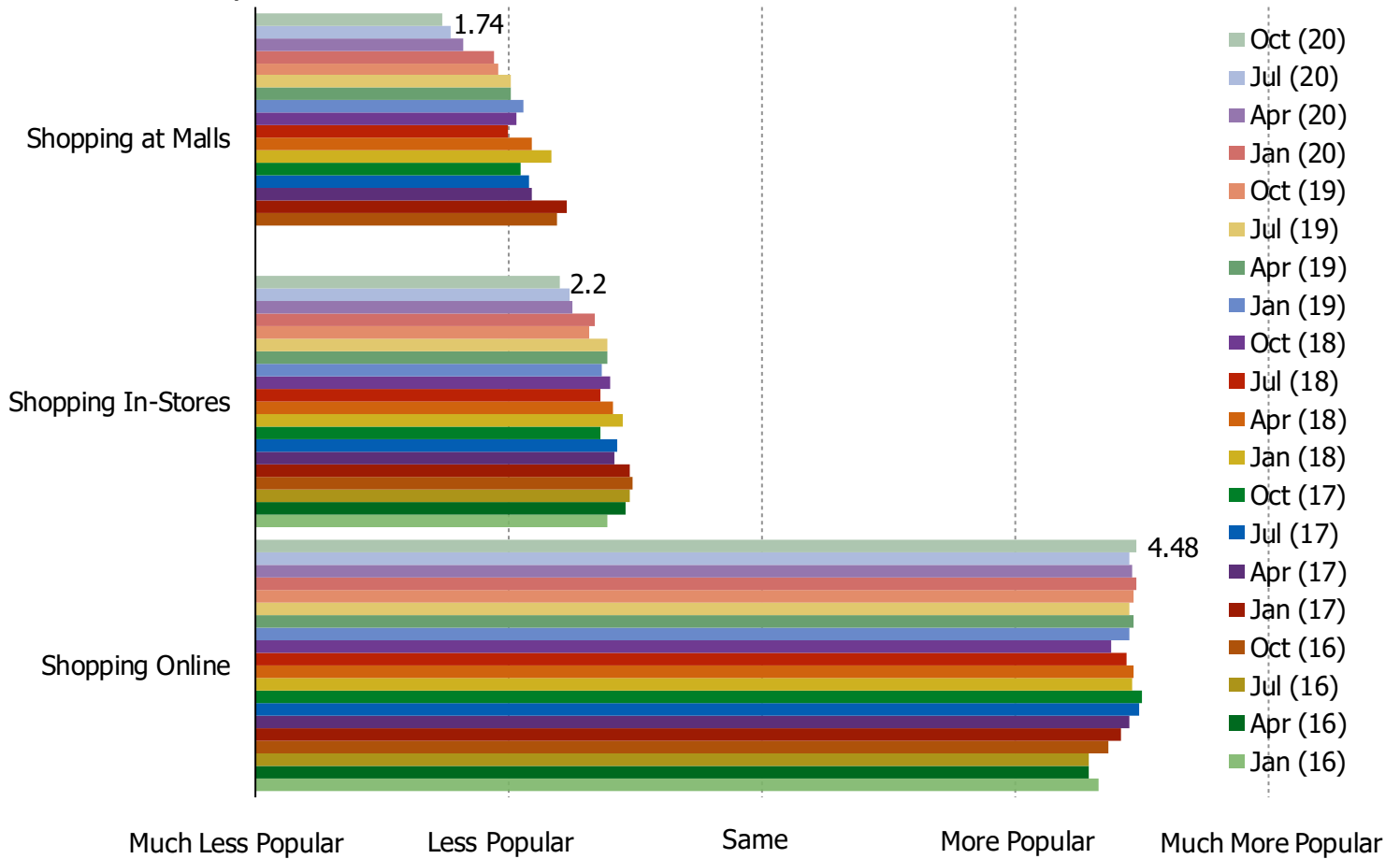
HOW CONFIDENT DO YOU CURRENTLY FEEL TO SPEND MONEY?

Posed to all respondents



ARE THE FOLLOWING TYPES OF ACTIVITIES BECOMING MORE OR LESS POPULAR?

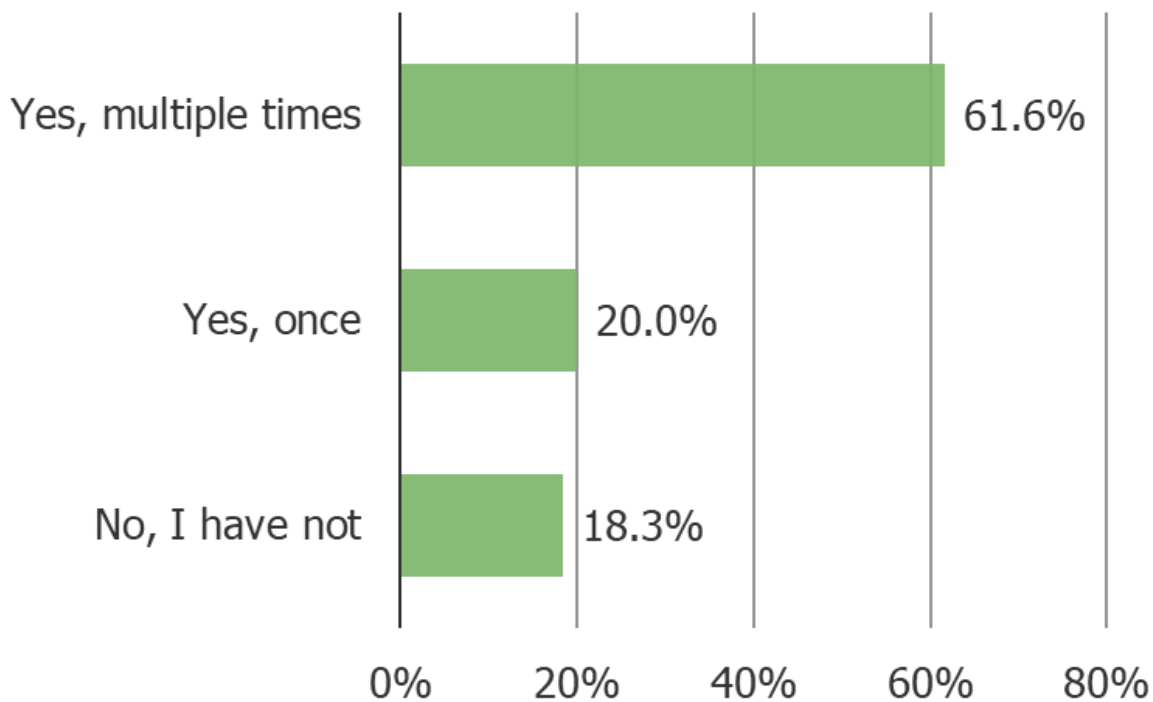
Posed to all respondents



FACE MASKS

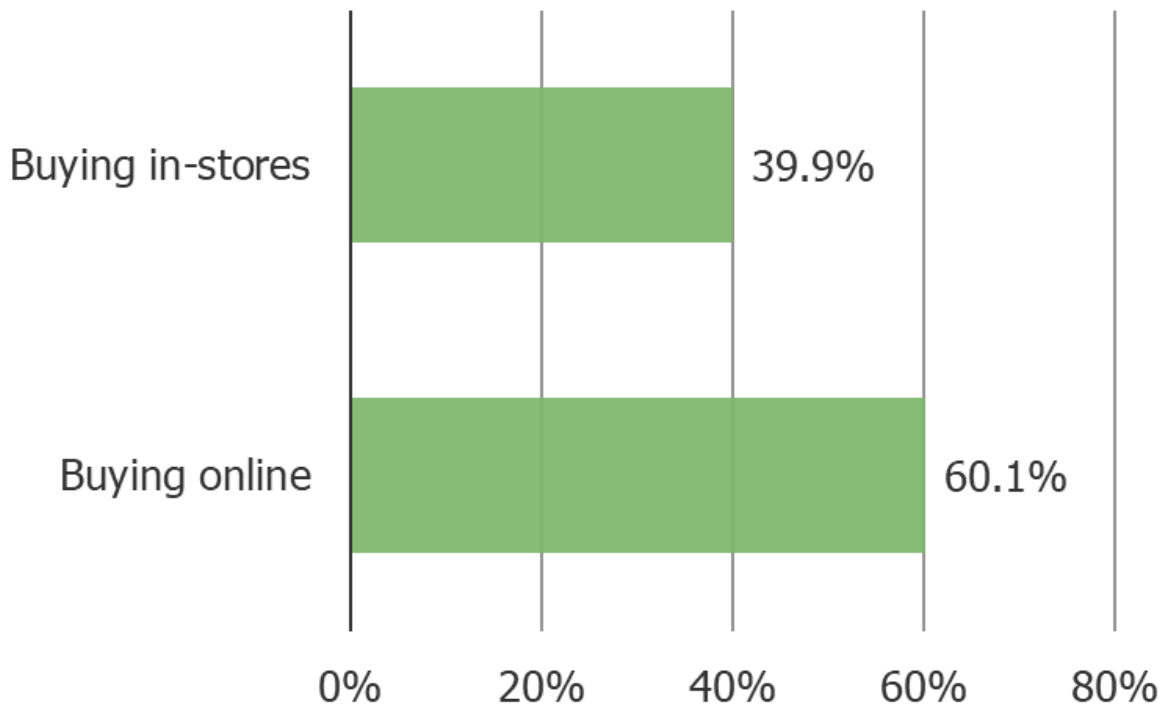
HAVE YOU PURCHASED MASK(S) THIS YEAR?

Posed to all respondents



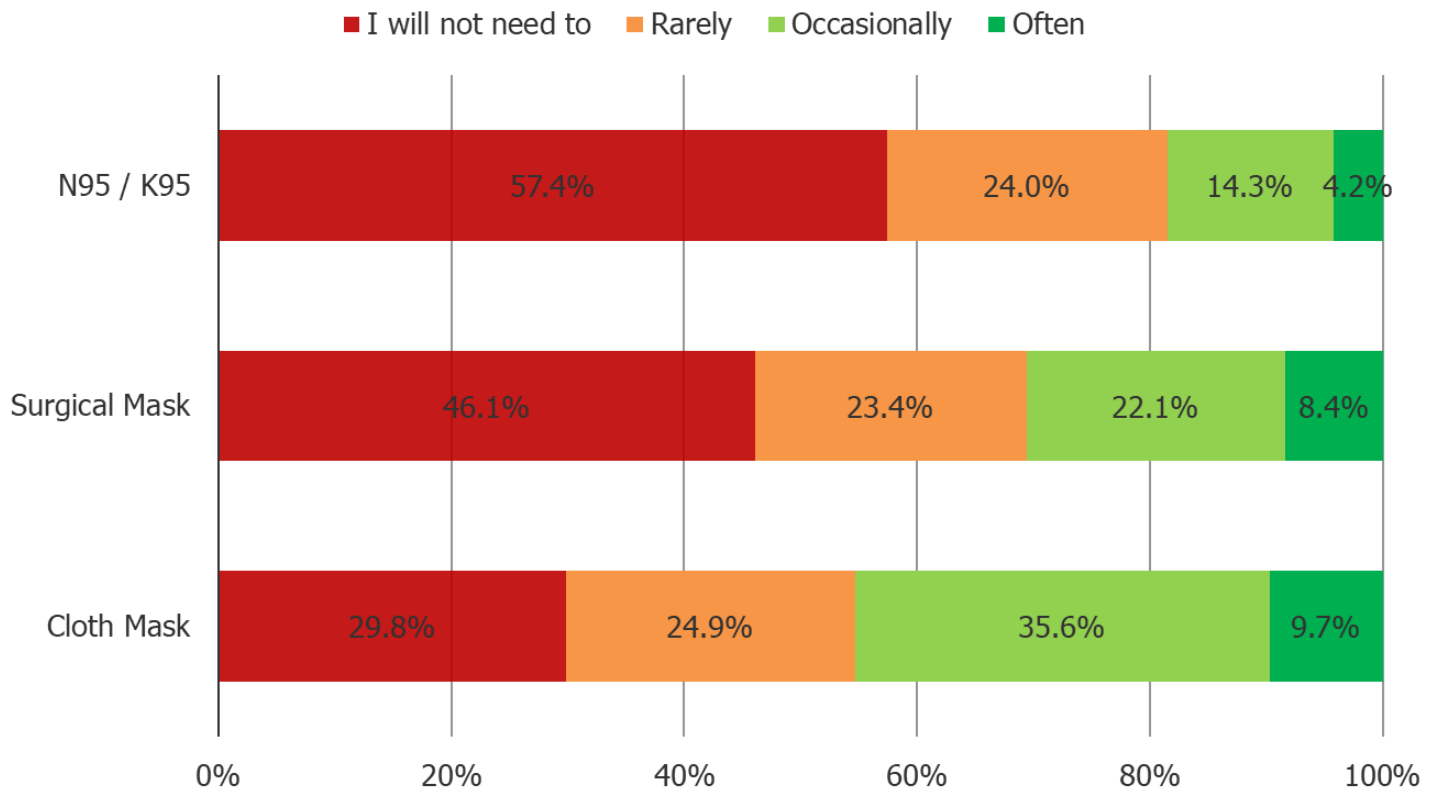
WHICH WOULD YOU PREFER FOR PURCHASING MASKS?

Posed to all respondents



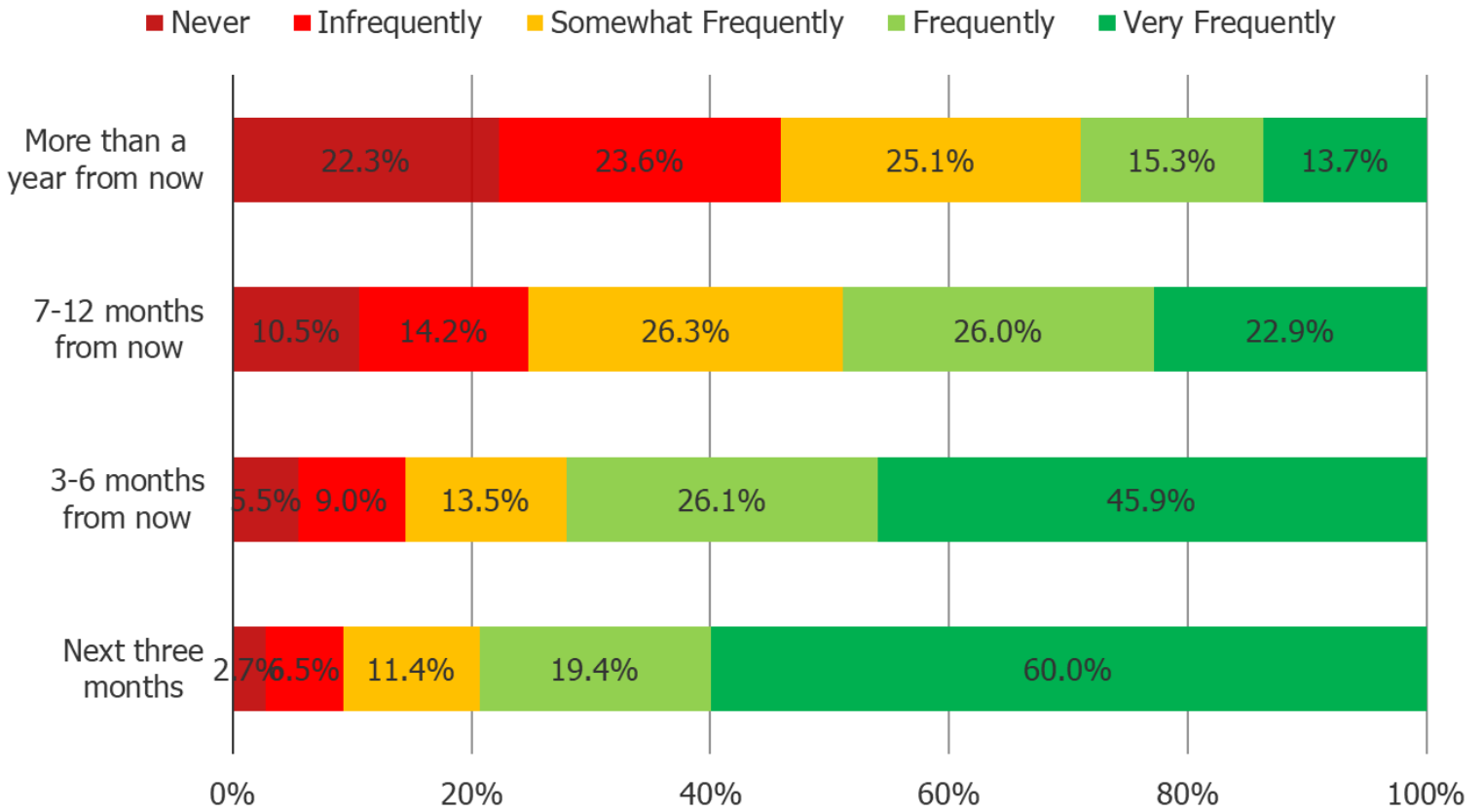
GOING FORWARD, HOW OFTEN DO YOU EXPECT TO NEED TO PURCHASE NEW MASKS OR FACE COVERINGS?

Posed to all respondents



HOW OFTEN DO YOU EXPECT TO WEAR A MASK DURING THE FOLLOWING PERIODS?

Posed to all respondents

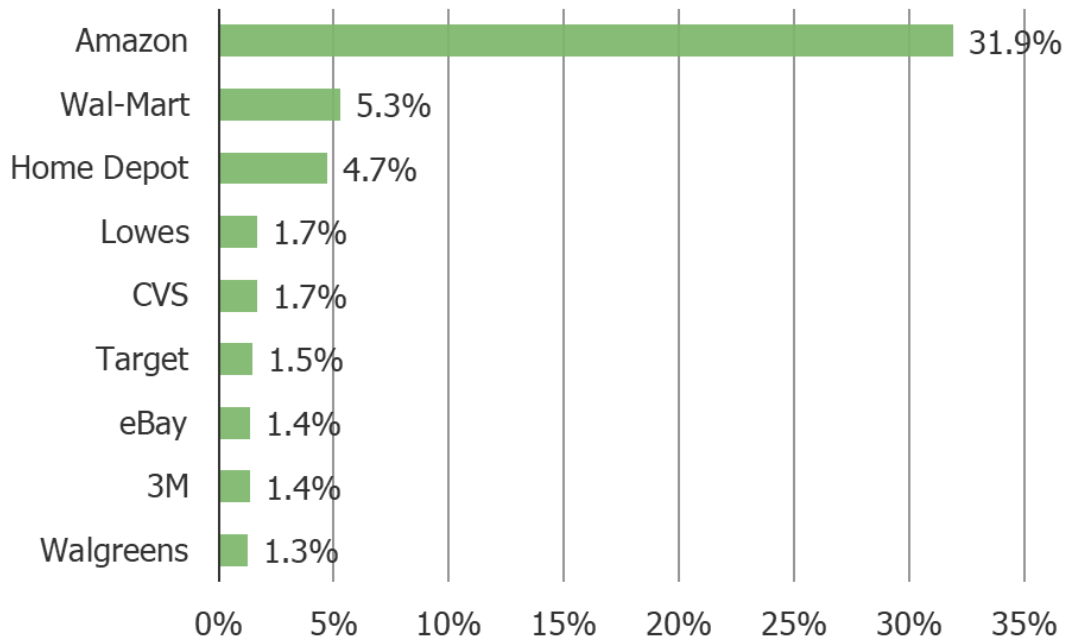


From Bricks To Clicks

WHICH RETAILER COMES TO MIND FIRST WHEN YOU THINK OF WHERE TO GO TO BUY THE FOLLOWING TYPES OF MASKS?

Posed to all respondents

N95 Masks



From Bricks To Clicks

WHICH RETAILER COMES TO MIND FIRST WHEN YOU THINK OF WHERE TO GO TO BUY THE FOLLOWING TYPES OF MASKS?

Posed to all respondents

Surgical Masks

