

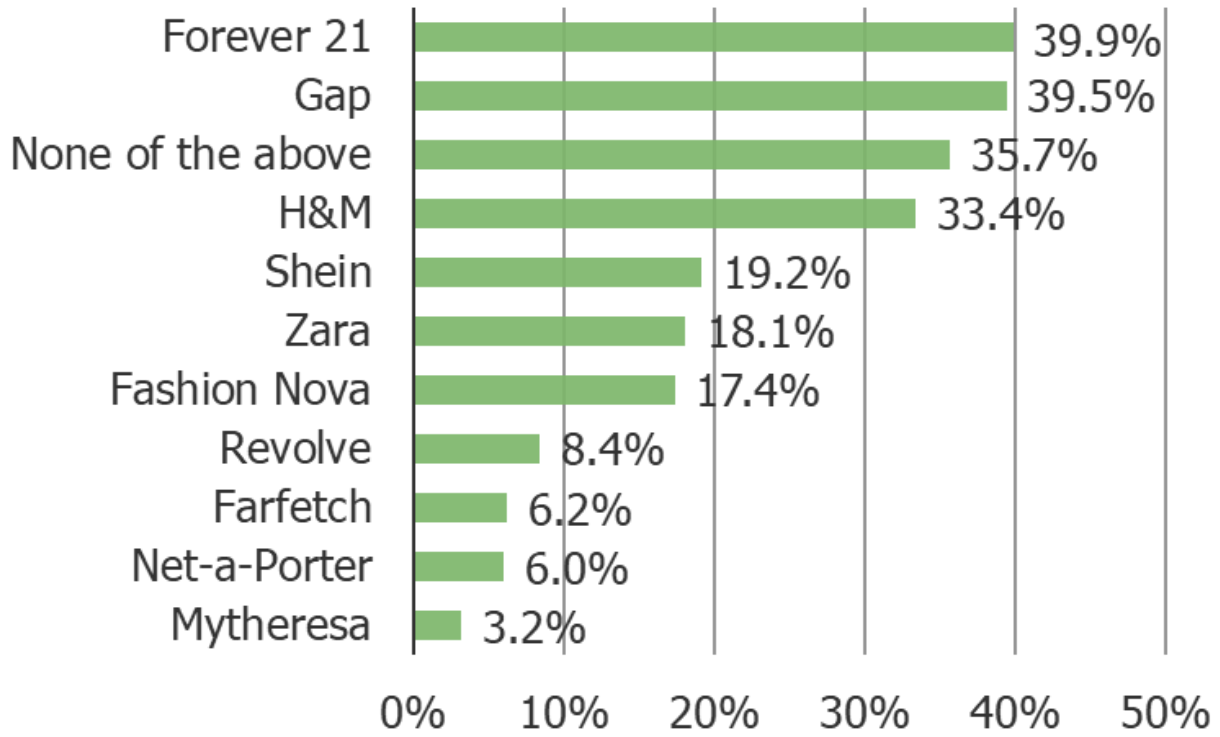
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FAST FASHION PLATFORMS – WHICH COMPETITORS ARE MOST VULNERABLE TO SHEIN’S POPULARITY GAINS?

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ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING SITES/APPS? (SELECT ALL THAT APPLY)

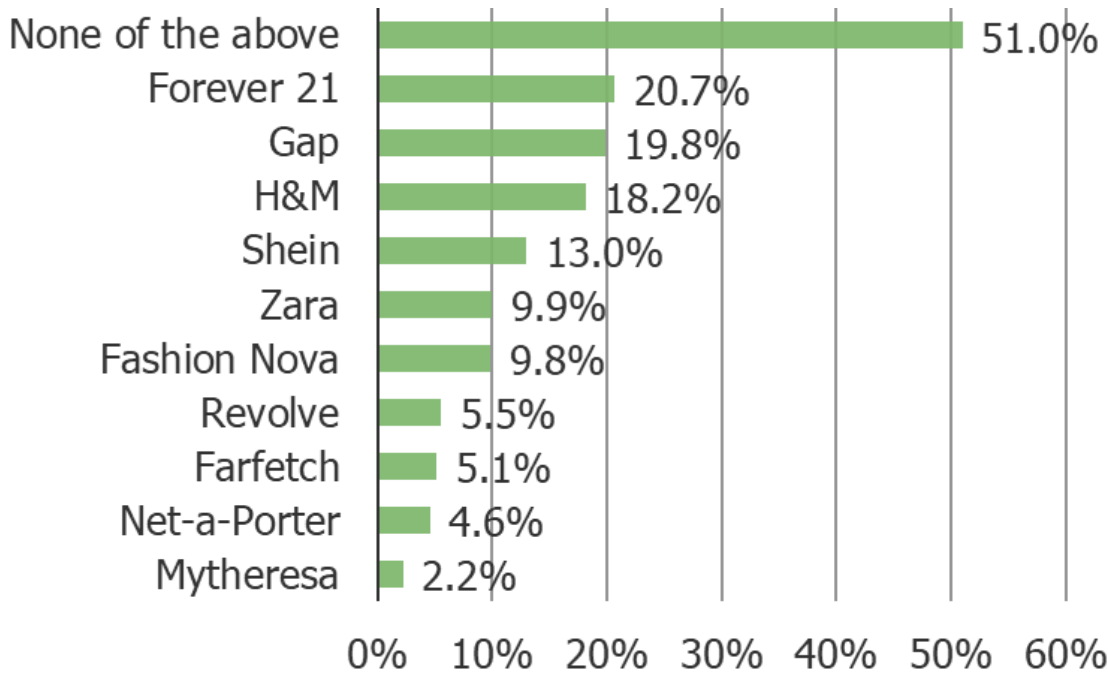
Posed to all respondents.



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HAVE YOU EVER MADE A PURCHASE FROM ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.



Data Cross-Tab

Respondents Who Have Shopped Each of The Following

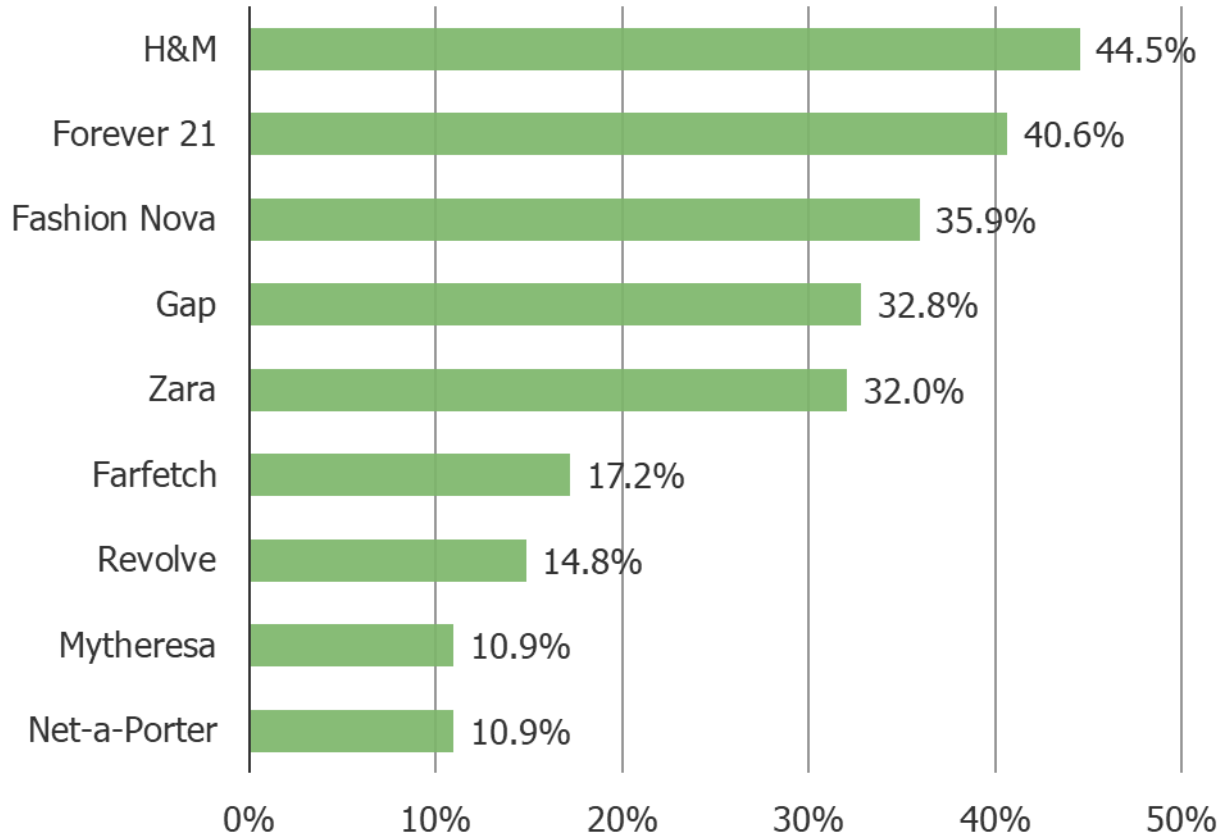
Answer Choices	Shein	Farfetch	Revolve	H&M	Zara	Gap	Forever 21	Fashion Nova	Net-a-Porter	Mytheresa
N =	169	65	71	233	128	254	266	127	59	28
Shein		35.4%	40.9%	28.8%	43.0%	21.3%	27.4%	41.7%	32.2%	67.9%
Farfetch	13.6%		32.4%	9.9%	17.2%	11.0%	10.9%	21.3%	27.1%	46.4%
Revolve	17.2%	35.4%		15.0%	28.1%	11.8%	13.5%	23.6%	25.4%	60.7%
H&M	39.6%	35.4%	49.3%		56.3%	43.3%	43.2%	39.4%	39.0%	53.6%
Zara	32.5%	33.9%	50.7%	30.9%		24.0%	20.3%	35.4%	32.2%	57.1%
Gap	32.0%	43.1%	42.3%	47.2%	47.7%		39.9%	34.7%	28.8%	60.7%
Forever 21	43.2%	44.6%	50.7%	49.4%	42.2%	41.7%		47.2%	40.7%	57.1%
Fashion Nova	31.4%	41.5%	42.3%	21.5%	35.2%	17.3%	22.6%		35.6%	46.4%
Net-a-Porter	11.2%	24.6%	21.1%	9.9%	14.8%	6.7%	9.0%	16.5%		46.4%
Mytheresa	11.2%	20.0%	23.9%	6.4%	12.5%	6.7%	6.0%	10.2%	22.0%	

Have also Shopped

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HAVE YOU EVER MADE A PURCHASE FROM ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Data Filter: Respondents who said they are likely or very likely to purchase from Shein in the future.



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IN YOUR OPINION, WHICH RETAILERS/SITES ARE MOST SIMILAR TO SHEIN?

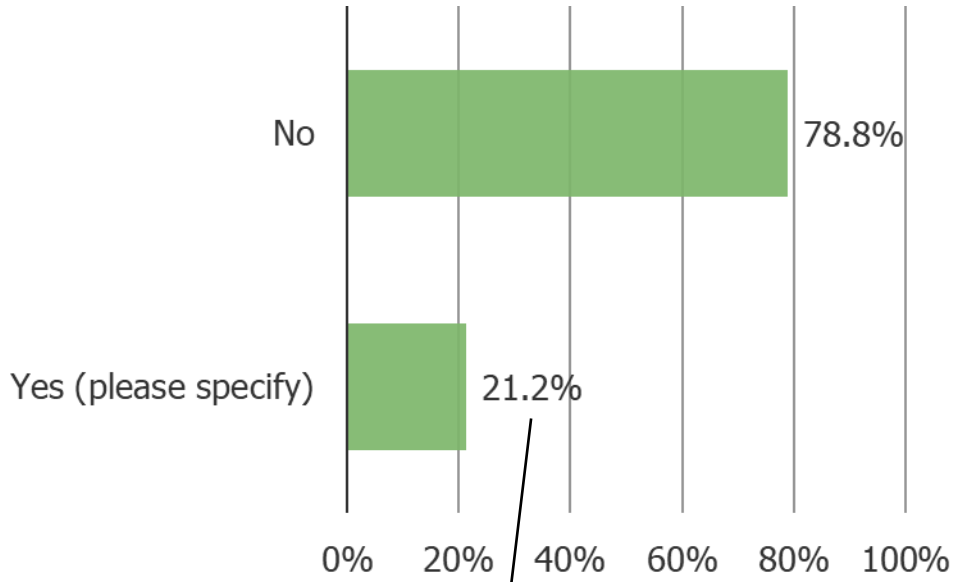
Posed to respondents who said they have purchased from Shein (N = 165)



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CAN YOU THINK OF ANY RETAILERS/BRANDS THAT SHEIN MIGHT BE TAKING CUSTOMERS FROM?

Posed to respondents who said they have purchased from Shein (N = 165)



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DEMOGRAPHICS: RESPONDENTS WHO HAVE PURCHASED FROM EACH OF THE FOLLOWING

	Shein	Farfetch	Revolve	H&M	Zara	Gap	Forever 21	Fashion Nova	Net-a-Porter
18-24	25.6%	13.9%	11.4%	13.8%	13.4%	10.7%	21.6%	27.8%	17.0%
25-34	29.8%	40.0%	47.1%	28.9%	30.7%	21.0%	28.8%	33.3%	45.8%
35-44	24.4%	24.6%	24.7%	22.0%	30.7%	22.9%	20.1%	24.6%	25.4%
45-54	11.9%	15.4%	12.9%	16.0%	17.3%	22.5%	15.2%	11.1%	11.9%
55-64	5.4%	6.2%	2.9%	9.5%	3.2%	13.0%	7.6%	2.4%	0.0%
65-74	2.4%	0.0%	0.0%	6.9%	2.4%	5.1%	4.9%	0.8%	0.0%
75+	0.6%	0.0%	0.0%	3.0%	2.4%	4.7%	1.9%	0.0%	0.0%
	2.51	2.60	2.46	3.11	2.83	3.41	2.81	2.29	2.32

	Shein	Farfetch	Revolve	H&M	Zara	Gap	Forever 21	Fashion Nova	Net-a-Porter
\$0-\$24,999	21.4%	9.2%	4.3%	13.7%	6.3%	13.4%	21.2%	20.6%	15.3%
\$25,000-\$49,999	23.2%	12.3%	15.7%	23.6%	12.5%	27.7%	22.4%	15.9%	11.9%
\$50,000-\$74,999	17.3%	15.4%	14.3%	16.7%	17.2%	20.6%	18.6%	12.7%	8.5%
\$75,000-\$99,999	10.1%	12.3%	18.6%	12.5%	14.1%	13.8%	11.7%	11.9%	15.3%
\$100,000-\$124,999	12.5%	16.9%	18.6%	12.0%	18.8%	9.5%	11.4%	12.7%	20.3%
\$125,000-\$149,999	6.0%	9.2%	8.6%	8.2%	13.3%	7.1%	4.2%	8.7%	11.9%
\$150,000-\$174,999	3.0%	7.7%	4.3%	5.2%	3.9%	2.8%	3.4%	7.1%	6.8%
\$175,000-\$199,999	3.6%	9.2%	7.1%	4.3%	6.3%	3.2%	3.8%	4.0%	3.4%
\$200,000 and up	3.0%	7.7%	8.6%	3.9%	7.8%	2.0%	3.4%	6.4%	6.8%



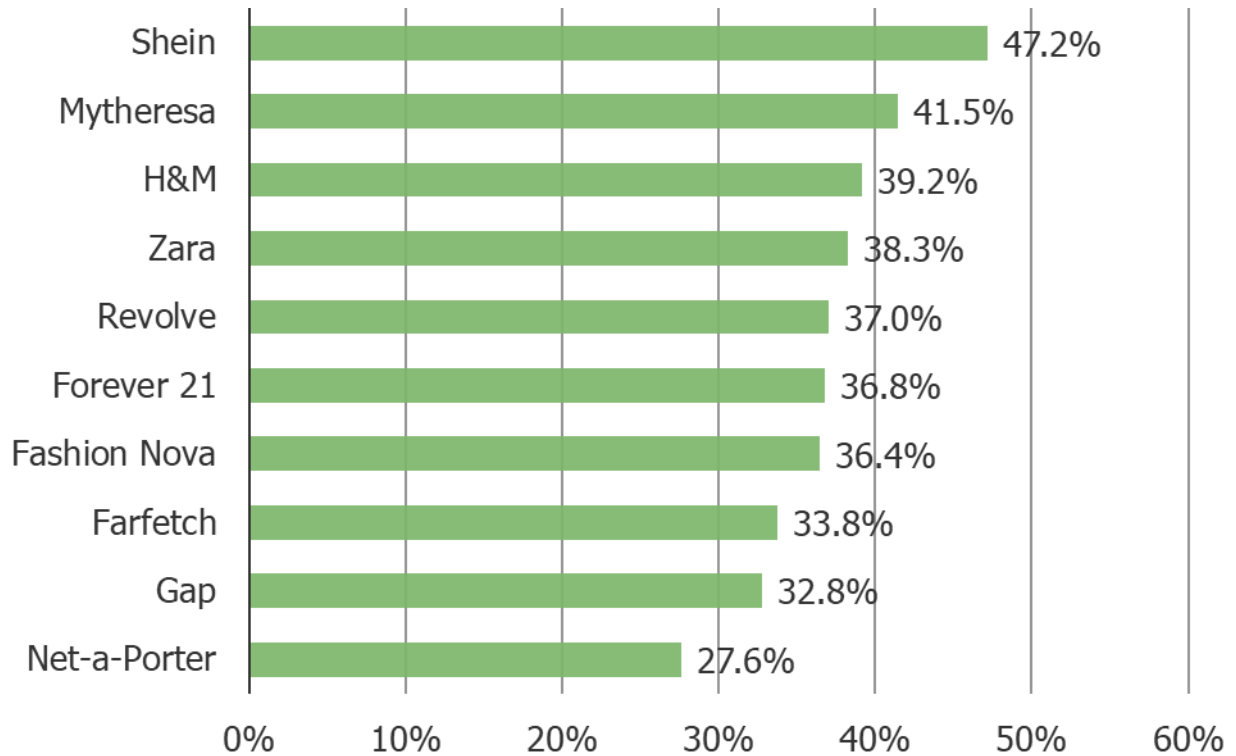
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FAST FASHION PLATFORMS – ENGAGEMENT AND SHOPPER SENTIMENT EXPLORED

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CONVERTING AWARENESS TO SHOPPERS: % OF THOSE WHO ARE FAMILIAR WITH EACH OF THE FOLLOWING WHO HAVE PURCHASED FROM THAT PLATFORM

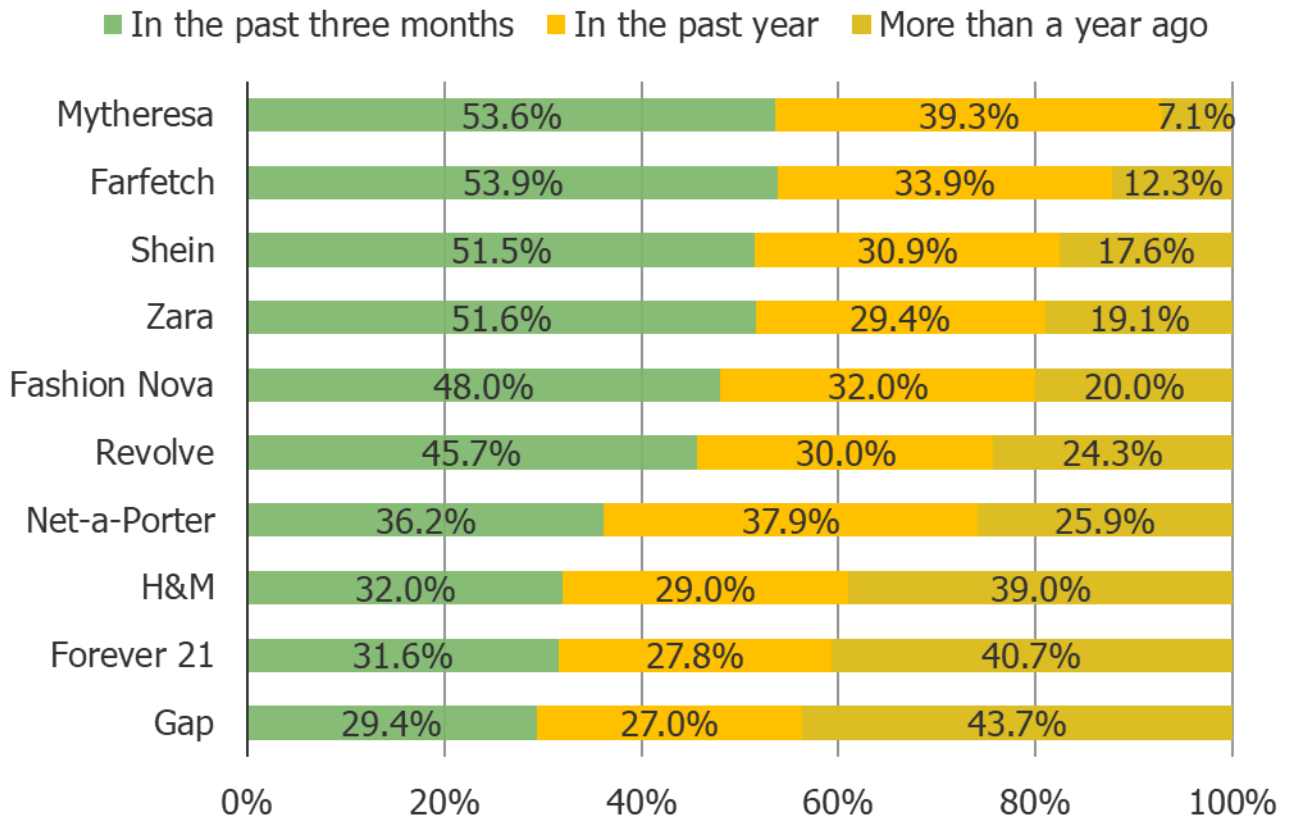
Posed to all respondents.



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WHEN DID YOU MOST RECENTLY MAKE A PURCHASE FROM THE FOLLOWING?

Posed to respondents who said they have purchased from each of the following.

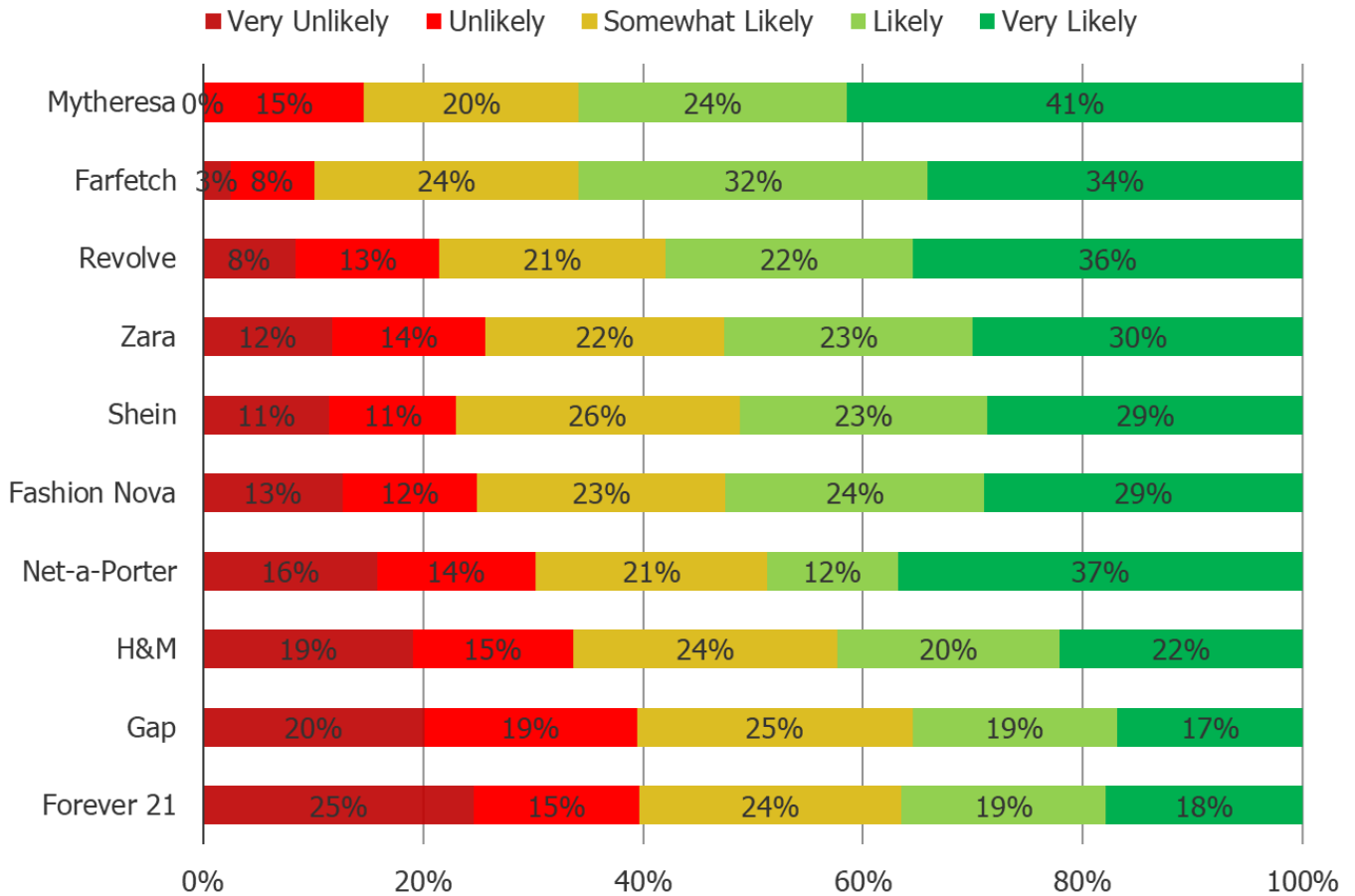


	N =
Shein	165
Farfetch	65
Revolve	70
H&M	231
Zara	126
Gap	252
Forever 21	263
Fashion Nova	125
Net-a-Porter	58
Mytheresa	28

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HOW LIKELY ARE YOU TO PURCHASE FROM THE FOLLOWING IN THE FUTURE?

Posed to respondents who said they are familiar with each of the following.

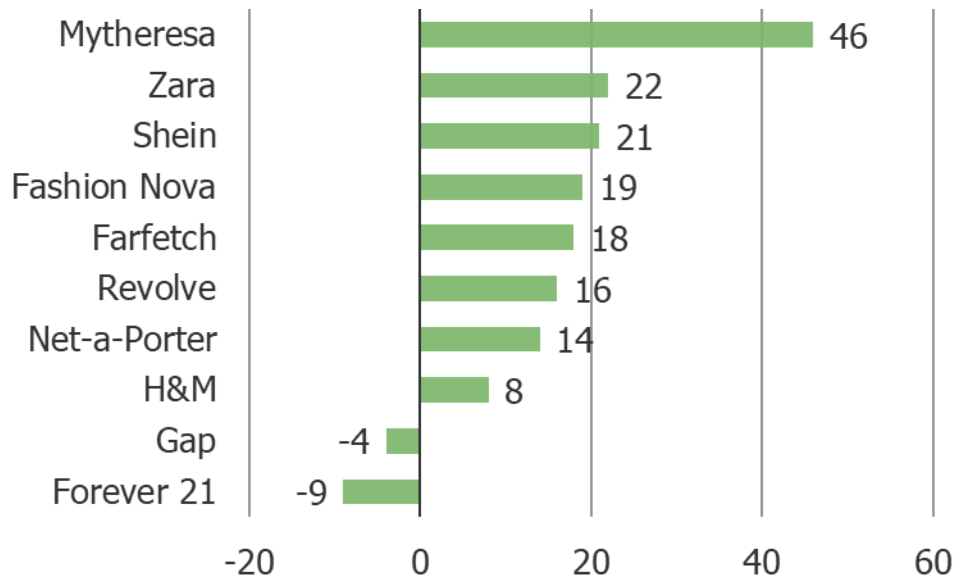


	N =
Forever 21	507
Gap	502
H&M	425
Net-a-Porter	76
Fashion Nova	221
Shein	244
Zara	230
Revolve	107
Farfetch	79
Mytheresa	41

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HOW LIKELY ARE YOU TO RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE?

Posed to respondents who said they have made a purchase from the following.



	N =
Shein	165
Farfetch	65
Revolve	70
H&M	231
Zara	126
Gap	252
Forever 21	263
Fashion Nova	125
Net-a-Porter	58
Mytheresa	28