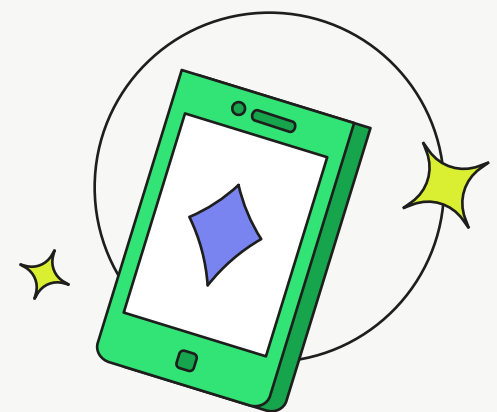


At Wish, one of the largest e-commerce marketplaces in the world, we're making major changes with merchants in mind.

What's happening at Wish?

We're actively transforming our marketplace. In 2021, we started a fresh organizational chapter, with a new leadership team of experienced executives who bring strong backgrounds in retail and technology.

Over the past year, our team has worked diligently to improve the Wish platform—specifically with merchants in mind. Our new tools are integrated into the merchant experience, designed to help grow your business like never before. We're thrilled to share more about our transformation and how we plan to help you succeed.



How is Wish transforming its marketplace?

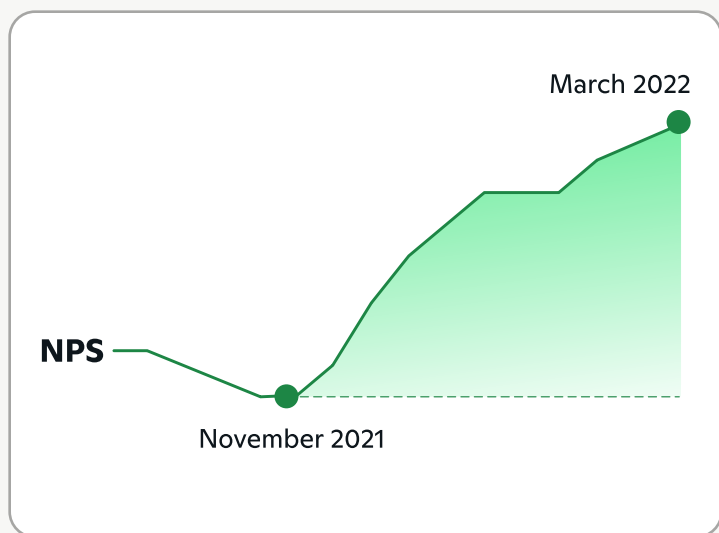
Our time is now! We've already implemented many exciting updates, including:

A brand new look and feel for the Wish platform, based on in-depth research into improving customer ideas about Wish

- ✦ A fresh logo, app icon and font
- ✦ An eye-catching, fun color palette (we've gone green!)
- ✦ Exciting, quirky design visuals
- ✦ A new look for the Wish homepage and app landing page

Enhancing trust and deepening relationships with our valued merchant community

- ✦ Wish Standards rewards exceptional merchants with customer-facing badges, better payment terms, increased buyer visibility, and more
- ✦ Every new merchant is now pre-vetted on our invite-only platform
- ✦ Improved merchant promotional tools via the [Merchant Promotions Platform](#)
- ✦ We've removed the [Dynamic Pricing markups model](#)



Improving the consumer experience with a focus on delight and discoverability

- ✦ Showcasing trending products and underscoring authentic brands
- ✦ Wish Clips, a shoppable video feature that allows users to watch engaging videos and easily shop from video
 - ✦ The Wish app now features a special tab dedicated to Wish Clips
 - ✦ New in Q3 of 2022: Wish Clips feature background audio
- ✦ [A focus on fashion](#), including improved fashion product categories, seasonal merchandising strategies, and curated fashion campaigns
- ✦ Automated review of all new Wish products helps prevent prohibited product listings

The return of Wish advertising

Wish ads are back! Starting in July of 2022, Wish is running a substantial multi-channel marketing campaign incorporating TV, streaming services, digital, social media, influencer marketing, and much more in key markets, including:

- ✦ The United States
- ✦ Germany
- ✦ The United Kingdom
- ✦ Italy

We're also sponsoring the Leeds United football team for the 2022-2023 season. Wish branding now appears on Leeds United shirt sleeves for Men's, Women's, and Academy teams, and throughout the home stadium.



wish

Prepare your business to take advantage of the new Wish experience!

Maximize your Wish inventory

- ✦ Upload your full inventory catalog to Wish
- ✦ Add new products as soon as possible
- ✦ Prepare increased inventory for the Q4 holiday rush
- ✦ Select reliable shipping carriers for rapid and accurate fulfillment

Get into Wish Clips

- ✦ Upload fun, succinct, and informative [Wish Clips videos](#)

Promote existing products on the Deals hub via the Merchant Promotions Platform (for eligible merchants)

Utilize ProductBoost to highlight new products to Wish customers

- ✦ Productboost now features a cost-per-click model
- ✦ Track your performance with our new [data insights dashboard](#)

Keep your Wish Standards score high

- ✦ Gold or Platinum Wish Standards scores receive the best benefits
- ✦ Maintain a high order fulfillment rate and rapid fulfillment speeds
- ✦ Add valid tracking numbers to your shipped products
- ✦ Stay compliant with Wish policies

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!

