



Wish Releases Inaugural 'Anti-Counterfeiting Report' as it Continues to Crack Down on Counterfeiters

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SAN FRANCISCO, Nov. 03, 2023 (GLOBE NEWSWIRE) -- ContextLogic Inc. (d/b/a Wish) (NASDAQ: WISH), one of the world's largest mobile ecommerce platforms, is proud to announce the release of its inaugural '[Anti-Counterfeiting Report](#)'. The publication of the report represents a significant step in Wish's ongoing commitment to combating the listing and sale of counterfeit goods on its platform.

Wish's first 'Anti-Counterfeiting Report' provides an overview of the tools and resources it has in place to detect and enforce against the listing or sale of allegedly counterfeit goods.

The report also shines a light on some of the progress Wish has made over the past 6 months to clamp down on counterfeiters, which includes¹:

- Processing more than **9,000 IP violations** that were reported via the 'Report this Listing' button, email, online web form or Wish's Brand Partner Program Portal
- Responding to **98% of all IP violation takedown requests within 24 hours**, further demonstrating Wish's commitment to promptly addressing and resolving IP or counterfeit concerns
- Issuing over **700,000 infractions** to violating merchants, ranging from impression blocking to store suspension
- Signing up more than **2,300 brands** to Wish's Brand Partner Program since its inception in 2016

As well as providing a progress update, the report looks at key trends, and provides information regarding Wish's partnerships and programs that help prevent counterfeits from appearing on the platform, such as Wish's Brand Partner Program Portal.

"We recognize customers want to purchase products that are authentic, regardless of their price or provenance. We are focused on anti-counterfeiting, and have invested in new technologies and initiatives to help us detect and remove counterfeit goods from infiltrating our platform," said Erin Brusseau, Direct of Content Moderation at Wish.

"The launch of our first 'Anti-Counterfeiting Report' is a testament to our commitment to combat counterfeiting and promote a greater degree of transparency around what is an industry-wide issue."

Wish's 'Anti-Counterfeiting Report' available to download for free [here](#).

To learn more about Wish, download the app or visit www.wish.com.

About Wish

Founded in 2010 and headquartered in San Francisco, Wish is one of the largest global ecommerce platforms, connecting millions of value-conscious consumers in over 60 countries to thousands of merchants around the world. Wish combines technology and data science capabilities and an innovative discovery-based mobile shopping experience to create a highly-visual, entertaining, and personalized shopping experience for its users. For more information about the company or to download the Wish mobile app, visit [Wish mobile app](#), visit www.wish.com or follow @Wish on [Facebook](#), [Instagram](#) and [TikTok](#) or @WishShopping on [Twitter](#) and [YouTube](#).

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Forward-Looking Statements

This news release contains forward-looking statements within the meaning of the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact could be deemed forward-looking, including, but not limited to, statements regarding Wish's outlook; priorities; strategic direction; impact of anti-counterfeiting measures and related initiatives on platform experience; impact and effectiveness of tools and resources implemented to prevent, detect, and enforce against counterfeiting; quotes by management; business operations; and growth initiatives. In some cases, forward-looking statements can be identified by terms such as "anticipates," "believes," "could," "estimates," "expects," "foresees," "forecasts," "guidance," "intends" "goals," "may," "might," "outlook," "plans," "potential," "predicts," "projects," "seeks," "should," "targets," "will," "would" or similar expressions and the negatives of those terms. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. Further information on these and additional risks that could affect Wish's results is included in its filings with the Securities and Exchange Commission ("SEC"), including its most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q, and future reports that Wish may file with the SEC from time to time, which could cause actual results to vary from expectations. Any forward-looking

statement made by Wish in this news release speaks only as of the day on which Wish makes it. Wish assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release.

¹ All data points captured between 01 January 2023 - 30 June 2023