



Wish Reveals New Brand Amidst Major Overhaul of User Experience

August 11, 2022

First phase of the rebrand begins with a new logo, design and in-app experience; Further exciting new changes to follow in the coming months

SAN FRANCISCO--(BUSINESS WIRE)--Aug. 11, 2022-- ContextLogic Inc. (d/b/a Wish) (NASDAQ: WISH), one of the world's largest mobile ecommerce platforms, this week announced the first phase of its rebrand, which includes a new logo, design and an improved app experience.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220811005069/en/>



The rebrand highlights a major period of operational transformation at Wish with faster delivery times, lower refund rates, an updated homepage, and a range of new consumer features. The brighter and bolder logo and design represents the improved Wish experience and better reflects the company's focus on discovery, fun and bargains.

"We've been making major changes at Wish over the past 12 months - particularly around the consumer and merchant experience. We've brought our shipping and delivery times down, reduced our customer refund rates and introduced engaging new features such as Wish Clips. We're proud of the progress we've made so far but still have a long way to go to get Wish to the place where we want it to be," said Vijay Talwar, CEO at Wish. "Our new brand is fresh and exciting, and better captures where we are today and where we want to be in the future. It signals the

New Wish logo (Graphic: Business Wire)

start of a new era and continues our dedication to putting our customers and our merchants first."

The Wish rebrand includes a new logo designed to be versatile and provide a more memorable visual identity for Wish. The "w" includes a unique 'flair' which can be adapted to highlight cultural moments, special occasions, and promotions. In addition, Wish's new mission "Bargains Made Fun, Discovery Made Easy" represents the company's commitment to Wish's unique discovery-based shopping experience, where consumers can scroll through a varied product selection that is driven by personalization technology and robust merchandising.

Mr. Talwar continued, "We'll be announcing more improvements to the app experience over the next few months - including the rollout of a new women's fashion experience, a new deals hub as well as a target of slashing our delivery times to 15 days in each of our key markets by 2023."

Wish will be supporting the rebrand with a multi-channel, multi-market advertising campaign. The campaign will run across TV and streaming, digital, social media, influencer marketing and affiliate marketing channels.

In June, Wish announced a deal to become an Official Sleeve Partner for Premier League football club Leeds United for the 2022/23 season. As part of the agreement, Wish's new branding will appear on the uniform of the Leeds United Men's, Women's and Academy teams, and will be prominently displayed throughout the home stadium.

About Wish:

Wish (ContextLogic Inc. (d/b/a [Wish](#))) brings an affordable and entertaining shopping experience to millions of consumers around the world. Since our founding in San Francisco in 2010, we have become one of the largest global ecommerce platforms, connecting millions of value-conscious consumers to hundreds of thousands of merchants globally. 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 www.wish.com or follow @Wish on [Facebook](#), [Instagram](#) and [TikTok](#) or @WishShopping on [Twitter](#) and [YouTube](#).

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 the rebrand, turnaround efforts and their ability to enhance the customer experience, shipping and logistics programs, new merchant programs and relationships, 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.

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