



Wish Kicks Off Spring With Week-Long 'Wishmas' Shopping Event, Starting March 30

March 27, 2023

The global sales event will feature mind-blowing deals of up to 40% off on top categories, along with free shipping for all eligible orders

SAN FRANCISCO, March 27, 2023 (GLOBE NEWSWIRE) -- ContextLogic Inc. (d/b/a Wish) (NASDAQ: WISH) today announced that thousands of deals will be available during its upcoming, week-long Wishmas shopping event.

From March 30 - April 5, shoppers will be able to save big across a wide variety of must-have items, with new 'super deals' of up to 40% off revealed every day. Free shipping will also be available on all eligible orders¹ over \$10. The Wishmas shopping event marks the first in a series of major shopping events planned this year.

"With Spring finally here, we're excited to be launching our first 'Wishmas' shopping event to help our customers save big on their favorite items," said Joe Yan, CEO of Wish. "We've partnered with our merchants to come up with more than 500,000 deals at a variety of price points. Whether it's a birthday treat or an everyday essential, we have something for everyone."

More than 500,000 discounted items will be available during the 7 days of Wishmas, with each day highlighting a different category:

- March 30 - Home & Garden
- March 31 - Cell Phones
- April 1 - Jewelry & Accessories
- April 2 - Consumer Electronics
- April 3 - Women's Fashion
- April 4 - Sports
- April 5 - Health & Beauty

"The merchandising events we have planned for 2023 will help strengthen Wish's position as a destination for Home and Life products - offering a broad variety of high-quality and unique lifestyle products at affordable prices," concluded Mr. Yan.

The Wishmas shopping event will be supported by brand and performance marketing campaigns running in each of Wish's key markets - the U.S., Canada, Australia, France, Germany, Italy and the U.K..

The launch of Wishmas falls on the heels of Wish announcing the introduction of flat rate shipping last month. Flat rate shipping is available on all eligible orders² in each of Wish's key markets. The move is part of a broader effort to improve the shipping experience on Wish which has in recent months, seen a dramatic improvement in on-time delivery rates and a significant reduction in Time to Door (15 days in key markets)³.

To learn more about Wish, visit www.wish.com.

About Wish

Founded in 2010 and headquartered in San Francisco, Wish is one of the largest and fastest growing 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](#).

Media contact:

Carys Comerford-Green, Wish
press@wish.com

Investor contact:

Ralph Fong, Wish
ir@wish.com

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; Wishmas campaign and its impact on the percentage discounted on any particular item, number and types of items, amount realized in savings by consumers, affordability of items, and product quality; consumer shipping experience, including cost and on-time delivery rates; 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 Eligible orders are those that are shipped from merchants in China who use our A+ logistics network. All non-eligible orders will continue to incur their own, separate shipping fees.

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³ ContextLogic Inc. - Investor Presentation, March 2023