This presentation 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 including expectations with respect to revenue and adjusted EBITDA; expectations regarding strategic partnerships; expectations regarding merchant relationships, including merchant expansion and merchant commission structures; implementation and execution of business strategies, including turnaround and restructuring plans; logistics operations, including delivery times and shipping costs; merchandising efforts and related campaigns; our ability to execute on new strategic priorities, including enhancing consumer experience and engagement with new application and product features; NPS scores; user growth; implementation and execution of marketing and promotional strategies, including promotional events, ad spending, and rebrand efforts; the potential impact of our product initiatives; growth opportunities; quotations from management, and the anticipated return on our investments and their ability to drive future growth. 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. Risks include, but are not limited to: our ability to attract, retain and monetize users; risks associated with software updates to the platform; the impact of the 1-for-30 reverse stock split; compliance with Nasdaq continued listing requirements; the impact of a share repurchase program; increasing requirements on collection of sales and value added taxes; the success of our execution on new business strategies; compromises in security; changes by third-parties that restrict our access or ability to identify users; competition; disruption, degradation or interference with the hosting services we use and infrastructure; our financial performance and fluctuations in operating results; pressure and fluctuation in our stock price, including as a result of short selling and short squeezes; challenges in our logistics programs; challenges in growing new initiatives; the effectiveness of our internal controls; CEO transition; the continued services of members of our senior management team; our ability to promote and offer our products on the Apple App Store and the Google Play Store; our ability to promote, maintain, and protect our brand; legal matters; bank failures; the ongoing COVID-19 pandemic; supply chain issues; global conflicts, including the Russian invasion of Ukraine; and economic tension between the United States and China. 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 presentation 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 presentation.

The unaudited financial results in this presentation are estimates based on information currently available to Wish. While Wish believes these estimates are meaningful, they could differ from the actual amounts that the company ultimately reports in its Quarterly Report on Form 10-Q for the quarter ended March 31, 2023. Wish assumes no obligation and does not intend to update these estimates prior to filing its Quarterly Report on Form 10-Q for the quarter ended March 31, 2023. The numbers for some of our metrics, including MAUs and LTM active buyers, are calculated and tracked with internal tools, which are not independently verified by any third party. We use these metrics to assess the growth and health of our overall business. While these numbers are based on what we believe to be reasonable estimates of our user or merchant base for the applicable period of measurement, there are inherent challenges in measurement as the methodologies used require significant judgment and may be susceptible to algorithm or other technical errors. In addition, we regularly review and adjust our processes for calculating metrics to improve their accuracy, and our estimates may change due to improvements or changes in technology or our methodology.

*Please see the earnings release associated with this presentation for a note about metrics and the use of non-GAAP financial measures.
About Wish

**Mission**
Bargains made fun, discovery made easy

**Vision**
Unlock ecommerce for the underserved

**We want to be known for:**
- Affordable/deals/value
- Inspiration & discovery
- The destination for “home and life”
Where are our customers?

- 50% are in Europe
- 36% are in North America
- 14% are in the rest of the world

Source: ContextLogic Inc., Form 10-Q, Q1 2023
Mobile focused

Over 90%

of user activity and purchases occur on the Wish mobile app.¹

Discovery based

Over 70%

of transactions on Wish do not originate from a search query.¹

¹Source: ContextLogic Inc., Form 10-K, filed February 27, 2023
Relevance & personalization

63%¹ of smartphone users are more likely to purchase from companies whose mobile sites or apps offer them relevant product recommendations.

49%² of consumers have purchased a product they did not intend to buy after receiving a personalized product recommendation.

¹Source: Google/Ipsos, U.S., Playbook Omnibus 2019
²Source: https://www.invespcro.com
Wish’s fun & delightful experience

Wish users enjoy interactive games, login bonuses, rewards, and an infinite feed of entertaining products.

Videos and intriguing customized collections keep customers coming back for more.¹

¹Source: ContextLogic Inc., Form 10-K, 2022
Three pillars
The foundations for growth

- Improving customer experience
- Deepening merchant relationships
- Achieving operational excellence
The new C-suite leadership team
Strong e-commerce experience

Joe Yan
Chief Executive Officer

Vivian Liu
Chief Financial Officer & Chief Operating Officer

Mauricio Monico
Chief Product Officer

Jerry Louis
Chief Technology Officer
Retail e-commerce sales worldwide

- Forecast to grow at a CAGR of ~9% from 2021 to 2026
- Estimated at ~$8.1 trillion by 2026, accounting for ~24% of total retail sales

Source: Insider Intelligence: Worldwide Ecommerce Forecast Update 2022
Q1 2023 Major Highlights
Introduced flat rate shipping* to >20 markets
Launched Wishmas - Major Shopping Event

### The 7 Days of Wishmas

<table>
<thead>
<tr>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Home &amp; Garden</td>
<td>01 Jewelry &amp; Accessories</td>
</tr>
<tr>
<td>31 Phone Accessories</td>
<td>02 Electronics</td>
</tr>
<tr>
<td>03 Women’s Fashion</td>
<td>04 Sports</td>
</tr>
<tr>
<td>05 Beauty &amp; Health</td>
<td></td>
</tr>
</tbody>
</table>

Update to the latest app version to enjoy FREE flat rate shipping.
Returned to app stores and search engines in France

Users in France are once again able to download and update the Wish app from app stores. Additionally, the Wish online marketplace has returned to search engines in France.
Every page layout, including product modules and product feeds, are personalized to users’ preferences
Improved operations

On-time delivery rate
92% in Q1'23 vs. 86% in Q1'22

TTD
On average 8-day y/y improvement in Q1'23

Customer order cancellation
dropped 56% y/y in Q1'23

Refund rates
y/y improvement in Q1'23

Merchant & customer NPS
y/y improvement in Q1'23

Buyer conversion rate
improved by 18% y/y in Q1'23

Customer retention rate
improved by ~10% y/y in Q1'23
Growth Strategy

Guest Experience
- Refine landing pages
- Reduce guest friction

Buyer Conversion
- Incentives
- End-to-end product excellence

Channel Growth
- Optimize unpaid marketing
- Modernize ads
- Referral program
Supply Strategy

**Wish Identity**
Home and life

**Differentiated Supplies**
High-touch categories

**Strategic Sourcing**
Supply diversity, freshness and quality

**Merchandising**
Quality supplies

**Logistics**
Significant driver of the improvements in customer and merchant NPS
Financial highlights
First quarter 2023 financial highlights

- Revenues: $96M, -49% y/y
- Adjusted EBITDA: ($62M), ($22M) y/y
- Cash used in operating activities: ($92M), $54M y/y improvement
- Cash, cash equiv. & market secs.: $627M, ($92M) q/q
- No long term debt
Q2 2023 guidance

Expected revenue range: $91M to $102M

Expected adjusted EBITDA range: ($60M) to ($75M)

three months ended June 30, 2023

*Wish has not provided a quantitative reconciliation of forecasted Adjusted EBITDA to forecasted GAAP net income (loss) for total Adjusted EBITDA or to forecasted GAAP income (loss) before income taxes for segment Adjusted EBITDA within this earnings release because the company is unable, without making unreasonable efforts, to calculate certain reconciling items with confidence. These items include, but are not limited to: income taxes which are directly impacted by unpredictable fluctuations in the market price of the company’s stock.

Key factors potentially impacting our Q2 2023 guidance are contained in the Appendix of our earnings release. $ in millions, except where noted.
Appendix
## Financial results and operational metrics

<table>
<thead>
<tr>
<th></th>
<th>Q1 2023</th>
<th>Q1 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(in millions)</td>
<td>(in millions)</td>
</tr>
<tr>
<td>MAUs</td>
<td>14</td>
<td>27</td>
</tr>
<tr>
<td>LTM active buyers</td>
<td>12</td>
<td>28</td>
</tr>
<tr>
<td>Revenue</td>
<td>$96</td>
<td>$189</td>
</tr>
<tr>
<td>Gross profit</td>
<td>$20</td>
<td>$64</td>
</tr>
<tr>
<td>Gross margin</td>
<td>21%</td>
<td>34%</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>$113</td>
<td>$126</td>
</tr>
<tr>
<td>Net loss</td>
<td>($89)</td>
<td>($60)</td>
</tr>
<tr>
<td>Adjusted EBITDA(^1)</td>
<td>($62)</td>
<td>($40)</td>
</tr>
<tr>
<td>Cash used in operating activities</td>
<td>($92)</td>
<td>($146)</td>
</tr>
<tr>
<td>Free cash flow(^1)</td>
<td>($92)</td>
<td>($148)</td>
</tr>
</tbody>
</table>

\(^1\) Reconciliation of non-GAAP financial measures is contained in the appendix containing condensed consolidated financial results of our earnings release. $ in millions, except where noted.
## Condensed consolidated balance sheets

<table>
<thead>
<tr>
<th></th>
<th>Mar 31, 2023 (in millions)</th>
<th>Dec 31, 2022 (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$371</td>
<td>$506</td>
</tr>
<tr>
<td>Marketable securities</td>
<td>$256</td>
<td>$213</td>
</tr>
<tr>
<td>Other current assets</td>
<td>$44</td>
<td>$58</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>$671</strong></td>
<td><strong>$777</strong></td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>$10</td>
<td>$9</td>
</tr>
<tr>
<td>Other assets</td>
<td>$12</td>
<td>$13</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$693</strong></td>
<td><strong>$799</strong></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$41</td>
<td>$53</td>
</tr>
<tr>
<td>Other current liabilities</td>
<td>$230</td>
<td>$256</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td><strong>$271</strong></td>
<td><strong>$309</strong></td>
</tr>
<tr>
<td>Lease liabilities, non-current</td>
<td>$11</td>
<td>$13</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$282</strong></td>
<td><strong>$322</strong></td>
</tr>
<tr>
<td>Total stockholders' equity</td>
<td><strong>$411</strong></td>
<td><strong>$477</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and stockholders' equity</strong></td>
<td><strong>$693</strong></td>
<td><strong>$799</strong></td>
</tr>
</tbody>
</table>

$ in millions, except where noted.