



Wish Expands its Merchant Network in South Korea through Partnership with International Carrier, Rincos

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SAN FRANCISCO, July 06, 2023 (GLOBE NEWSWIRE) -- ContextLogic Inc. (d/b/a Wish) (NASDAQ: WISH), one of the world's largest mobile ecommerce platforms, today announced a strategic partnership with one of South Korea's leading logistics providers, [Rincos](#). The partnership is designed to streamline the process for Korean merchants looking to ship goods overseas through the Wish platform.

South Korean merchants wishing to sign up to Rincos are required to:

- Visit www.rincos.co.kr
- Fill out a customer registration form
- Select 'Wish Seller' from the dropdown menu
- Once we've carried out checks our end, your [Rincos Asia](#) account will be ready to go

Merchants are invited to learn more about the service and how it could benefit their business by watching a webinar at <https://cafe.naver.com/wishkoreaofficial/22>.

"We are delighted to be working with one of the most trusted logistics providers in South Korea to deliver a better shipping experience for our merchants and our customers," said Sarah Luo, VP of Merchant Operations at Wish. "We are proud to be growing our merchant base in South Korea and cementing our position as one of the leading cross-border platforms in the region."

Through the deal, merchants will benefit from:

- Cross border trade access to 40+ countries
- Competitive pricing for shipments and storage
- End-to-end tracking visibility and delivery confirmation
- Package pick up services
- Re-stock services for refunded products

Wish is already working with a number of big brands in the region including local beauty brands, Celluver and Rom@nd. New merchants can open a merchant account by visiting merchant.wish.com.

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

About Wish

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 merchants all over 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](#).

About Rincos

Rincos, which started its domestic business in 2015, is a logistics company serving 1,600 active customers across a global network of 40 countries. Rincos strives to satisfy customers and create value by providing integrated logistics solutions in various fields such as Global Cargo Logistics services, Fulfillments services that can be linked with CBT international transportation services, as well as IT services. Rincos will continue to improve its IT systems and expand its global network to provide optimal services to domestic and foreign sellers. For more information, visit the Rincos website (www.rincos.co.kr)

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; partnership with Rincos, and its impact on merchant and customer shipping experience; quotes of 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.

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