



Wish Announces Partnership With Leading Ecommerce Platform PrestaShop

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Two-year deal with French-based CMS will provide over 300k merchants with access to the Wish marketplace

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 14, 2021-- ContextLogic Inc. (d/b/a/ Wish) (NASDAQ: WISH), today announced a two-year partnership with leading ecommerce platform, PrestaShop.

Through this partnership, more than 300,000 merchants and brands on the PrestaShop platform will be able to quickly and easily sell to millions of consumers on the Wish marketplace. PrestaShop merchants will have free access to a direct integration module on the PrestaShop platform that connects them directly to Wish's merchant dashboard. The module will sync their products and orders between PrestaShop and Wish. PrestaShop merchants will also benefit from a suite of additional marketing and sales support and a number of special incentives.

Wish will enjoy official "Trusted Partner" status on PrestaShop and will benefit from a special landing page on the PrestaShop platform for merchants.

Alan Small, Senior Business Development Manager for Wish in Europe said: "Wish serves millions of consumers around the world by providing high-quality products at affordable prices and a personalized, entertaining shopping experience. Partnering with PrestaShop will enable us to offer our consumers even more quality merchants and brands and to provide Prestashop merchants with a global platform to transact on."

Valerio Martelli, VP of Partnerships at PrestaShop added: "As one of our Trusted Partners, we are confident that Wish will provide the support and tools for our merchants to really succeed in a global marketplace. We look forward to working together with Wish to help thousands of merchants get their products into the homes of consumers around the world."

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 100 countries to more than half a million 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 www.wish.com or follow @Wish on [Facebook](#), [Instagram](#) and [TikTok](#) or @WishShopping on [Twitter](#) and [YouTube](#).

About PrestaShop:

Leading e-commerce platform in Europe and Latin America, PrestaShop allows each entity to develop its online sales to pursue its ambitions without limits. Based on an open source model, PrestaShop allows any merchant to operate its e-commerce project anywhere in the world, benefiting from a solution fully customizable and adaptable to each market, a solution that has already allowed all of our 300,000 stores to generate in 2020 more than 22 billion euros in sales.

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, expectations regarding partnerships, and growth opportunities. In some cases, forward-looking statements can be identified by terms such as "anticipates," "believes," "could," "estimates," "expects," "guidance," "intends," "may," "outlook," "plans," "potential," "predicts," "projects," "seeks," "should," "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 Annual Report for 2020 on Form 10-K filed on March 25, 2021 and its Form 10-Q for the first quarter of 2021 filed on May 12, 2021, 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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Media contact:

Carys Comerford-Green, Wish
press@wish.com

Investor contact:

Dennis Walsh, Wish
ir@wish.com

Source: Wish