



Wish Appoints Veteran Finance Executive Vivian Liu as New CFO

Oct 25, 2021 at 9:00 AM EDT

Finance leader brings more than 20 years of private and public company experience to Wish

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 25, 2021-- ContextLogic Inc. (d/b/a Wish) (NASDAQ: WISH), one of the world's largest mobile ecommerce platforms, today announced the appointment of Vivian Liu as Chief Financial Officer, effective November 10, 2021. This is the latest in a series of C-suite appointments at Wish this year.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211025005073/en/>



Vivian Liu, CFO, Wish (Photo: Business Wire)

In this role, Ms. Liu will oversee Wish's global financial operations, including financial planning and analysis, controllership, tax, treasury, audit, reporting and investor relations. She will also lead

Wish's merchant acquisition team as Wish continues to diversify and strengthen its merchant base.

"Vivian is a seasoned CFO with extensive experience in scaling and transforming both privately and publicly held companies," said Wish Founder and CEO, Piotr Szulczewski. "Vivian will bring a valuable perspective as we execute on our strategy and provide additional insight on our investments in technology and innovation to fuel further growth. We are delighted to welcome another high-caliber executive to our leadership team."

Ms. Liu currently serves as Chief Financial Officer and Senior Vice President of Shutterfly, Inc., a leading platform for photography-based personalized products, where she oversees the global finance function. She played a critical role in helping Shutterfly navigate the pandemic, while transforming the business to achieve accelerated topline growth and EBITDA improvement. She re-established the corporate development function, which successfully completed the acquisition of global marketplace Spoonflower, Inc. in 2021, which significantly expanded Shutterfly's addressable market. During her tenure, Ms. Liu also focused on driving operational efficiencies, including co-leading the company-wide implementation of an SAP platform.

"I am excited to be joining Wish at such a transformational time," said Ms. Liu. "In the highly competitive ecommerce sector, Wish has achieved tremendous success by offering a unique mobile shopping experience that is fun, value-oriented and personalized. I look forward to applying my knowledge and expertise to help Wish deliver on its strategic goals."

Prior to joining Shutterfly, Ms. Liu served as CFO and SVP at the printing and imaging solution company, Lexmark International, and had previously been VP of Finance, Enterprise BG at the global information and technology company, Huawei Technology Inc. Prior to Huawei, Ms. Liu spent eight years at Cisco Systems, Inc. where she held a number of senior finance positions. Earlier in her career, Ms. Liu held finance positions with Deloitte Financial Advisory Services, Goldman Sachs, and Deloitte & Touche LLP. She began her career at China Merchants Bank in Shanghai, China. Ms. Liu holds an M.B.A from the University of Washington and a B.A. from the Shanghai University of Finance and Economics. She is a chartered financial analyst and a certified public accountant.

Ms. Liu will report directly to Founder and CEO, Mr. Szulczewski. Brett Just and Jennifer Oliver will continue in their previous roles, reporting to Ms. Liu.

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 in over 100 countries to over half a million 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, 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 second quarter of 2021 filed on August 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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20211025005073/en/): <https://www.businesswire.com/news/home/20211025005073/en/>

Media contact:

Carys Comerford-Green, Wish

press@wish.com

or

Glenn Lehrman, Wish

glehrman@wish.com

+1 917 533 5998

Investor contact:

ir@wish.com

Source: Wish