



Wish Ramps Up Efforts to Improve Product Quality by Becoming an Invite-Only Platform for New Merchants

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The introduction of new merchant selection measures is part of Wish's broader push to improve user trust

SAN FRANCISCO--(BUSINESS WIRE)--Feb. 2, 2022-- ContextLogic Inc. (d/b/a/ Wish) (NASDAQ: WISH), one of the world's largest mobile ecommerce platforms, has today announced the introduction of a new 'invite-only' merchant selection process. Effective immediately, new merchants wanting to sign up to sell on the Wish marketplace will be required to participate in a multi-step qualification process.

The move is part of a broader push to improve user trust by prioritizing and empowering merchants that provide a great service. The 'invite-only' initiative replaces the previous open merchant account sign-up process via merchant.wish.com. This new policy will not affect merchants already selling on the platform.

"Our overall goal is to create a fun environment for users to shop for quality products online, and this starts at the moment of merchant sign-up," said Mauricio Monico, Vice President of Product for Merchants and Logistics for Wish. "The addition of an 'invite-only' sign-up experience will go a long way as we focus on partnering with higher-quality merchants. It's just one of many features we will be rolling out this year to improve the user experience on Wish."

All new merchants seeking to gain access to Wish worldwide buyers will first need to complete a brief questionnaire on merchant.wish.com. The Wish team will then review and evaluate each request, taking into consideration several attributes such as product categories, channel partnerships, and ecommerce performance history.

For more information on the invite-only sign-up process, visit: <http://www.merchant.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 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 (including merchant relationships, policies, and procedures), business operations, and growth initiatives and opportunities. 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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