



## Wish Partners with Wix to Provide its Merchant Base with Expanded Sales Channels

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*The integration will enable Wix merchants to connect with Wish's global user base*

SAN FRANCISCO -- March 29, 2022 -- ContextLogic Inc. (d/b/a/ Wish) (NASDAQ: WISH) one of the world's largest mobile ecommerce platforms and [Wix](#) (NASDAQ: WIX), a leading global SaaS platform to create, manage and grow an online presence, today announced their partnership which will provide Wix's eCommerce merchants with access to Wish's global audience of consumers.

The integration enables Wix eCommerce merchants to expand their sales platform by directly connecting their Wix Store to Wish's discovery-based web and mobile shopping experience. As well as continuing to manage their account through Wix, merchants will gain access to Wish's merchant dashboard, where they can track their performance metrics, inventory, advertising, customer communications and fulfill orders directly from Wix. Merchants will also benefit from Wish's data intelligence and optimization tools to help improve their business operations and drive greater success.

"We are thrilled to be working with Wix and welcoming its eCommerce partners onto our platform," said Alan Small, Senior Business Development Manager for Wish. "With a substantial presence in the U.S. and Europe, offering a broad range of categories including fashion and consumer packaged goods, the partnership with Wix aligns closely with our goal to work with more local suppliers on a global scale."

"We are constantly working to expand our offering and services in order to provide Wix eCommerce merchants with every tool and channel necessary to grow their businesses," said Shelly Cohen, Head of Business Development, eCommerce at Wix. "In partnering with Wish, merchants will be able to access a new sales channel, providing their customers with an affordable and accessible personalized shopping experience. Together, we look forward to seeing our merchants continue to grow online.

The announcement forms part of Wish's broader push to improve product quality across the platform. As part of that effort, Wish is actively diversifying its merchant base in order to expand product selection and improve product quality.

### 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](http://www.wish.com) or follow @Wish on [Facebook](#), [Instagram](#) and [TikTok](#) or @WishShopping on [Twitter](#) and [YouTube](#).

### About Wix.com Ltd.

Wix is a leading platform to create, manage and grow a digital presence. What began as a website builder in 2006 is now a complete platform providing users with enterprise-grade performance, security and a reliable infrastructure. Offering a wide range of commerce and business solutions, advanced SEO and marketing tools, Wix enables users to have full ownership of their brand, their data and their relationships with their customers. With a focus on continuous innovation and delivery of new features and products, anyone can build a powerful digital presence to fulfill their dreams on Wix.

For more about Wix, please visit our [Press Room](#)

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### 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 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.