



NEWS RELEASE

# Wayfair.com Mobile App Surpasses 2 Million Downloads

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Shoppers go mobile for home furnishings and décor inspiration again and again, 67% of Wayfair app users are repeat customers

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced its Apple iOS and Android mobile apps have surpassed 2 million downloads and the majority of its mobile app shoppers are repeat customers at more than 67 percent. Wayfair also revealed strong momentum in the third quarter of 2015 with 35 percent of all orders placed on mobile devices.

This Smart News Release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20151221005534/en/>

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“Wayfair’s commitment to delivering an exceptional shopping experience means making it more convenient than ever for consumers to shop for home furnishings and décor,” said Niraj Shah, CEO, co-founder and co-chairman of Wayfair. “We are excited to see such strong momentum for the Wayfair app as millions of consumers increasingly turn to our app for all of their home needs – from everyday purchases to large furniture items.”

Wayfair’s mobile shopping activity points to an upward trend in mobile traffic with the majority of traffic to Wayfair occurring on phones and tablets. Phone traffic has been sharply on the rise throughout 2015 as consumers have been switching from PCs and tablets to the phone.

The Wayfair mobile app is available on iOS and Android phones and tablets. The app has rolled out significant enhancements in recent months to create an exceptional mobile shopping experience. iPhone 6s, iPhone 6s Plus, iPhone 6 or iPhone 6 Plus users now benefit from Apple Pay support, which enables convenient and secure

purchases with just one touch, and eliminates the need to re-enter shipping and billing information, making checkout even quicker and easier.

Consumers who shop via the Wayfair app enjoy a first look at limited-time deals, including up to 70 percent savings on-the-go on best sellers, as well as free shipping on orders over \$49 at their fingertips. The app also provides opt-in mobile notifications for immediate updates on orders as well as upcoming deals on favorite products. Wayfair mobile shoppers can also create Idea Boards to save their favorite items as they can scan and save products quickly and conveniently at any time, no matter where they are.

Top selling products purchased on the app include a variety of bedroom furnishings and décor. Mobile shoppers are also looking ahead to the New Year when redecorating and organizing is top of mind, picking up shelving, area rugs and other décor.

In addition to the Wayfair.com mobile app for iOS and Android, Wayfair also offers mobile shopping apps for its AllModern and Joss & Main retail brands. The AllModern app is highlighted as a Stocking Stuffer in the App Store this week.

To download the Wayfair.com app for iPhone and iPad or Android devices, visit <https://www.wayfair.com/the-wayfair-app>.

## About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points. The Wayfair family of brands includes:

- Wayfair.com, an online destination for all things home
- Joss & Main, an online flash sales site offering inspiring home design daily
- AllModern, a go-to online source for modern design
- DwellStudio, a design house for fashion-forward modern furnishings
- Birch Lane, a collection of classic furnishings and timeless home décor

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Utah, Kentucky, Ireland, U.K. and Germany.

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