



NEWS RELEASE

Wayfair Reports 52% Increase in Direct Retail Sales for Holiday Shopping Weekend

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Cyber Monday 2016 Marks Strongest Sales Day in Company History

BOSTON--(BUSINESS WIRE)-- **Wayfair, Inc.** (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today reported a 52 percent increase year over year in direct retail gross sales, defined as dollars of order intake, for the five-day peak shopping period of Thanksgiving Day through Cyber Monday. The growth rate of total company gross sales was 46 percent year over year during the same period. The company experienced its strongest sales day ever on Cyber Monday with peak order volume between 9 p.m. and 12 a.m. ET. Repeat customers accounted for 58 percent of holiday sales and Wayfair's popular mobile app made it quick and convenient for shoppers to make purchases on the go.

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

<https://www.businesswire.com/news/home/20161130005820/en/>

Cyber Monday 2016 Marks Strongest Sales Day in Wayfair's History (Photo: Business Wire)

"The holiday shopping weekend is always a busy time for

Wayfair, as our customers take advantage of outstanding deals on furnishings and décor across the site," said Niraj Shah, CEO, co-founder and co-chairman of Wayfair. "In addition to shopping for seasonal items, our customers are also preparing their homes for holiday entertaining and hosting guests, buying across a wide range of categories covering all things home. Wayfair is delighted to be the trusted retail destination that helps shoppers find just what they need for their homes every day of the year. We look forward to exceeding our customers' expectations during the holiday season and beyond."

In advance of the 2016 holiday season, Wayfair expanded its selection of seasonal décor to include thousands of unique items including more than 9,000 ornaments, 3,500 Christmas trees, and thousands of wreaths, garlands and

other holiday items. Additionally, Wayfair introduced a **5 for \$25 Ornament Shop**, with free two-day shipping, allowing customers to create customized ornament bundles. Other top selling holiday items included storage and organization items for post-holiday clean-up.

Beyond seasonal products, TV stands were top sellers this holiday weekend with the single **most popular TV stand** selling every 19 seconds on Cyber Monday. Other categories that experienced strong growth this year included **rugs, mattresses** and **outdoor furnishings**. On Cyber Monday, Wayfair sold a rug every 4 seconds and a mattress every 12 seconds.

To shop these and other items from Wayfair's vast selection of 7 million home furnishings and décor, go to **www.wayfair.com**.

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, an online destination for all things home
- Joss & Main, where beautiful furniture and finds meet irresistible savings
- AllModern, a go-to online source making modern design more accessible
- DwellStudio, a design house with a decidedly modern vibe
- Birch Lane, a collection of classic furnishings and timeless home décor

Wayfair generated \$3.14 billion in net revenue for the twelve months ended September 30, 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,600 people.

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Source: Wayfair Inc.

Wayfair Inc.

Media Relations Contact:

Susan Frechette, 617-502-7066

PR@wayfair.com

or

Investor Relations Contact:

Julia Donnelly

IR@wayfair.com