



NEWS RELEASE

Wayfair Partners with Affirm to Offer Shoppers More Accessible Financing Option

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E-Commerce Retailer Makes It Easier than Ever to Shop for Home Furnishings on a Budget

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced a new, accessible financing option for its customers. In partnership with Affirm, Wayfair offers shoppers another way to make purchases with the flexibility to buy now and make simple monthly payments for their purchases. This new financing program from Affirm is in addition to Wayfair's existing private label credit card offering and will extend financing options to a broader range of customers.

"We are committed to offering our customers the best retail experience in home and that includes flexible financing options that meet our shoppers' individual needs and budgets," said Steve Oblak, general manager, Wayfair. "In partnership with Affirm, we are able to extend another option to our customers and make it easier than ever before to shop for home furnishings on any budget."

Wayfair customers can select Affirm at checkout and view their monthly payments up front before making a purchase.

"Affirm's goal is to offer honest, responsible, transparent services that help the people we serve," said Max Levchin, CEO, Affirm. "We are delighted to provide our services to Wayfair's rapidly growing customer base and help people make their visions for home a reality. With Affirm, Wayfair is making financing more accessible to shoppers. There are no hidden fees or costs and Wayfair shoppers using Affirm know their total cost up front."

For more information on Wayfair's new financing program, visit <https://www.wayfair.com/affirm>.

About Affirm

Affirm offers services that empower consumers to advance their financial well-being. Our mission is to revolutionize the banking industry to be more accountable and accessible to consumers. Today, Affirm shoppers get the flexibility to buy now and make simple monthly payments for their purchases. Unlike existing payment options that may have compounding interest and unexpected costs, Affirm shows customers upfront exactly what they'll owe — with no hidden fees and no surprises. Also, Affirm reaches a broader population of consumers through advanced technology and analytics that look beyond traditional FICO scores.

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 \$2.87 billion in net revenue for the twelve months ended June 30, 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,300 people.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20161027005408/en/>

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