



NEWS RELEASE

# Wayfair Announces Pricing of Initial Public Offering

10/1/2014

BOSTON--(BUSINESS WIRE)-- Wayfair, one of the world's largest online destinations for home furnishings and décor, today announced the pricing of its initial public offering of 11,000,000 shares of its Class A common stock at a price to the public of \$29.00 per share. A total of 10,500,000 shares are being offered by Wayfair, and a total of 500,000 shares are being offered by certain selling stockholders. In addition, the underwriters have been granted a 30-day option to purchase an additional 1,650,000 shares of Class A common stock from the selling stockholders. Wayfair will not receive any proceeds from the sale of shares by the selling stockholders. The shares are expected to begin trading on the New York Stock Exchange on October 2, 2014, under the symbol "W."

Goldman, Sachs & Co. is the lead bookrunning manager. BofA Merrill Lynch and Citigroup are acting as joint bookrunning managers. Allen & Company LLC, Pacific Crest Securities, Piper Jaffray & Co., Wells Fargo Securities, Canaccord Genuity, Cowen and Company and Raymond James are acting as co-managers.

The offering will be made only by the means of a prospectus. Copies of the prospectus relating to the offering may be obtained from: Goldman, Sachs & Co., Attention: Prospectus Department, 200 West Street, New York, NY 10282, telephone: 1-866-471-2526; email: [prospectus-ny@ny.email.gs.com](mailto:prospectus-ny@ny.email.gs.com).

A registration statement relating to these securities has been filed with the U.S. Securities and Exchange Commission and was declared effective on October 1, 2014. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

## About Wayfair

Wayfair 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, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

Source: Wayfair

### Media Relations Contact:

Wayfair

Jane Carpenter, 617-502-7595

**[jcarpenter@wayfair.com](mailto:jcarpenter@wayfair.com)**

or

### Investor Relations Contact:

Kate Gulliver, 617-880-8108

**[IR@wayfair.com](mailto:IR@wayfair.com)**