



NEWS RELEASE

# Wayfair Announces Mobile Web Checkout Integration with Apple Pay

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Go-To Home Retailer Makes Shopping Everything Home Even Easier as Mobile Traffic Outpaces Desktop

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, now offers Apple Pay on the web with iOS 10 to help shoppers make easy, secure and private payments in Safari on iPhone, iPad and Mac with a single touch. The new capability will make shopping Wayfair's vast catalog of more than 7 million products even easier as more customers shop for furniture and décor on their smartphones.

"We have always been committed to delivering an exceptional customer experience no matter how consumers choose to shop," noted Ed Macri, chief product and marketing officer, Wayfair. "We are delighted to bring Apple Pay on the web to our consumers this fall. The availability of Apple Pay at checkout in Safari will add a new level of convenience for customers who shop **Wayfair.com**, Joss & Main and AllModern on iPhone, iPad and Mac."

iPhone 7, iPhone SE, iPhone 6s, iPhone 6s Plus, iPhone 6 and iPhone 6 Plus users already benefit from Apple Pay support on the **Wayfair**, Joss & Main and AllModern mobile apps. Apple Pay on the web will allow secure purchases for even more customers. Apple Pay eliminates the need to re-enter shipping and billing information, making secure checkout even quicker and easier.

Security and privacy is at the core of Apple Pay. When you use a credit or debit card with Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorized with a one-time unique dynamic security code.

Wayfair customers are shopping for a variety of furnishings and décor on mobile. Mattresses, children's beds and

bedding sets are the top sellers on mobile and large items including outdoor seating sets, dining sets and kitchen islands sell equally well on mobile and desktop.

"It's exciting to see that our customers are just as comfortable purchasing beds and dining sets from their iPhone as they are buying smaller decorative accessories and everyday household items," added Macri. "As more customers turn to their phones to shop for their homes, we are pleased to deliver an even more convenient checkout experience with Apple Pay."

## 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 is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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