



NEWS RELEASE

Wayfair Reports 53% Increase in Direct Retail Sales for Peak Five-Day Holiday Shopping Weekend

11/29/2017

Cyber Monday Marks Strongest Sales Day in Company History

BOSTON--(BUSINESS WIRE)-- **Wayfair, Inc.** (NYSE:W), one of the world's largest online destinations for the home, today reported a 53 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 company experienced its strongest sales day ever on Cyber Monday with peak order volume between 9 p.m. and 12 a.m. ET. Total orders from repeat customers accounted for 63 percent of holiday orders and Wayfair's popular mobile app and innovative technology features made it quicker and more convenient for shoppers to make purchases on-the-go.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20171129005648/en/>

Wayfair Reports 53% Increase in Direct Retail Sales for Peak Five-Day Holiday Shopping Weekend (Photo: Business Wire)

Throughout the holiday weekend, Wayfair customers stocked up on everyday

household items such as bedding, rugs and slow-cookers while also making more significant purchases such as sofas, beds, mattresses and dining sets. In fact, on Cyber Monday, Wayfair customers purchased a sofa every 13 seconds, a mattress every eight seconds and a rug every two seconds.

"With the holiday season centered around family, friends and home, it's naturally a time of year when people are focused on creating homes they love," said Niraj Shah, CEO, co-founder and co-chairman, Wayfair. "As expected, we saw record sales throughout the holiday weekend with our customers taking advantage of exceptional value, unparalleled selection and fast, two-day shipping to shop for every room of the house. Our customers have made it clear that home is top of mind for the holidays and have selected Wayfair as their trusted retailer for great value

and fast delivery on everything for the home. We look forward to delivering our world-class customer experience to more families and homes than ever before this holiday season.”

From popular household items such as lamps, bedding and housewares to thousands of heavy and bulky items such as rugs, pool tables, swing sets, large appliances and hot tubs, more and more customers turned to Wayfair this year to find exactly what they want for their homes. A 3,875-pound storage shed and a single order for two and a half tons of flooring were among the tens of thousands of particularly large and heavy items ordered by Wayfair customers over the holiday weekend. Customers also scooped up seasonal décor from Christmas trees to garlands and wreaths and splurged on entertaining items such as game tables, outdoor fire-pits and bars.

In housewares, Wayfair customers stocked up on the latest kitchen gadgets and small electrics such as slow cookers, juicers, vegetable spiralizers and air fryers. In seasonal décor, ornaments were among the top sellers this year as shoppers mixed and matched across thousands of new styles from Wayfair’s **Five for \$25 Ornament Shop**. Shoppers also snapped up customizable ornaments from Wayfair’s newly launched **Monogram Shop** as gifts for family and friends.

To shop these and other items from Wayfair’s vast selection of more than 8 million products, visit www.wayfair.com.

About Wayfair Inc.

Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 8 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes – from product discovery to final delivery.

The Wayfair family of sites includes:

- **Wayfair**, an online destination for all things home
- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, unbelievable prices on everything modern
- **Birch Lane**, a collection of classic furnishings and timeless home décor
- **Perigold**, unparalleled access to the finest home décor and furnishings

Wayfair generated \$4.3 billion in net revenue for the twelve months ended September 30, 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 6,800 people.

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