



NEWS RELEASE

# Wayfair Debuts Popular Mobile Shopping App in Canada, U.K. and Germany

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Following Explosive U.S. Growth, Wayfair Mobile App Makes Shopping Everything Home Easier Than Ever for Canadian and European Customers

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the launch of its mobile app in Canada, the U.K. and Germany, now offering all Wayfair customers an even more convenient way to shop and share an unparalleled selection of millions of items for the home. Available on iOS and Android platforms, the Wayfair app recently surpassed 2 million downloads in the U.S. with particular popularity during the 2015 holiday shopping season.

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

<https://www.businesswire.com/news/home/20160208005142/en/>

Wayfair Debuts Popular Mobile Shopping App in Canada, U.K. and Germany (Photo: Business Wire)

“In addition to an unrivaled selection and superior service, we know that convenience and the ability to shop anytime, anywhere are key elements of a truly exceptional shopping experience. Now,

shoppers at **Wayfair.ca**, **Wayfair.co.uk** and **Wayfair.de** have access to our vast selection of home furnishings and décor right at their fingertips,” noted Niraj Shah, CEO, co-founder and co-chairman of Wayfair. “We have seen millions of consumers turn to the Wayfair app in the U.S. for all of their home needs and we are delighted to bring that same seamless experience to new markets.”

The Wayfair app offers a first look at limited-time deals, including up to 70 percent savings on best sellers on-the-go, as well as free shipping on orders over CAD\$75 (Canada)/£40 (UK)/€30 (DE). Shoppers can also easily create Idea Boards in the app to save their favorite items no matter where they are.

The launch of the Wayfair app in Canada, the U.K. and Germany follows significant momentum in the U.S. In addition to surpassing 2 million downloads, the majority of U.S. mobile app shoppers are repeat customers at more than 67 percent, and in the third quarter of 2015, 35 percent of all U.S. orders were placed on mobile devices.

The Wayfair mobile app is free and can be downloaded at the Apple App Store and Google Play. All Apple users can download the app at <https://appstore.com/wayfair>. Android users can download the Wayfair.ca app in Canada [here](#), the Wayfair.co.uk app in the U.K [here](#), and the Wayfair.de app in Germany [here](#).

## 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.com, an online destination for all things home
- Joss & Main, where beautiful furniture and finds meet irresistible savings
- 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, Utah, Kentucky, Ireland, U.K. and Germany.

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Source: Wayfair Inc.

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