



NEWS RELEASE

## Wayfair Reports Record Growth for Peak Five-Day Holiday Shopping Weekend

1/12/2015

**Direct Retail gross sales increased 76% and overall company gross sales increased 51% year-over-year for long weekend including Thanksgiving and Cyber Monday**

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today reported a 51 percent increase in overall gross sales, defined as dollars of order intake, and a 76 percent increase in Direct Retail gross sales for the five-day peak shopping period of Thanksgiving Day through Cyber Monday. Additionally, approximately 50% of direct orders placed in the U.S. were from repeat customers. Cyber Monday was the biggest sales day of the period with more than 80,000 orders placed on that day alone.

"The long holiday weekend spanning Thanksgiving through Cyber Monday is typically our peak sales period for the quarter and we were very pleased to see the continued momentum and growth this year," noted Niraj Shah, CEO, co-founder and co-chairman of Wayfair. "We launched several new initiatives to help promote the holiday season across our brands with a particular focus on the key days including Black Friday and Cyber Monday. We were thrilled to see so many new customers discover Wayfair this year and we were even more pleased by the high volume of orders from repeat customers which is a strong testament to the exceptional shopping experience that we offer every day."

For the 2014 holiday season, Wayfair increased the number of items available for two-day delivery by more than 60 percent offering shoppers quick access to an even wider range of products. Wayfair customers stocked up on items for entertaining and hosting friends and family over the holiday season. Top sellers for sprucing up the house included luxury sheet and towel sets, down comforters, swivel bar stools and upholstered headboards.

For gifting items, best sellers included children's rocking chairs, children's table and chair sets, bean bag chairs and

trampolines. New items on the top seller list for the 2014 holiday season included copper Moscow mule mugs and shag area rugs.

Wayfair plans to announce Q4 2014 results pre-market open on March 4, 2015.

Direct Retail consists of sales generated primarily through the sites of Wayfair's five brands, Wayfair.com, Joss & Main, AllModern, Birch Lane and DwellStudio.

## 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, 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 Inc.

Wayfair, Inc.

## Media Relations:

Jane Carpenter, 617-502-7595

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

or

## Investor Relations:

Kate Gulliver, 617-880-8108

IR@wayfair.com

