



NEWS RELEASE

# Wayfair Expands to Physical Retail with First Brick & Mortar Store

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E-commerce Leader to Open Store in Natick, Massachusetts in 2019

BOSTON--(BUSINESS WIRE)-- **Wayfair** Inc. (NYSE:W), one of the world's largest online destinations for the home, will open its first full-service physical retail store later this year. To be located in the Natick Mall in Natick, Massachusetts, the new store will extend the way Wayfair customers shop for home and experience the company's award-winning service and unrivaled selection. Scheduled to open in early fall, the retail destination will bring the Wayfair brand to life in an engaging format to delight customers with convenience and ease.

"With the opening of our new retail store, we are offering our customers a new way to enjoy Wayfair's exceptional shopping experience as we continue to transform the way people shop for their homes," said Niraj Shah, CEO, co-founder and co-chairman, Wayfair. "We look forward to inviting our customers further into the world of Wayfair, welcoming them to step inside our newest shopping experience guided by the knowledgeable support and expertise of our in-store design team."

Wayfair will invite shoppers into the store to explore the unlimited possibilities in home enabled by its flagship e-commerce site. Shopping at the Wayfair store and online will be a seamless, connected experience for shoppers. Customer service and home design experts will be available to offer complimentary design consultations to customers, providing recommendations for everything from home improvement projects to décor. Shoppers will be able to immediately purchase an assortment of products in store and also have orders placed for delivery to their homes.

In addition to the Wayfair store, Wayfair will open four pop-up shops later this summer. The pop-ups will offer an immersive experience for consumers to interact with the Wayfair brand. Visitors will be able to shop a curated selection of products for immediate, in-store purchase, including decorative accents, wall décor, and seasonal

pieces.

Wayfair previously operated a pop-up shop at the Natick Mall during the 2018 holiday season as well as a second pop-up shop at the Westfield Garden State Plaza in Paramus, New Jersey. In addition, Wayfair recently opened an outlet connected to its Florence, Kentucky warehouse.

Additional details about the new Natick store will be available closer to the opening in early fall.

### About Wayfair

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 14 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 - Everything home for every budget.
- Joss & Main - Stylish designs to discover daily.
- AllModern - The best of modern, priced for real life.
- Birch Lane - Classic home. Comfortable cost.
- Perigold - The widest-ever selection of luxury home furnishings.

Wayfair generated \$6.8 billion in net revenue for full year 2018. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 12,100 people.

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