



NEWS RELEASE

# Fast Company Names Wayfair Among Top 10 Most Innovative Companies in AR/VR

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BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced that it has been recognized by Fast Company as a Top 10 Most Innovative Company in AR/VR. Wayfair was recognized for its pioneering work leveraging augmented reality to transform the shopping experience for home. With Wayfair's mobile shopping app, millions of customers can now visualize furniture and décor in their homes at full scale before they buy.

"We are honored to be included among Fast Company's Most Innovative Companies in AR/VR. As a tech company, we identified early on the significant role AR would play in the future of retail – and it's just the beginning," noted Steve Conine, co-founder and co-chairman of Wayfair. "This placement is a testament to the inventiveness of our employees, and represents one of the many innovations our teams are driving as we create the best possible shopping experience for home."

Most Innovative Companies is Fast Company's signature franchise and one of its most highly anticipated editorial efforts of the year. It provides both a snapshot and a road map for the future of innovation across the most dynamic sectors of the economy.

"This year's MIC list is an inspiring and insightful window into how many companies have embraced innovation and are working to make meaningful change," said Fast Company deputy editor David Lidsky, who oversaw the issue with senior editor Amy Farley.

## About Fast Company

Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, ethical economics, leadership, and design. Headquartered in New York City, Fast Company is

published by Mansueto Ventures LLC, one of the U.S.'s leading media companies.

## 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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