



NEWS RELEASE

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

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Direct Retail gross sales increased 130% and overall company gross sales increased 109% 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 109 percent increase in overall gross sales, defined as dollars of order intake, and a 130 percent increase in Direct Retail gross sales for the five-day peak shopping period of Thanksgiving Day through Cyber Monday. Cyber Monday was the biggest sales day of the period with peak order volume in the evening between 9 p.m. and 11 p.m. ET.

"The Thanksgiving holiday weekend is typically a busy, high volume period for Wayfair," said Niraj Shah, CEO, co-founder and co-chairman of Wayfair. "We are continuing to see an industry-wide shift to ecommerce that is especially evident during the peak retail season. Wayfair is benefiting from that shift and from our ongoing success in building a trusted, online destination for everything home. We are excited to welcome new customers while also seeing strong purchasing from repeat customers. We believe our unparalleled selection, top notch service and compelling prices make Wayfair the ideal online destination for holiday and for purchases all year round."

For the 2015 holiday season, Wayfair is offering exceptional deals on its selection of more than 7 million products for the home. Wayfair customers took advantage of discounts over the long holiday weekend to stock up on items for entertaining and hosting friends and family. Sofas and sectionals were big sellers throughout the five-day period and shoppers purchased Wayfair's single most popular recliner once every 80 seconds on Black Friday. Top sellers for sprucing up the home included flannel sheets, down comforters, upholstered headboards, bar stools and area rugs.

Shoppers also snapped up seasonal décor, selecting from more than 28,000 distinct holiday items including

wreaths, garlands, stockings, ornaments and artificial trees. For gifting items, best sellers included play kitchens for children and bean bag chairs and jewelry organizers for tweens and teens. New items on the top seller list for the 2015 holiday season included faux fur pillows and throws.

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, Utah, Kentucky, Ireland, U.K. and Germany.

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