



NEWS RELEASE

Wayfair Sells its Australian-based Business to Australia's #1 Online Furniture & Homewares Retailer Temple & Webster

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BOSTON--(BUSINESS WIRE)-- **Wayfair** (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today executed an acquisition agreement to sell its Australian-based business to Temple & Webster, Australia's #1 members-only online destination for the home. The www.wayfair.com.au website will continue to operate under the Wayfair name for 45 days and then will be re-introduced under a new brand name from Temple & Webster. Terms of the transaction were not disclosed.

"As we continue to rapidly scale our business in North America and Europe, we are strategically focusing our resources on those two very large markets," said Niraj Shah, CEO and co-founder of Wayfair. "We are confident that the transition of our Australian business will serve our existing Australian-based customers and employees well. Temple & Webster shares our commitment to technological innovation and outstanding customer experience in home retail and has a great track record in the Australian marketplace."

"The acquisition of Wayfair.com.au is a natural next step in the continued rapid growth of Temple & Webster. It's an exciting opportunity for the progression of both businesses in the Australian furniture and homewares market," said Brian Shanahan, CEO and co-founder of Temple & Webster. "The combination of Temple & Webster's strong brand identity and unique ability to inspire its loyal member-base, through beautifully curated and presented products, and high quality editorial along-side Wayfair's broad product offering, world-class technology platforms and exceptional speed of delivery, will provide an unparalleled online shopping experience for every Australian."

Notes to editors:

About Wayfair

Wayfair Inc. (NYSE:W) 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
- Birch Lane, a collection of classic furnishings and timeless home décor
- DwellStudio, a design house for fashion-forward modern furnishings

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London and Berlin.

About Temple & Webster

Temple & Webster (www.templeandwebster.com.au) is Australia's most beautiful shopping experience for the home. We're Australia's #1 online retailer of furniture and homewares. With over 1.1 million members. Temple & Webster is ranked #1 online homewares retailer by PowerRetailer, was ranked #1 retailer in the 2014 BRW Fast Starters Awards and is the fastest growing "Deloitte Tech Fast 50" internet retailer since the Deloitte Tech Fast 50 Awards were launched in 2001. Temple & Webster has also won SmartCompany's Best Blog two years in a row (2013 & 2014). Our mission is to inspire people to live more beautifully by helping them discover and buy beautifully priced items for the home, presented in an informative and entertaining shopping experience.

Temple & Webster has a head office based in Sydney, Australia.

What's with the name?

William Temple and John Webster were the first named convict artisans to be commissioned to make fine furniture for Governor Lachlan Macquarie in colonial Australia in the early 1820s. Working together, Temple and Webster created two fine chairs, for official and ceremonial use, for Governor Macquarie. Temple and Webster's team work, fine craftsmanship and attention to detail are attributes that continue to inspire Temple & Webster today.

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Source: Wayfair

Wayfair Inc.

Media Relations

Jane Carpenter, 1 617-502-7595

PR@wayfair.com

or

Investor Relations:

Kate Gulliver, 1 617-880-8108

IR@wayfair.com

or

Temple & Webster Media Enquiries:

Abbey Wirth, 61 423 665 115

abbey.wirth@thrivepr.com.au

or

Phoebe Bright, 61 416 562 620

phoebe.bright@thrivepr.com.au