



NEWS RELEASE

Wayfair Partners with PayBright to Offer Flexible Financing Option for Canadian Customers

5/16/2018

Go-To Home Retailer Makes Shopping for Home on a Budget Easier Than Ever Before

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced the availability of a new financing option available at Wayfair.ca. In partnership with PayBright, Wayfair customers in Canada now have the option to pay for orders over time with fixed monthly installments, making shopping on a budget for everything from furniture and décor to housewares and renovation items easier than ever before.

"At Wayfair, we want to make it as easy as possible for our customers to create a home they love by offering an extensive selection with exceptional service, and now, a new way to finance their favorite products," noted Steve Oblak, chief merchandising officer, Wayfair. "For the first time in Canada, we are pleased to provide the flexibility of an accessible financing option that meets our customers' individual needs - no matter their style or budget."

Providing the ease and convenience of fixed, automatic payments, Wayfair.ca customers can now choose PayBright as their payment method for orders above \$400 CAD. Customers can complete their order on PayBright and view their monthly payments up front before making a final purchase.

For more information on Wayfair's new financing program, visit <https://www.wayfair.ca/paybright>.

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 10 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 \$5.2 billion in net revenue for the twelve months ended March 31, 2018. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 8,700 people.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180516005172/en/>

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