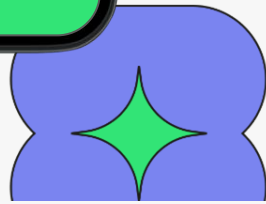
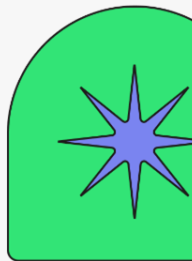
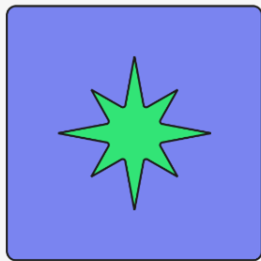


Q2 2022

Investor Presentation

August 9, 2022



Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact could be deemed forward-looking, including, but not limited to, statements regarding Wish's outlook including expectations with respect to revenue and adjusted EBITDA, expectations regarding merchant relationships and strategic partnerships, new business strategies and restructuring efforts, our ability to execute on new strategic priorities related to our turnaround efforts, including actions to enhance consumer experience and engagement, NPS scores, the turnaround timeline, including user growth, the potential impact of our strategic, marketing and product initiatives, including ad spending and the rebrand, growth opportunities, quotations from management, and the anticipated return on our investments and their ability to drive future growth. In some cases, forward-looking statements can be identified by terms such as "anticipates," "believes," "could," "estimates," "expects," "foresees," "forecasts," "guidance," "intends" "goals," "may," "might," "outlook," "plans," "potential," "predicts," "projects," "seeks," "should," "targets," "will," "would" or similar expressions and the negatives of those terms. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Risks include, but are not limited to: our ability to attract, retain and monetize users; risks associated with software updates to the platform; the effectiveness of our CEO transition; increasing requirements on collection of sales and value added taxes; the success of our execution on new business strategies; compromises in security; changes by third-parties that restrict our access or ability to identify users; competition; disruption, degradation or interference with the hosting services we use and infrastructure; our financial performance and fluctuations in operating results; pressure and fluctuation in our stock price, including as a result of short selling and short squeezes; challenges in our logistics programs; challenges in growing new initiatives; the effectiveness of our internal controls; the continued services of members of our senior management team; our ability to offer and promote our app on the Apple App Store and the Google Play Store; our ability to promote, maintain, and protect our brand; legal matters; the ongoing COVID-19 pandemic; supply chain issues; global conflicts, including the Russian invasion of Ukraine; and economic tension between the United States and China. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. Further information on these and additional risks that could affect Wish's results is included in its filings with the Securities and Exchange Commission ("SEC"), including its most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q, and future reports that Wish may file with the SEC from time to time, which could cause actual results to vary from expectations. Any forward-looking statement made by Wish in this presentation speaks only as of the day on which Wish makes it. Wish assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this presentation.

The unaudited financial results in this presentation are estimates based on information currently available to Wish. While Wish believes these estimates are meaningful, they could differ from the actual amounts that the company ultimately reports in its quarterly report on Form 10-Q for the quarter ended June 30, 2022. Wish assumes no obligation and does not intend to update these estimates prior to filing its Form 10-Q for the quarter ended June 30, 2022.

** Please see the earnings release associated with this presentation for a note about metrics and the use of non-GAAP financial measures.*

Three Pillars

The Foundations for Growth

1

**Improving
Consumer
Experience**

2

**Deepening
Merchant
Relationships**

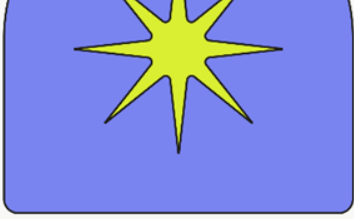
3

**Achieving
Operational
Excellence**

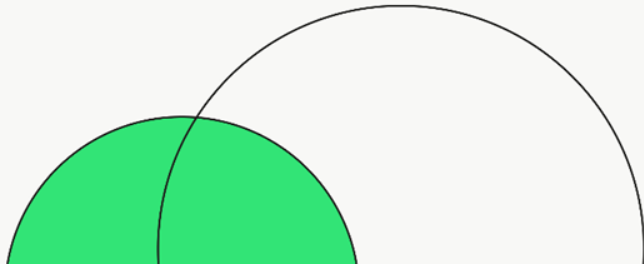
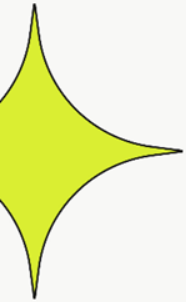
① Improving Consumer Experience

- ✦ Rebrand
- ✦ Positive NPS trends
- ✦ Reach New Target Audiences
- ✦ Women's Fashion Category

wish

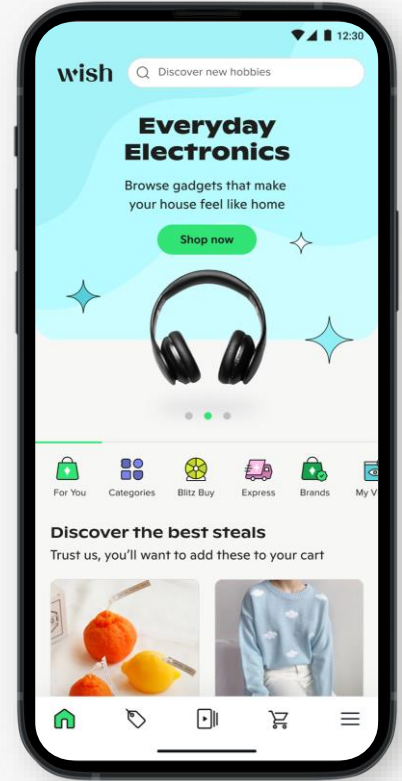


Bargains made Fun, Discovery made Easy



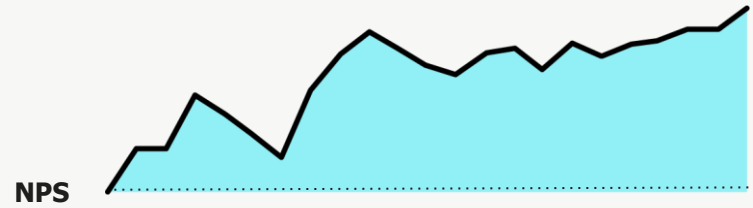
Rebrand

- ✦ New Consumer Experience
- ✦ Enhanced Customer Service
- ✦ Faster Delivery & On-Time Rate
- ✦ New Pricing Strategy
- ✦ Consistency of the Marketplace



1 Improving Consumer Experience

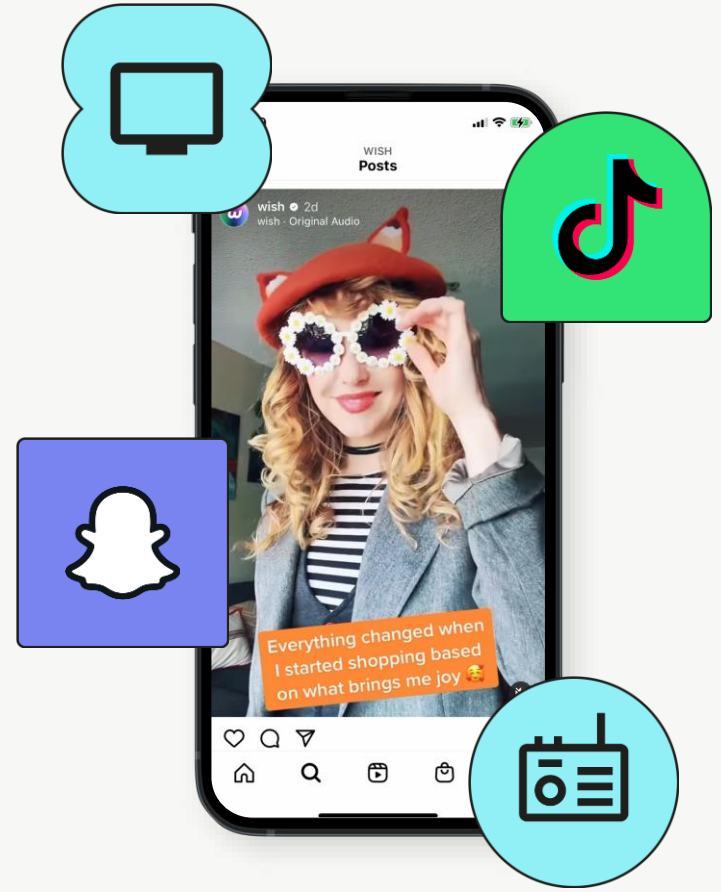
Positive NPS Trends Continue



1 Improving Consumer Experience

Reach New Target Audiences

Allocating ad dollars to product and brand marketing

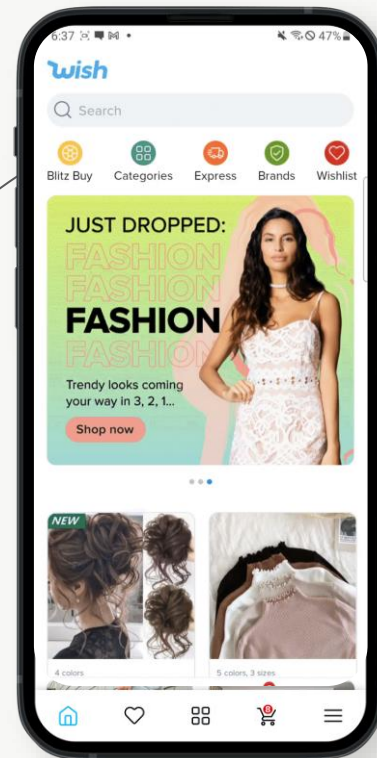
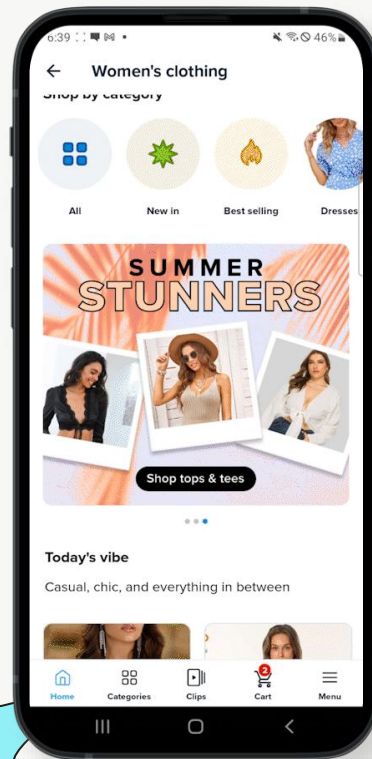


1 Improving Consumer Experience

Wish Fashion

Launch of New Women's Fashion Category experience

- ✦ 150,000 SKUs
- ✦ 2,000 Fashion Merchants



2

Deepening Our Merchant Relationships

- ✦ Wish Standards
- ✦ New Pricing Strategy

2 The Merchant Experience

Wish Standards

Improving relationships with
merchants and consumers



Invite-only policy for
onboarding new
merchants



Rapid response to non-
compliant merchants



Decrease in customer
product returns

2 The Merchant Experience

Global rollout of new pricing model

Q2

Rollout of new pricing to merchants across Europe



Q3

Rollout of new pricing to merchants across North America

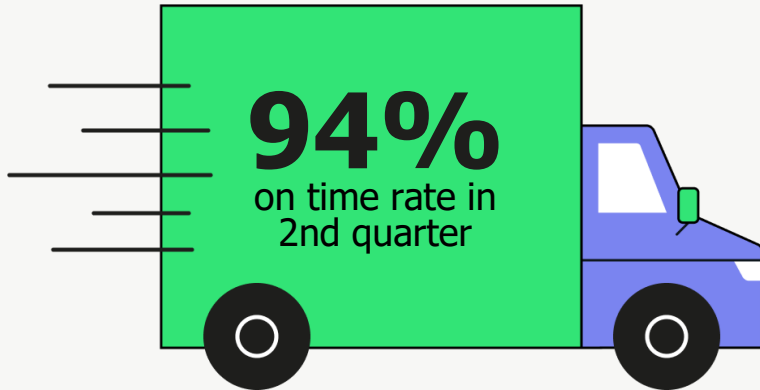
3

Achieving Operational Excellence

- ✦ On-Time Delivery
- ✦ Logistics and TTD
- ✦ Globalization

3 Achieving Operational Excellence

On-Time Delivery Rate



Logistics and TTD Trends

- ◆ Managed through the April and May Shanghai lockdown
- ◆ 15 Day TTD Initiative

3 Achieving Operational Excellence

Globalization

- Diversifying merchants
 - North America
 - Latin America
 - Asia
 - Europe



Q2 2022 Financials

Financial Highlights

Q2 Revenues

\$134M

Q2 Net Loss

(\$90M)

Q2 Adjusted EBITDA

(\$58M)

Q2 Cash Used in
Operating Activities

(\$67M)

Q2 Free Cash Flow

(\$67M)

Cash, Cash Equiv. & Mrkt. Secs.

\$947M

Q2 2022**Q2 2021**

MAUs	23M	90M
LTM Active Buyers	20M	52M
Revenue	\$134M	\$656M
Gross Profit	\$42M	\$384M
Gross Margin	31%	59%
Operating Expense	\$133M	\$498M
Net Loss	(\$90M)	(\$111M)
Adjusted EBITDA ¹	(\$58M)	(\$67M)
Cash Used in Operating Activities	(\$67M)	(\$204M)
Free Cash Flow ¹	(\$67M)	(\$205M)

¹ Reconciliation of non-GAAP financial measures is contained in the Appendix Consolidated financial results of our earnings release. \$ in millions, except where noted

Guidance – Q3 2022

Expected Adjusted EBITDA Range: (\$110M) to (\$130M)

Three Months Ended September 30, 2022

*Wish has not provided a quantitative reconciliation of forecasted Adjusted EBITDA to forecasted GAAP net income (loss) for total Adjusted EBITDA or to forecasted GAAP income (loss) before income taxes for segment Adjusted EBITDA within this earnings release because the company is unable, without making unreasonable efforts, to calculate certain reconciling items with confidence. These items include, but are not limited to: income taxes which are directly impacted by unpredictable fluctuations in the market price of the company's stock.

Key factors potentially impacting our Q3 2022 guidance are contained in the Appendix of our earnings release.



Initiatives for 2H of 2022

- 1** Rebranding of Wish
- 2** Relaunch of the Women's Fashion Category
- 3** Removing Friction Points from Customer Experience
- 4** Cultural Transformation



wish

Thank You!