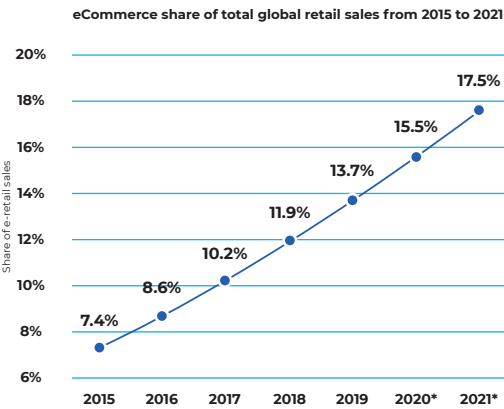


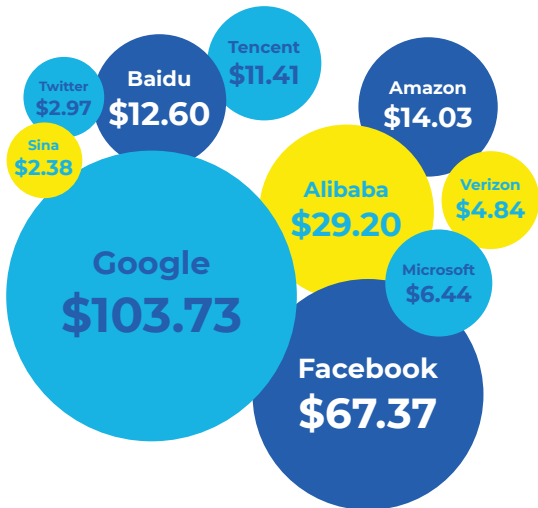
## ECOMMERCE LANDSCAPE

### ECOMMERCE PENETRATION

For every 1% increase in online penetration, ~ 8,500 stores will need to close



### ANNUAL DIGITAL ADVERTISING REVENUE by tech company in billions



## ECOMMERCE MARKETPLACES

Company GMV (TTM)

Alibaba	>\$768 billion
Amazon	\$277 billion
JD.com	\$250 billion
eBay	\$93 billion
Shopify	\$41 billion
Rakuten	\$31 billion
Walmart.com	>\$19 billion
MercadoLibre	\$12.5 billion
Amazon GMV IN INDIA	\$7.5 billion
Flipkart	\$6.2 billion

## WHO WE ARE

### "The Premier Partner For Global eCommerce"

- Pattern is among the top 5 sellers on Amazon based on revenue
- Pattern is the #1 seller in Health & Personal Care
- Pattern's CEO spent his career in data science (17 years)

## WHAT WE DO

### Grow

- Pattern's Predict software dynamically reprices millions of keywords via an algorithmic bidding engine

### Protect

- Pattern brands have 93% compliance or better within the first 9 months of their relationship with us

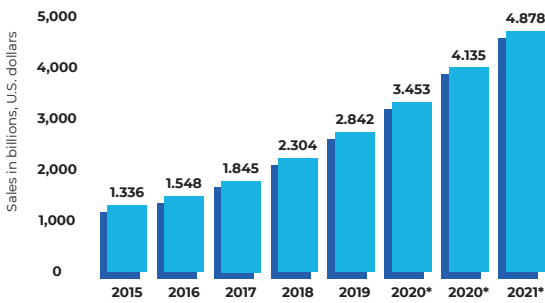
### Distribute

- Warehouses: U.S., U.K., Canada, Netherlands, and Australia
- Pattern processes over 12,000 unique SKUs
- Pattern ships an average of 850,000 units a month
- Pattern ships to 12 marketplaces and 89 countries

## ECOMMERCE SALES

Global eCommerce sales are expected to hit nearly \$5 trillion by 2021

Retail eCommerce sales worldwide from 2014 to 2021



### INTERNET PENETRATION

World Population:

7.67 Bil.

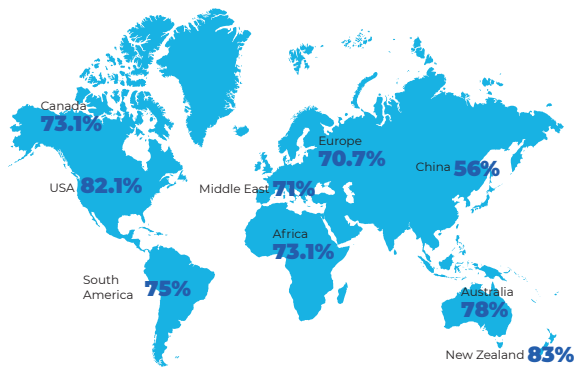
57% World Penetration

Internet Users:

4.38 Bil.

### ECOMMERCE PENETRATION BY REGION

% of households that have made an online purchase in the past year



## POPULATION BY REGION

Region

Population 2019

1. Asia	4,584,807,072
2. Africa	1,320,038,716
3. Europe	743,102,600
4. Latin America and the Caribbean	658,305,557
5. U.S. & Canada	366,496,802
6. Oceania	41,826,176

## MARKETPLACE BY SHARE

### U.S. MARKET SHARE

Amazon	47%
eBay	6.1%
Walmart.com	4.6%
Apple	3.8%
Home Depot	1.7%

### JAPAN MARKET SHARE

Amazon	23%
Rakuten	18.3%

### LATIN AMERICA MARKET SHARE

MercadoLibre	56.3%
Amazon Sites	22.6%
B2W Digital	16.1%
Alibaba	11.8%
eBay	9.5%

### CHINA MARKET SHARE

Alibaba	58.2%
JD.com	16.3%
Pinduoduo	5.2%
Suning.com	1.9%
VIP.com	1.8%

### EUROPEAN MARKET SHARE

Amazon + AliExpress + eBay	56%
----------------------------	-----

### AUSTRALIA MARKET SHARE

eBay is the dominant marketplace

### SOURCES

· statista 2019, <https://bit.ly/2jmJ7PG> · eMarketer, 2019, <https://bit.ly/2FRu2IB> · statista 2019, <https://bit.ly/2eWZ8Zx> · we are social, 2019, <https://bit.ly/2GcsJhM> · alibaba group 2018, <https://bit.ly/2l8zQ9a> · 277 B, marketplace pulse 2018, <https://bit.ly/2VHOwD4> · 250 B, marketplace pulse 2019, <https://bit.ly/2MSBAtX> · montley fool, 2018 <https://bit.ly/2LDggEp> · 41 B, shopify 2018, <https://bit.ly/2G4pN6t> · 31 B, statista, <https://bit.ly/2Fj8cqK> · montley fool, 2018 <https://bit.ly/2LDggEp> · statista 2018, <https://bit.ly/2WMBfh3> · <https://bit.ly/2lXWEx> · <https://bit.ly/2lXWEx> · <https://tcrn.ch/2JlPBt6> · <https://on.ft.com/2K4EKtj> · <https://bit.ly/2LAr3O6> · <https://bit.ly/2D6t9TZ> · <https://bit.ly/2KXIEBN> · <https://bit.ly/2UP3ExM> · [www.emarketer.com/content/digital-investments-pay-off-for-walmart-in-e-commerce-race](http://www.emarketer.com/content/digital-investments-pay-off-for-walmart-in-e-commerce-race)