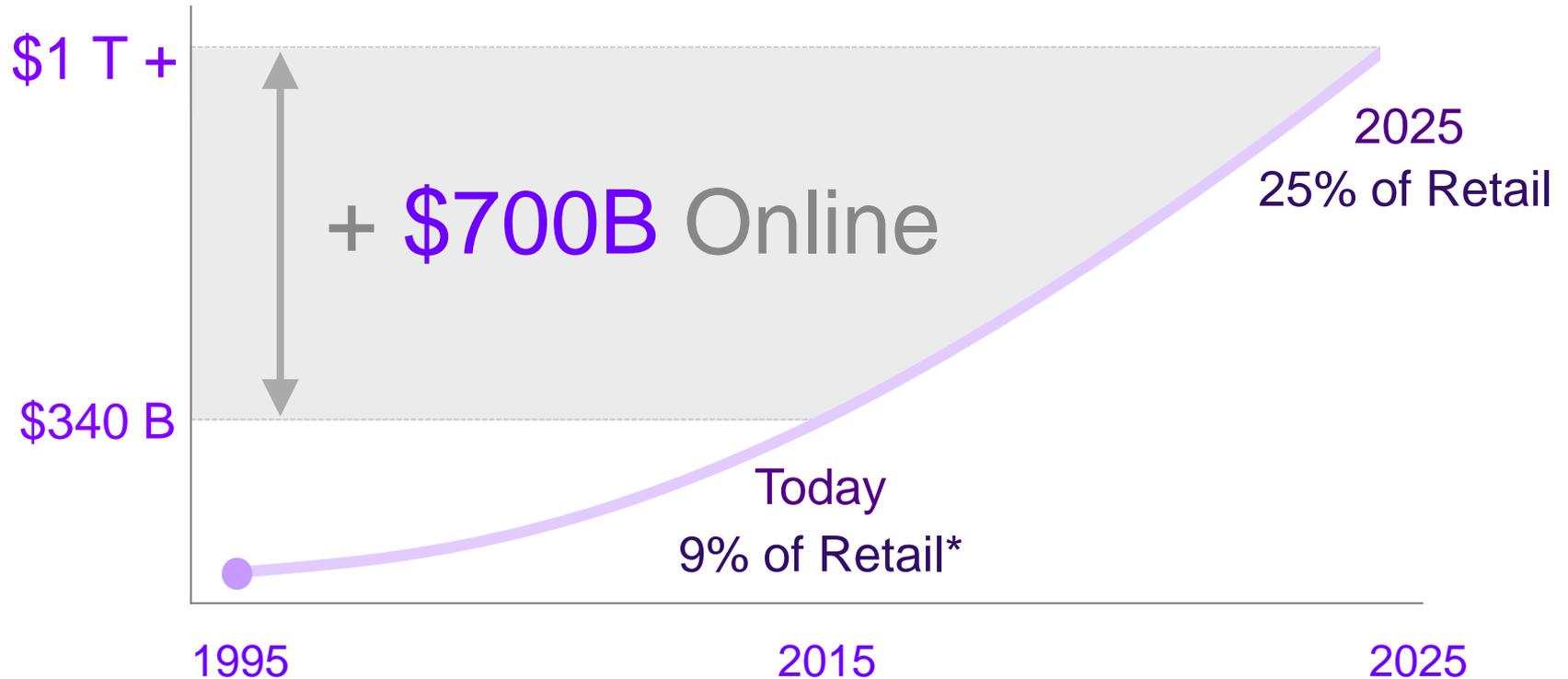


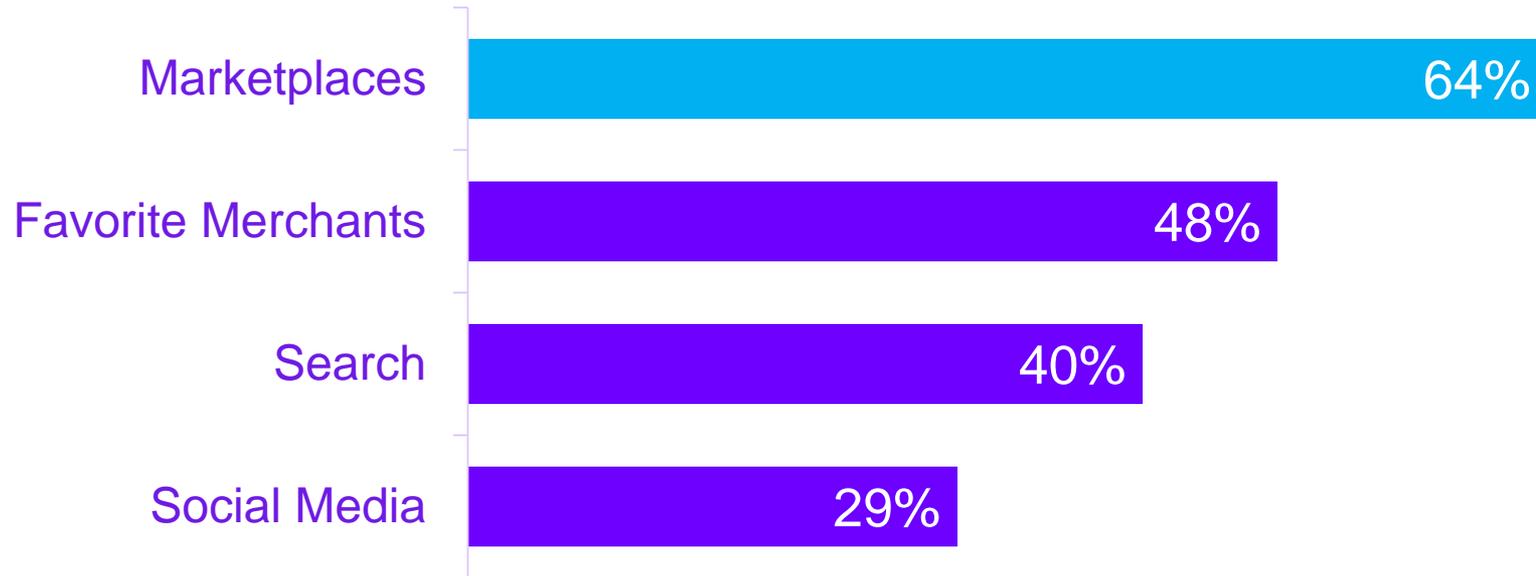
jet

# The Overall Outlook

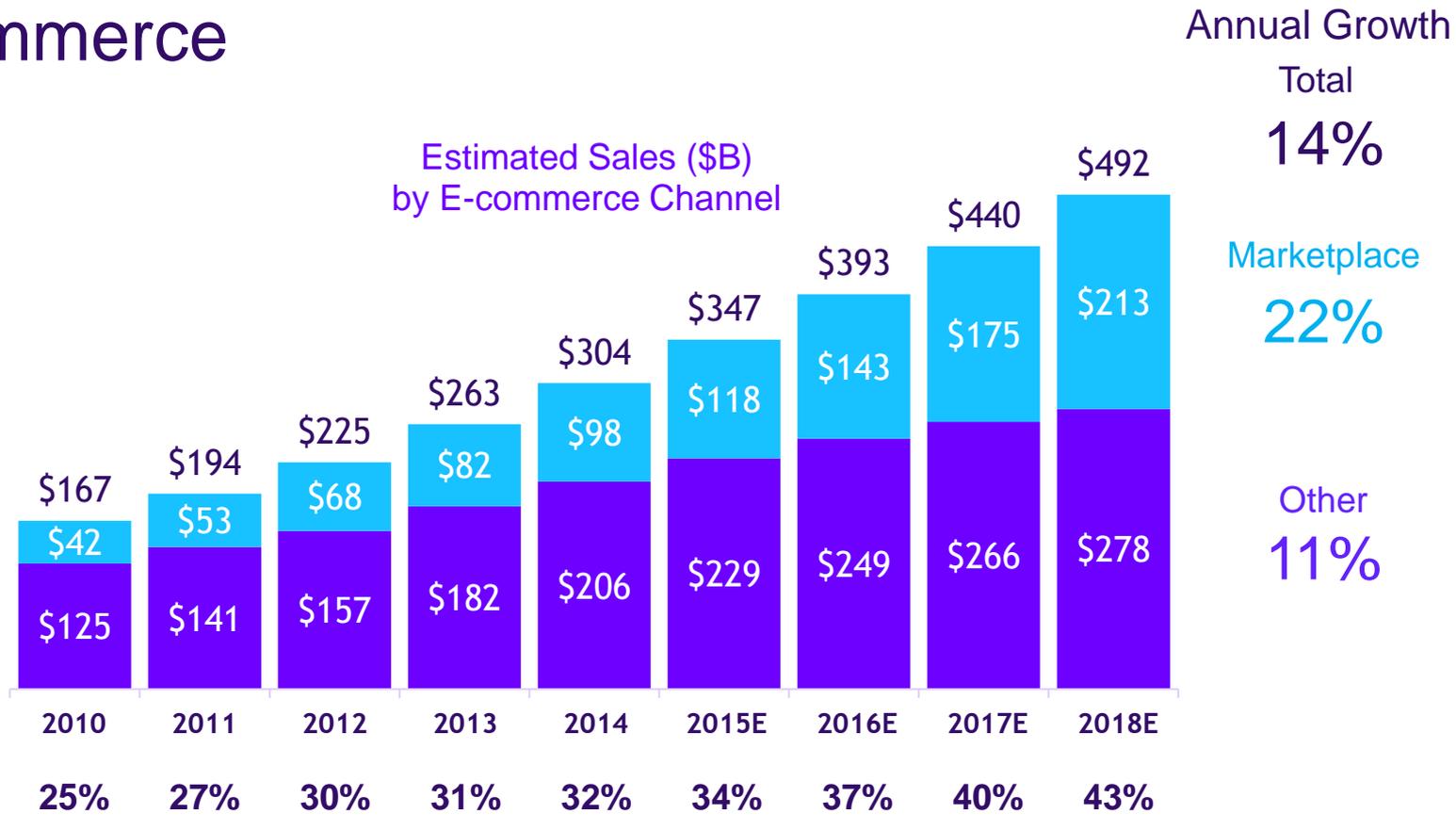
# U.S. e-Commerce Will Triple in the Next 10 Years to \$1 Trillion +



# Most Shoppers Begin Their Online Journey on Marketplaces



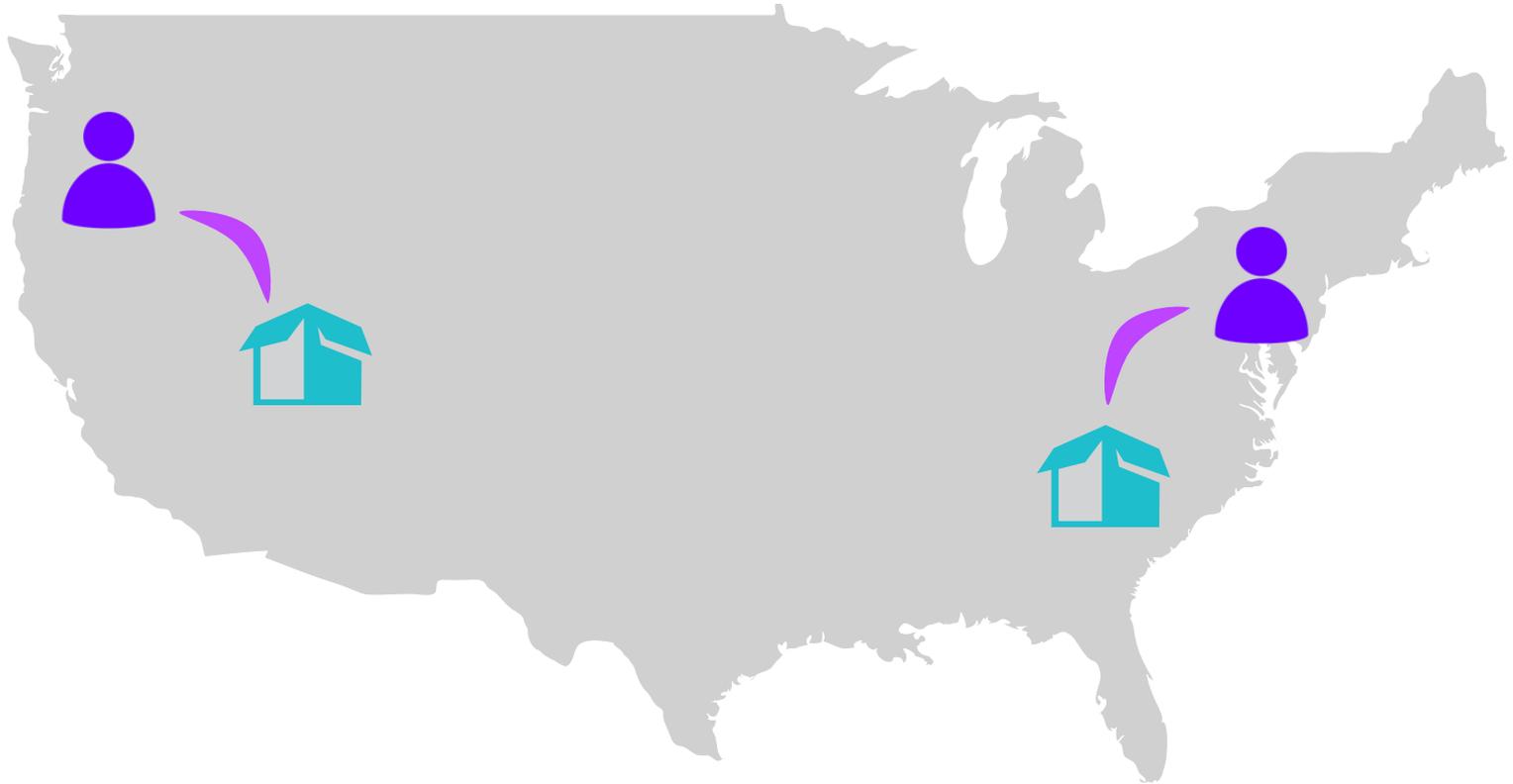
# Marketplace Growth Is Outpacing Direct e-Commerce



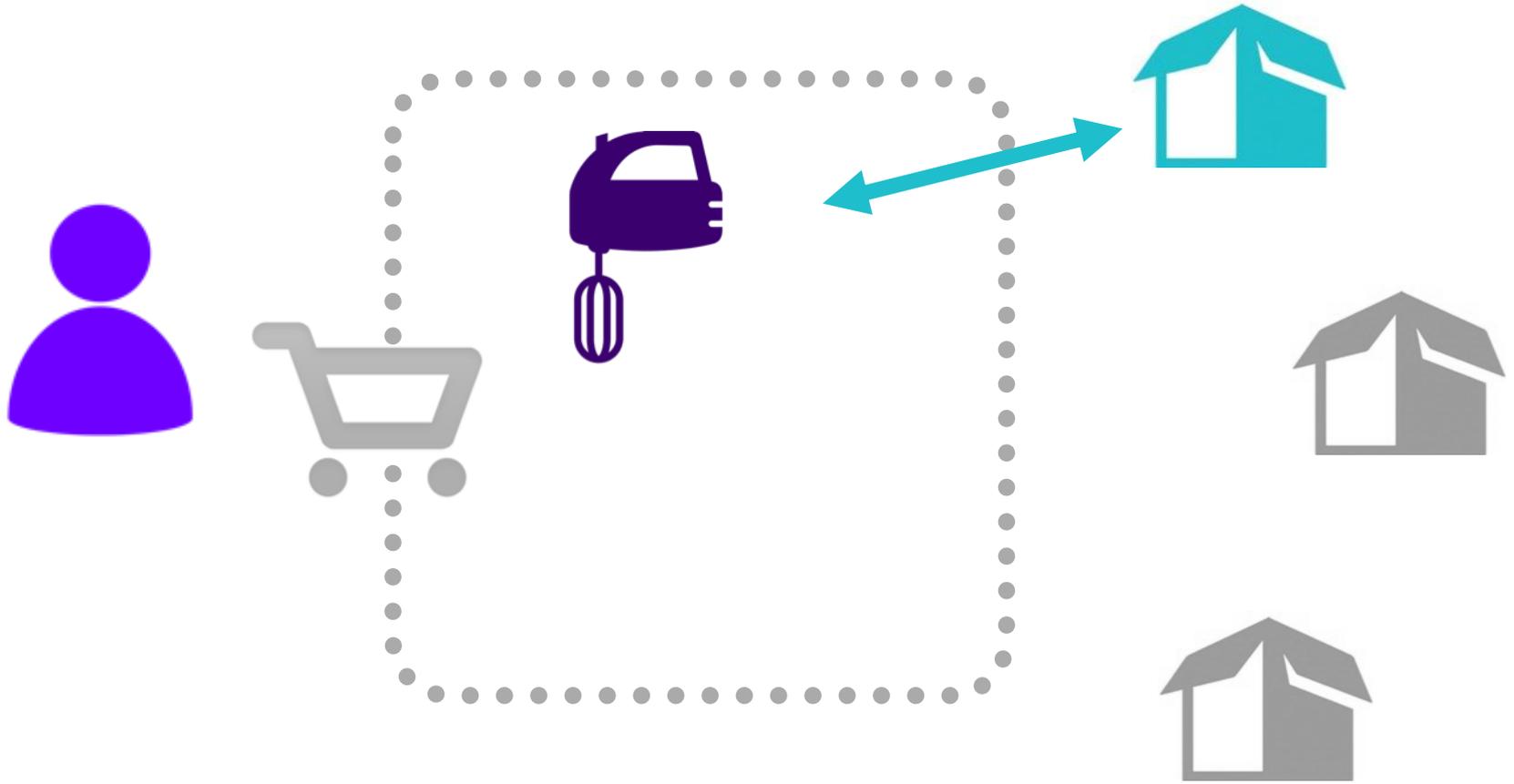
Marketplace % of Total

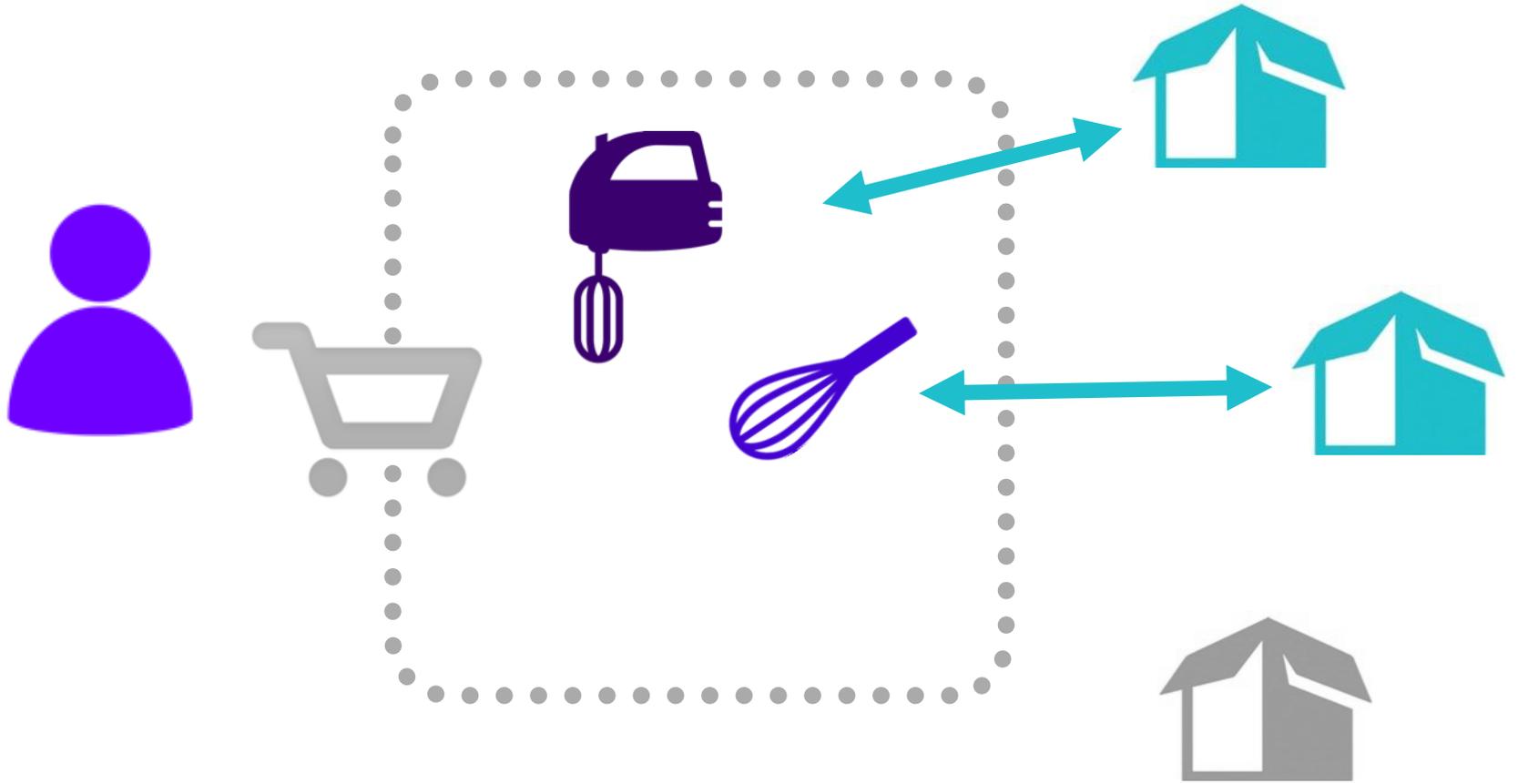
So how does Jet work again?

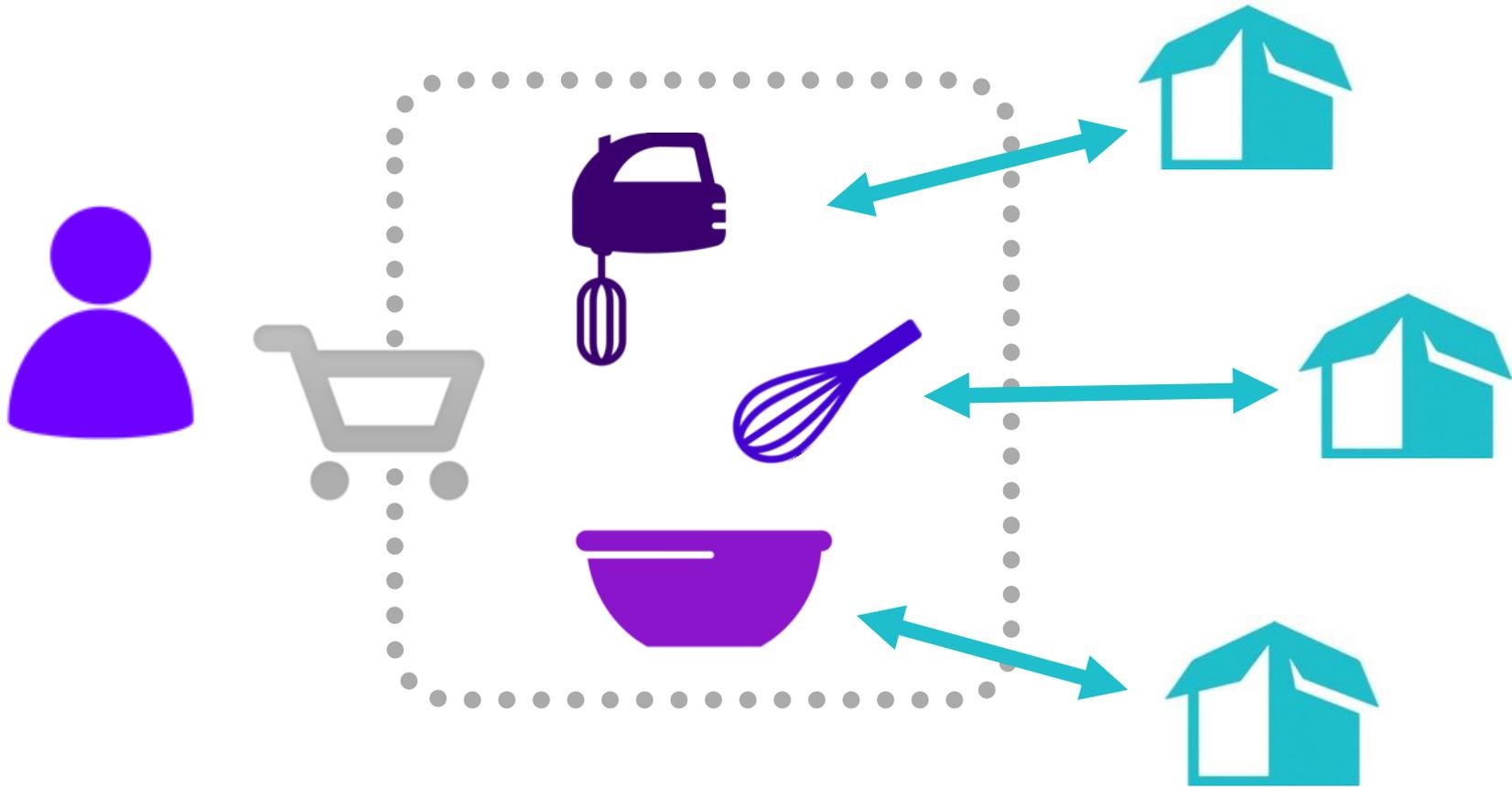
# Jet Matches a Shopper's Cart with the Optimum Retailer's Inventory Location



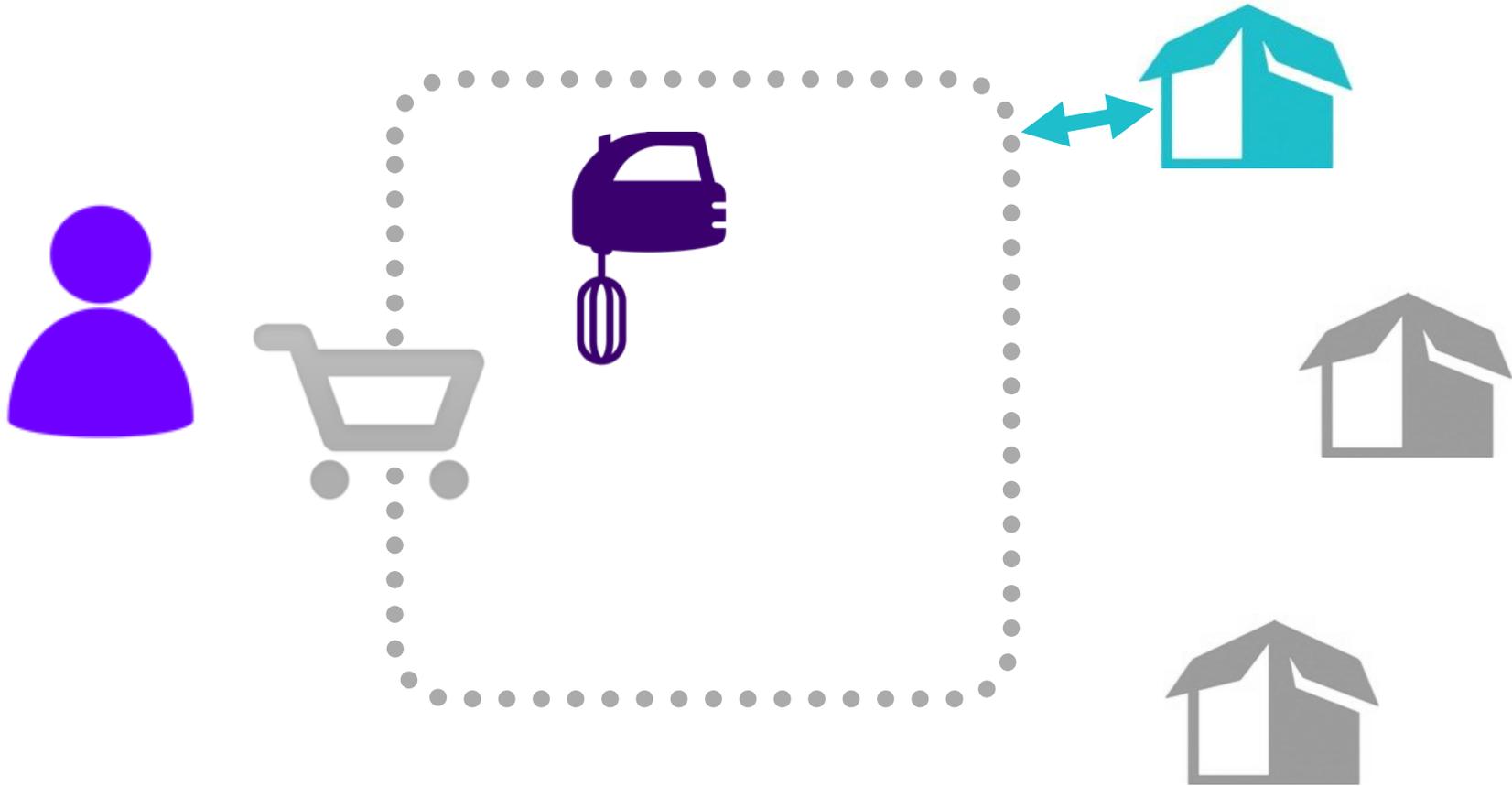


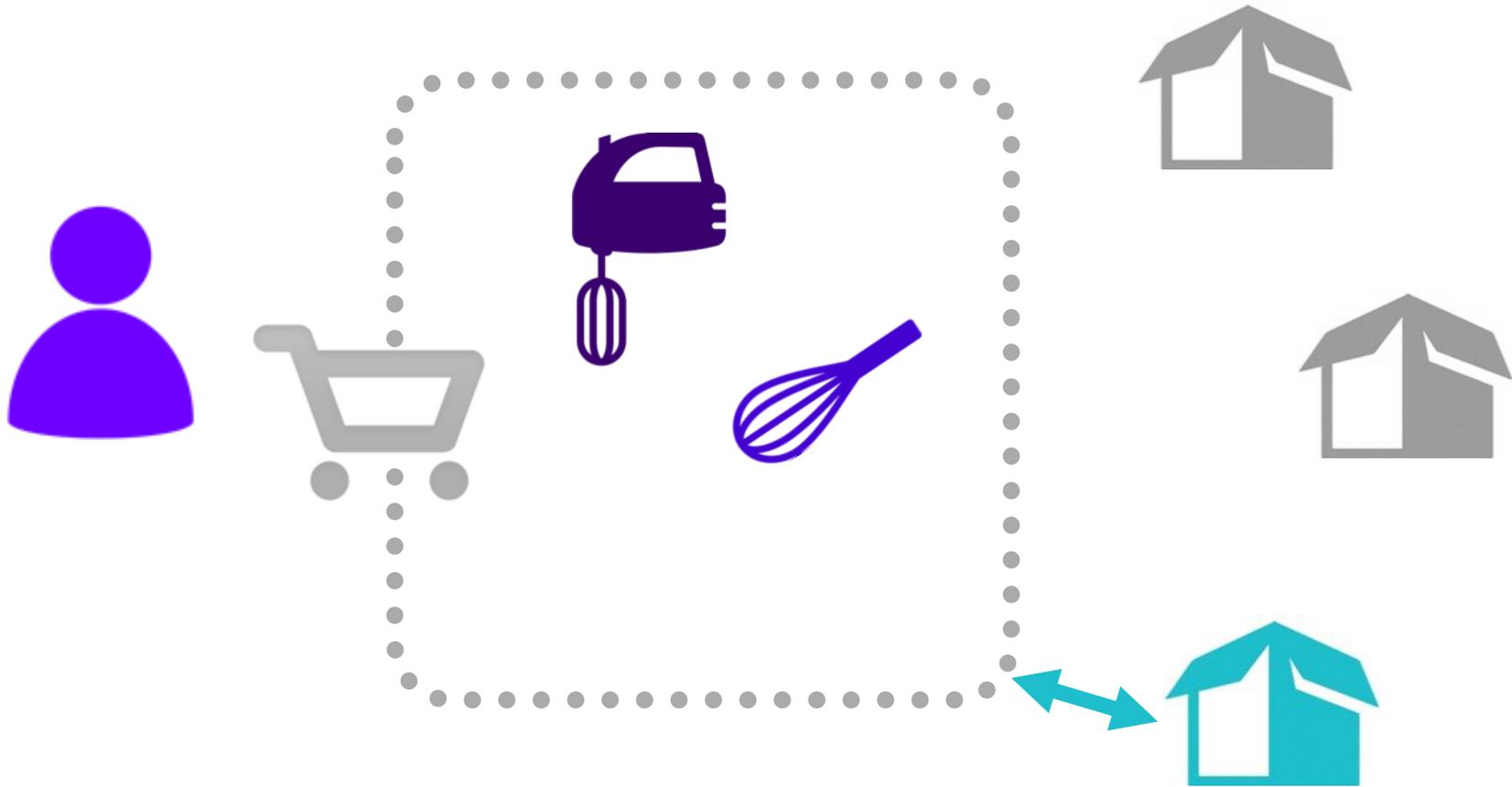


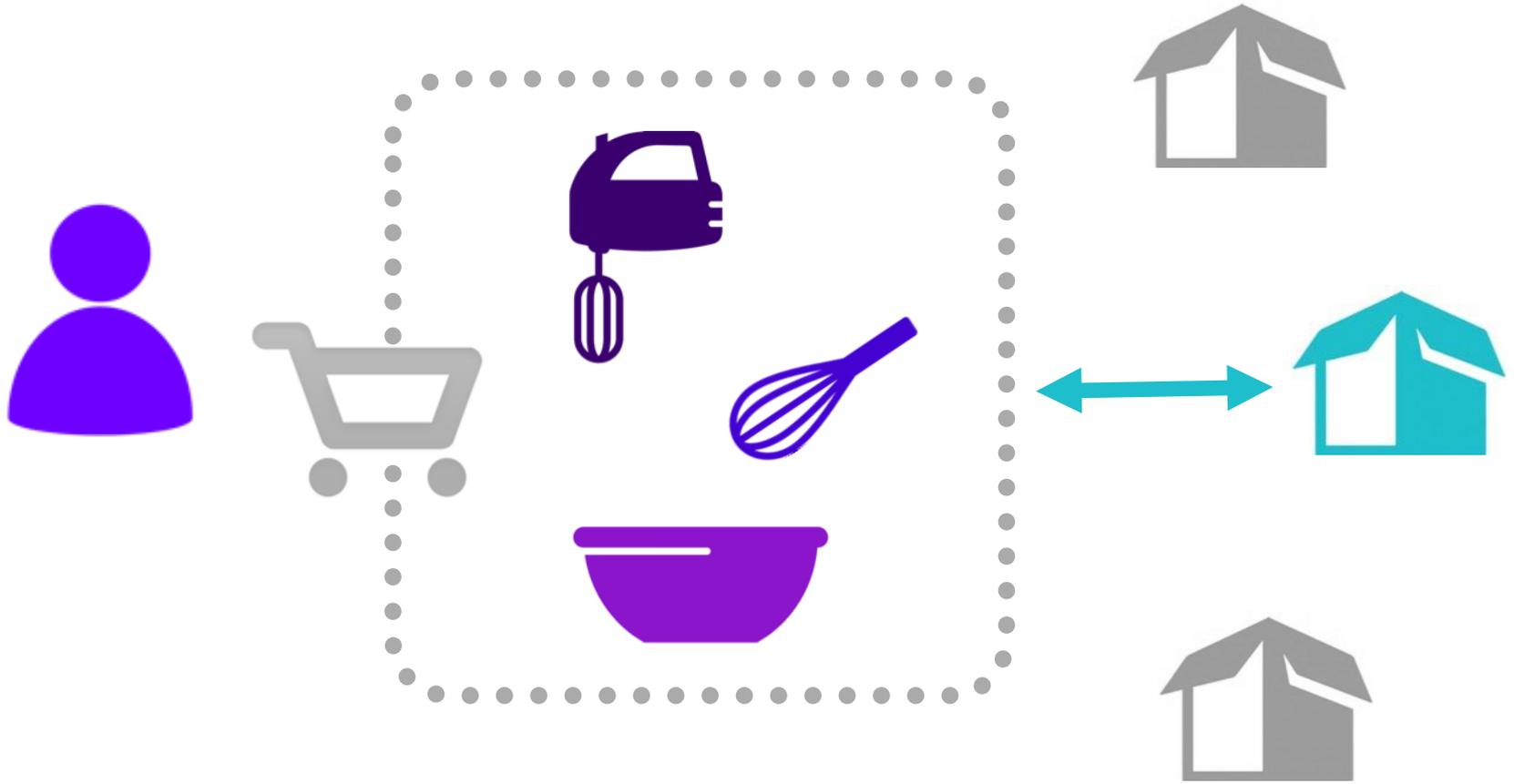












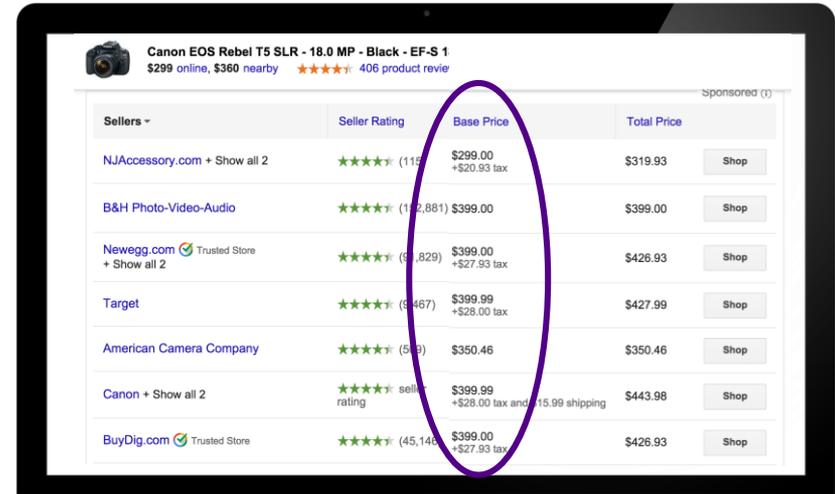
# Jet's Fundamental Innovation Transforms the Way Consumers Shop



Total Price adjusts in real time based on what's in cart

- \$0.59 extra off
- \$1.15 extra off
- \$1.80 extra off
- \$2.22 extra off

## Traditional e-Commerce Item Focused Pricing



10 Months Since Launch

# Jet Has Strong Out-of-the-Gate Performance



**Steep GMV trajectory - \$1B run rate by July**



**3.6 M registered user**

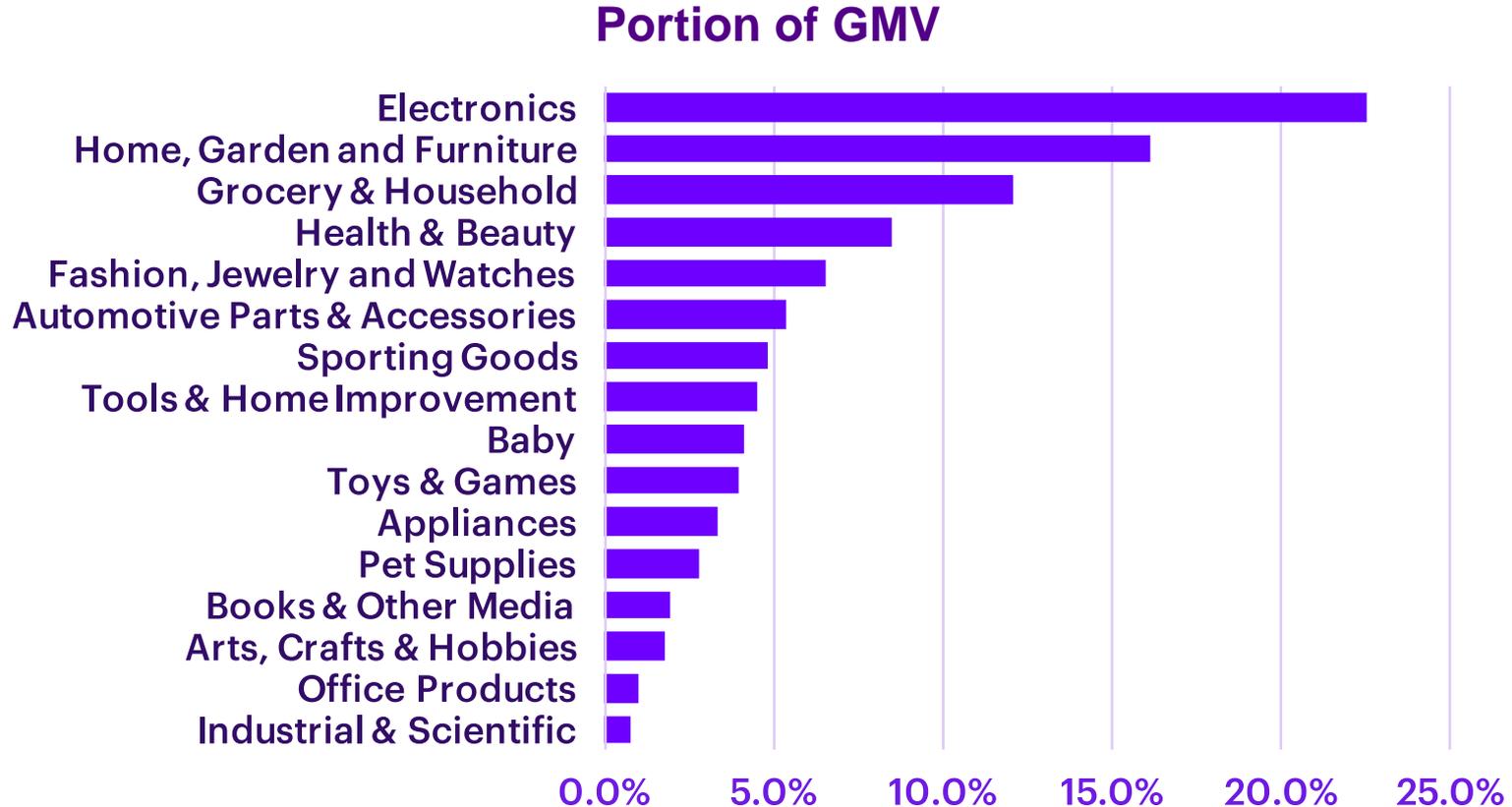


**Double digit repeat rates**



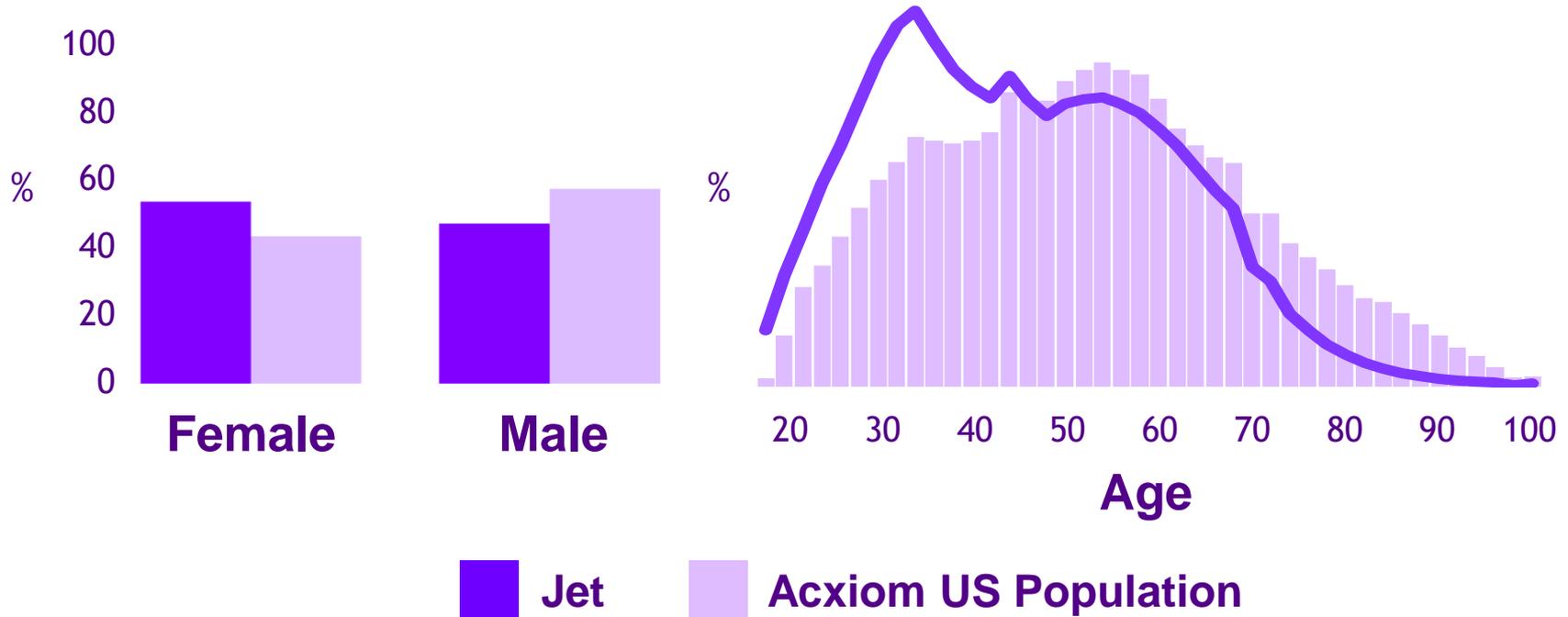
**Both iOS and Android Apps selected as “Editors’ Choice” with over 2.2M downloads**

# 10 M Products Live from 1,600+ Retailers



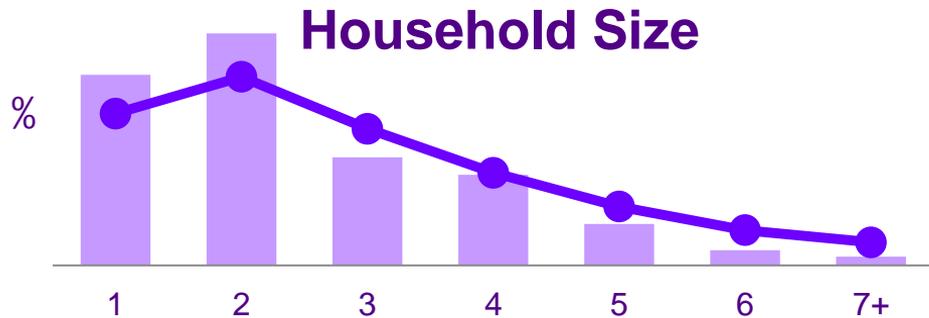
Who are Jet shoppers?

# Jet Shoppers Are More Female and More Millennial





# Jet Shoppers Have More Income and More Household Members



- Jet skews to couples and families
- 27% single, 0.5 x compared to Amazon
- Stay at home partners, 4.2 x compared to Amazon Prime
- Household incomes  $\leq$  \$70K, 3.5 x compared to Amazon Prime

Do shoppers understand Jet?

## Show results for:

Showing results for "kitchen shears" in: Home &amp; Garden / Kitchen

Also see results in: [Kitchen \(107\)](#) | [Home & Garden \(107\)](#) | [All categories](#)

## All Categories

## Home &amp; Garden

## Kitchen

[Choppers, Graters & Slicers](#)[Utensils, Tongs & Whisks](#)[Kitchen Knives & Sharpeners](#)

## Brands

 KitchenAid Farberware Zyliss All-Clad BIGkitchen[MORE](#)

24 of 109 results

Sort by

Relevance

Farberware  
Lifetime Brands FSH2B All-Purpose Shear Set, 8-In., 2-Pk. - Quantity 1 (Pack of 2)

\$17.10

[See More Options](#)  
KitchenAid  
KitchenAid Classic Red Stainless Steel All Purpose Shears

\$9.27

Farberware  
Farberware Classic Shears (Pack of 6)

\$30.21

[See More Options](#)  
Farberware  
Farberware Seafood Lobster Shears

\$12.12



# Smart Items Incentivize Shoppers to Choose Items That Can Ship Together



See More Options

KitchenAid  
Kitchenaid Classic Red  
Stainless Steel All Purpose  
Shears

**\$9.27**



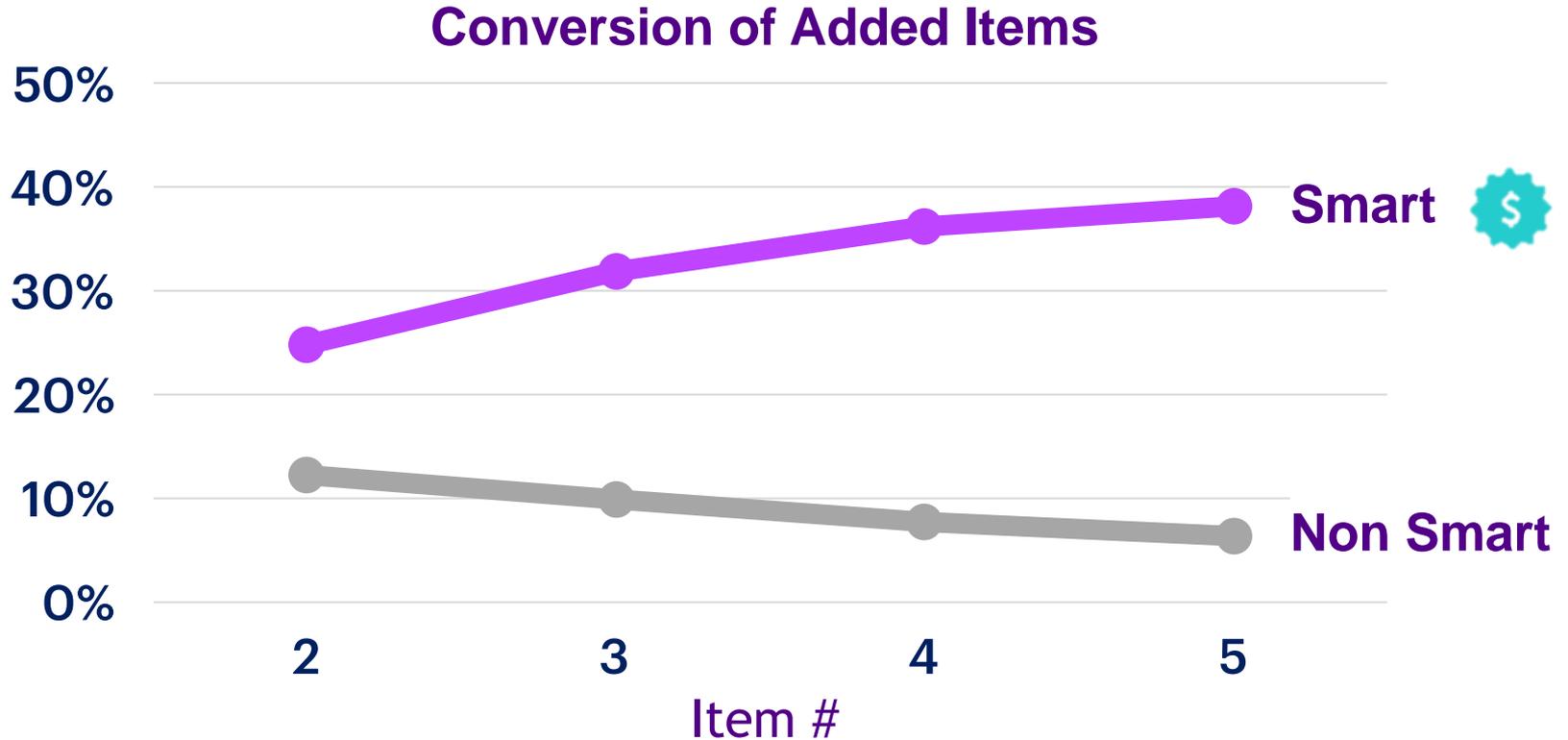
See More Options

KitchenAid  
Kitchenaid Classic Red  
Stainless Steel All Purpose  
Shears

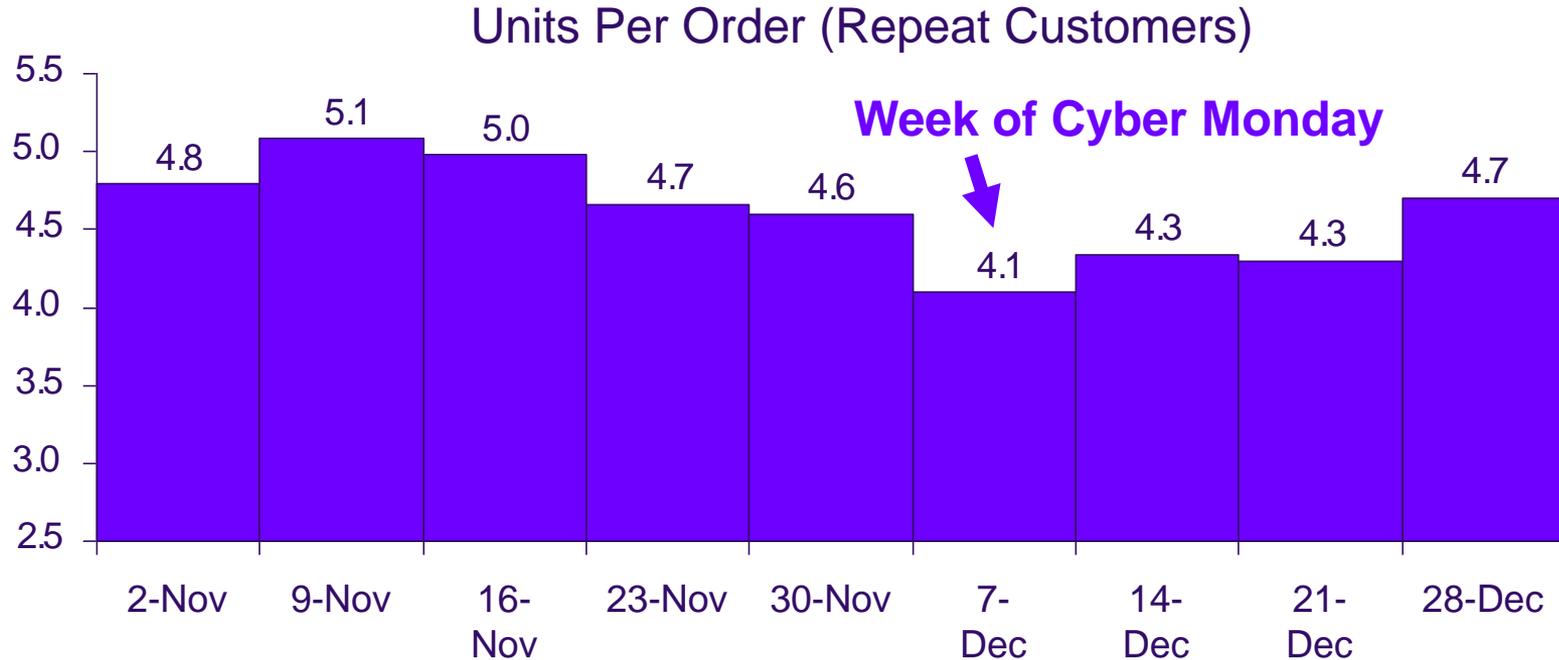
**\$9.27**  
 **\$0.26 extra off**

Smart 

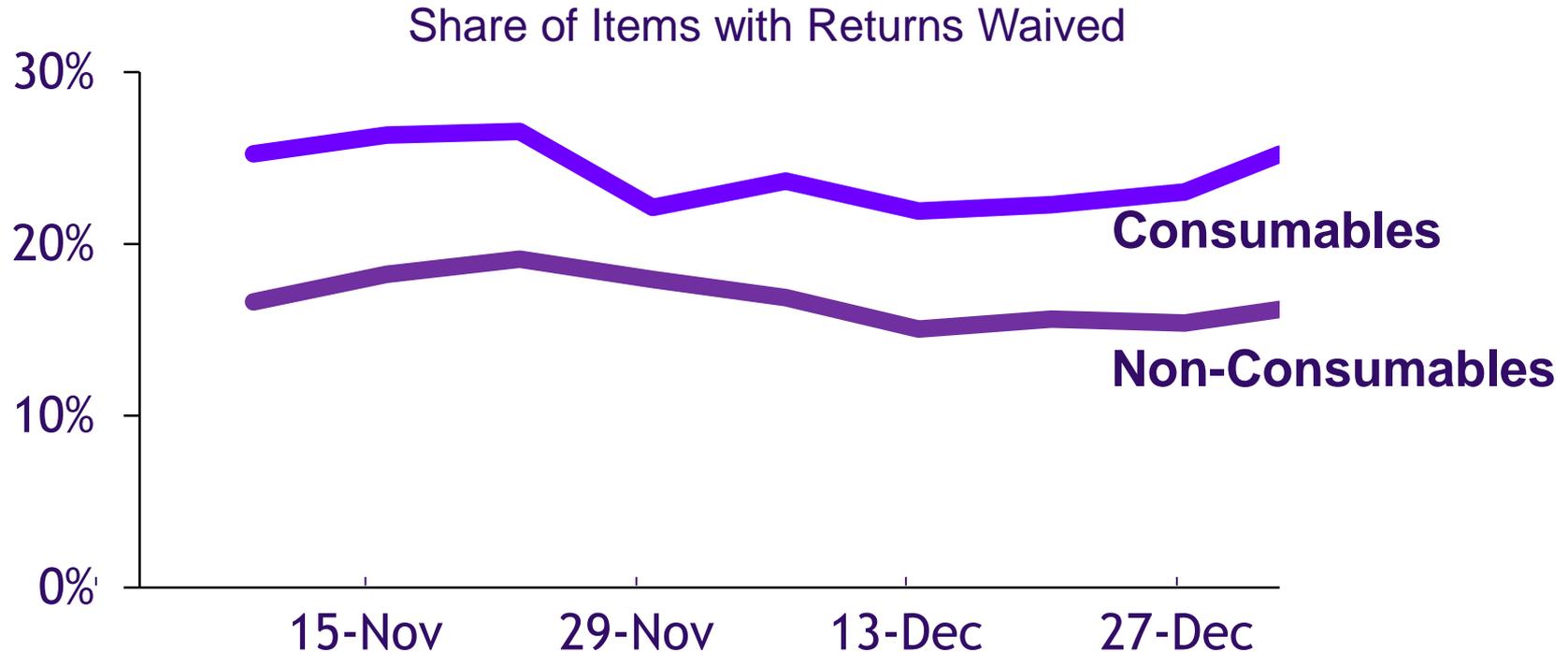
# Shoppers Are Responding to Smart Items



# Basket Building Continued to Be Strong Through the Holidays (Now 5.5 Units per Order)



# Despite Gifting Season, Shoppers Using Waive Return Option Remained Strong

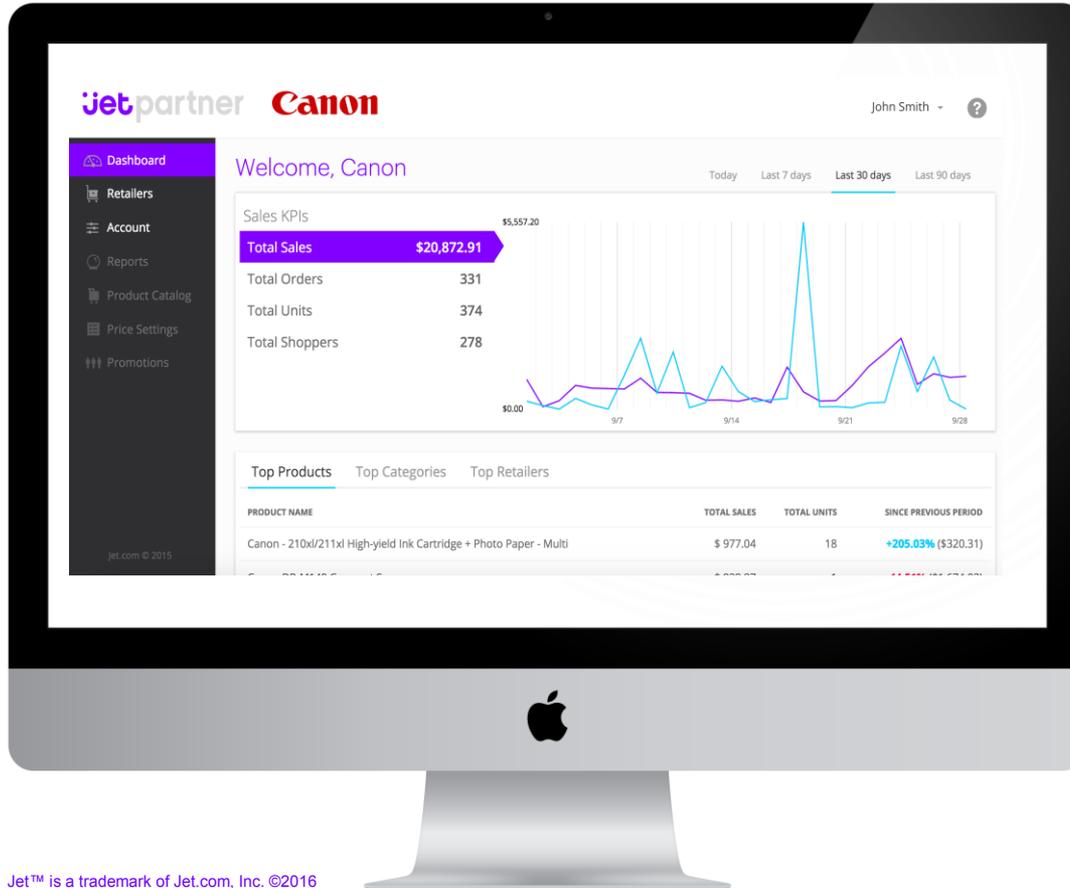




# Healthy Marketplaces Are Really a Three Way Relationship



# We're Continuing to Roll out a Brand Portal



# Participating Brands Can Track Overall Sales Performance

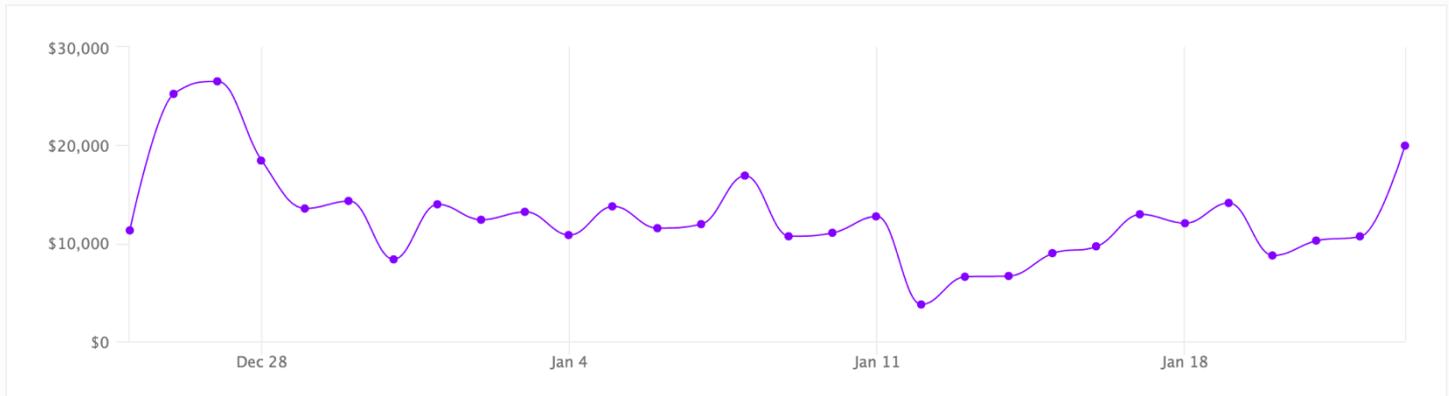
jetpartner

Preview ?

- Dashboard
- Retailers
- Account
- Reports
- Product Catalog
- Price Settings
- Promotions

Welcome, (Preview)!

12/25/2015 - 01/23/2016



# Brands Can See Top Selling Products

## Top Products

1



Transformers Generations  
Combiner Wars Devastat...

**\$7,910**    **15**  
Total Sales    Total Units

2



Angry Birds Star Wars  
Telepods Jedi Vs. Sith

**\$3,222**    **99**  
Total Sales    Total Units

3



Sesame Street Play All Day  
Elmo

**\$2,165**    **13**  
Total Sales    Total Units

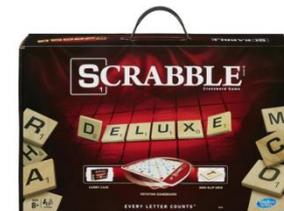
4



Baby Alive Super Refill  
Pack

**\$1,480**    **21**  
Total Sales    Total Units

5



Scrabble Deluxe Edition  
Game Multi-Colored

**\$1,301**    **9**  
Total Sales    Total Units

# Brands Can See Performance by Category and See Top Retailers

## Top Categories

CATEGORY NAME	TOTAL SALES	TOTAL UNITS
1 Toys & Games > Toy Remote Control & Play Vehicles > Toy RC Vehicles & Batteries	\$ 31,273.64	131
2 Toys & Games > Hobbies > Models & Model Kits	\$ 27,957.03	56
3 Books & Other Media > Movies & TV	\$ 26,495.35	393
4 Furniture > Kids' Furniture > Chairs & Seating	\$ 24,332.02	49
5 Toys & Games > Action Figures & Statues > Action Figures	\$ 23,922.95	908
6 Toys & Games > Games > Board Games	\$ 23,370.20	112
7 Toys & Games > Electronics for Kids > Walkie Talkies	\$ 12,984.20	12
8 Toys & Games > Dolls & Accessories > Dolls	\$ 11,493.29	182
9 Toys & Games > Children's Pretend Play > Musical Toys	\$ 10,849.15	124
10 Toys & Games > Electronics for Kids	\$ 10,239.42	78

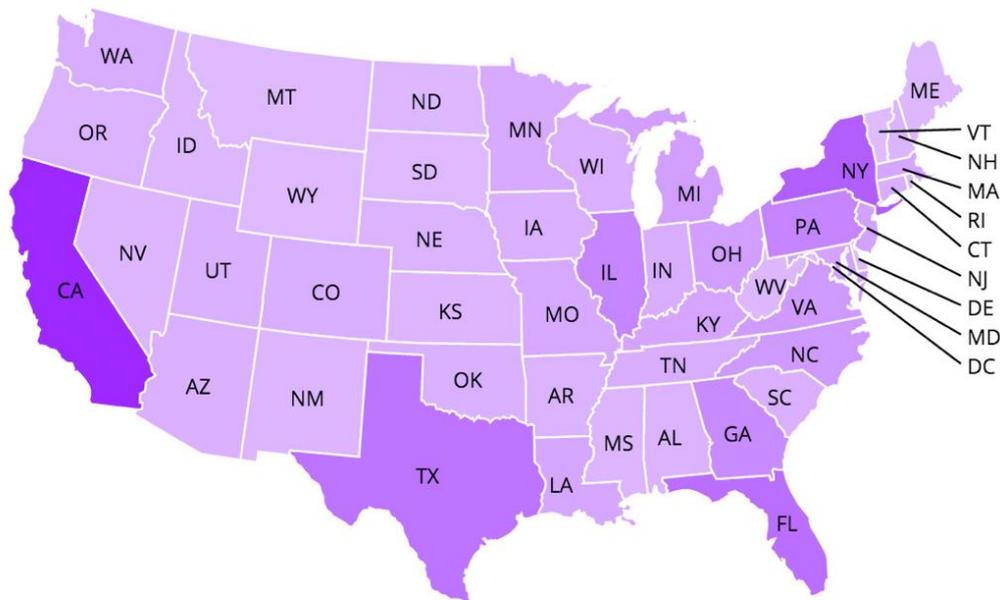
## Top Retailers

RETAILER NAME
1 Retailer 1
2 Retailer 2
3 Retailer 3
4 Retailer 4
5 Retailer 5
6 Retailer 6
7 Retailer 7
8 Retailer 8
9 Retailer 9
10 Retailer 10

[View All](#)

# Brands Can See Their Shopper Demographics

## Demographics



United States

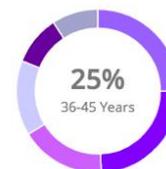
**\$381K**  
Total GMV

**3,575**  
Total Shoppers

GENDER



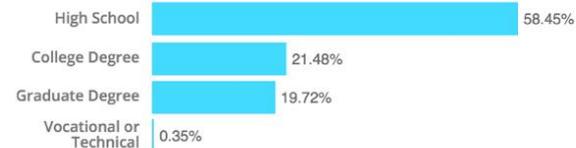
AGE RANGE



INCOME CLASS



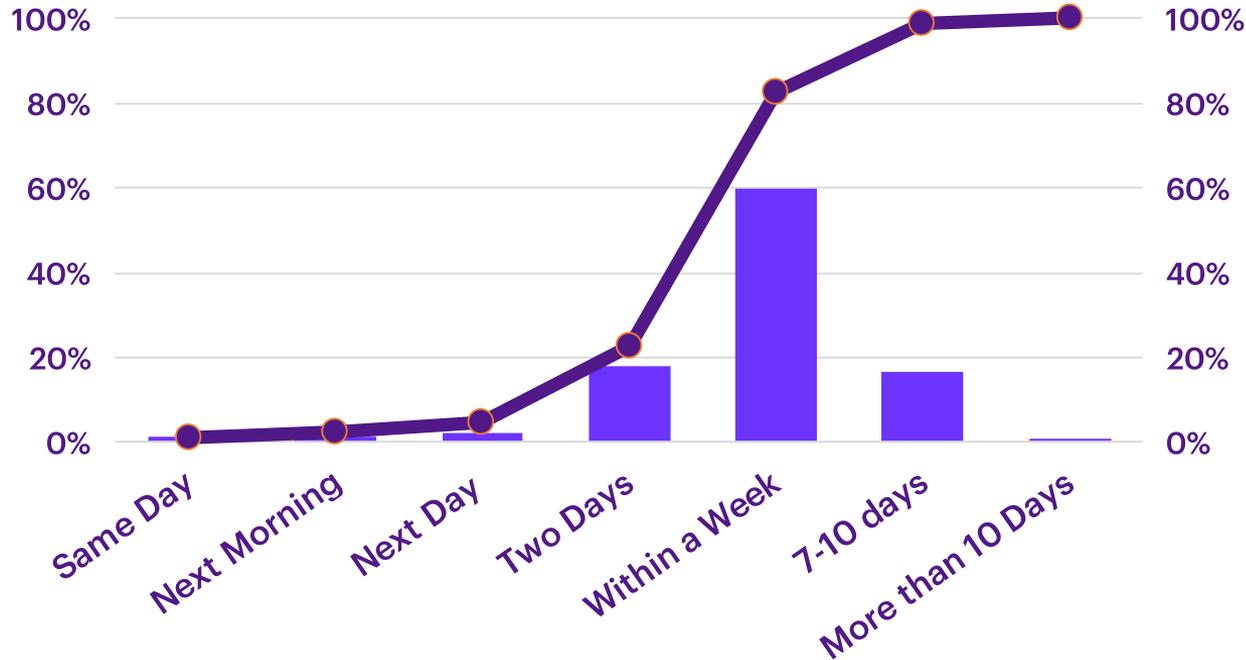
EDUCATION



\* Demographics information is currently limited to a subset of your shoppers.

# Most Shoppers Currently Don't Expect Fast Delivery

## Expectations for Delivery of Online Purchases



# We Will Soon Be Rolling out More Precise Delivery Times Where Possible



KitchenAid

Quantity: 1

Kitchenaid Classic Red Stainless Steel All Purpose Shears

Style: Red

\$9.27

Estimated Delivery: 2 - 5 business days



KitchenAid

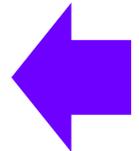
Quantity: 1

Kitchenaid Classic Red Stainless Steel All Purpose Shears

Style: Red

\$9.27

Expected Delivery: Thursday, April 14th



# We're Working to Significantly Improve Catalog Pipeline and Market Offer Information



**Target: 24 hour or faster product listing**



**Better pipeline and issue visibility**



**Offer competitiveness information**

# We're Continuing to Invest Heavily in Driving New Consumers to Jet



# How to partner with Jet

# How brands, distributors and retailers can partner with Jet

1P

**Sell directly to Jet. Jet warehouses & owns. Jet ships to consumers.**

3P

**Supplier owns & ships direct to consumers.**

JA

**Jet Anywhere – affiliate program.**

# Who can I reach out to for next steps and questions?

**Email: [ecrmsupplier2016@jet.com](mailto:ecrmsupplier2016@jet.com)**

**Please Provide:**

- **Company Name**
- **Contact (incl. email)**
- **Categories**
- **# SKUs in Catalog**

# What ECRM shows will the Jet team be attending?

**2016.06.05 – Skin/Bath/Cosmetics/Fragrance**

**2016.06.06 – Hair Care/Multicultural**

**2016.06.26 – Diet/Sports Nutrition/Vitamins**

**2016.07.10 – Personal Care/Grooming/Travel/Oral**

**2016.07.10 – Sun Care**

**2016.07.11 – Baby & Infant**

**2016.07.17 – Housewares, Household & General Merch**

**2016.07.17 – Value Merchandise**

**2016.07.25 – Snack/Beverage/Grocery**

# What ECRM shows will the Jet team be attending?

**2016.08.22 – Natural/Organic/Specialty Foods**

**2016.08.28 – Candy Planning: Everyday & Seasonal**

**2016.09.11 – Health Care**

**2016.09.11 – School & Office Supplies**

**2017.01.08 – Vitamin/Diet/Sports Nutrition**

**2017.01.15 – Cosmetics/Fragrance/Bath**

**2017.02.06 – Cough/Cold/Analgesics/Allergy**

**2017.04.03 – Store Brands: Healthy & Beauty Care**

**2017.04.04 – Store Brands: Food & Beverage**

# Tips for successful ECRM show

- **Review Jet presentation with your team**
- **Shop on the Jet.com!**
- **Create excitement & awareness internally**
- **Prepare list of questions in advance**
- **Sales + account setup contact**

j

