

Lightspeed

Strategic Vision

Acquisition of Ecwid & NuOrder

June 2021

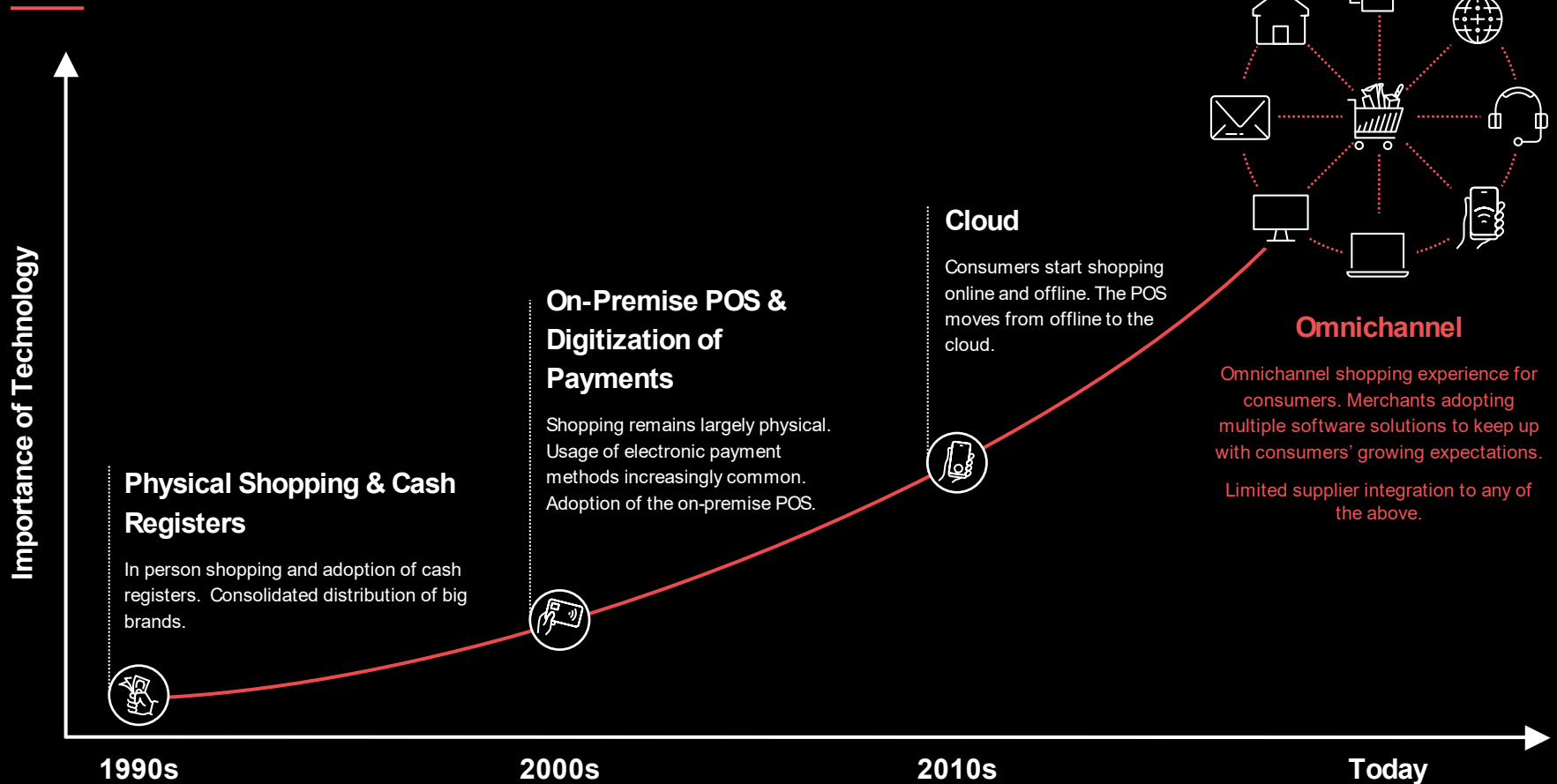


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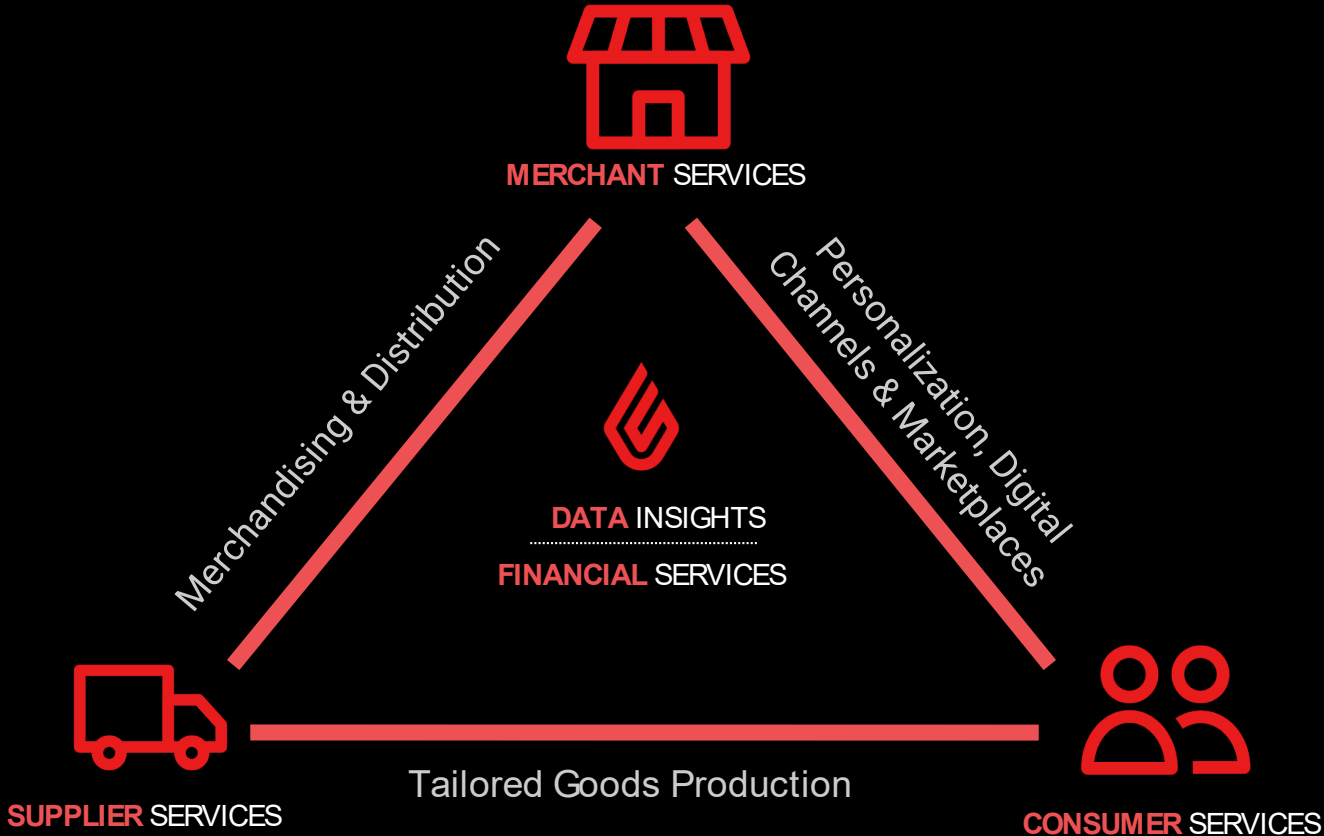
Evolution of commerce and technology



Where we are today: Cloud POS platform primarily focused on merchant value



The future of Lightspeed: Commerce platform for the entire value chain



COMMERCE PLATFORM

- Merchant Services
- Supplier Services
- Consumer Services
- Financial Services
- Data Services

Value proposition for merchants

Complete commerce platform that scales with your business

Direct integration with suppliers for on-demand inventory management

Connect with consumers wherever they are – in-store, online, social media, Lightspeed and/or third party marketplaces

Insights, data analytics and recommendation engines to generate extra revenue and margin

Financial solutions to accept payments, provide capital and much more



Value proposition for suppliers



Democratizing the supply chain with ordering and payments straight from the merchant's POS

Understand what sells and where

Data insights on consumers and trends to optimize manufacturing and distribution

Merchants become distributors in the network

Value proposition for consumers

One account and one login to manage your profile, preferences and bookings

Tailored and customized shopping experience in-store and online

Discover, locate and buy from unique local merchants and restaurants

Convenience and quality of service consistent with big brands and eCom marketplaces

Give back to the community and promote small businesses



Our ecosystem creates a unique and defensible market position

Strong Barriers to Entry



Commerce for the local world



Digital & Physical: A solution that serves merchants of all sizes in our verticals / clusters

Suppliers and Merchants are drawn to the network to be competitive



Merchants become distributors and everyone benefits from the network's flywheel effect

Optimize inventory within the network



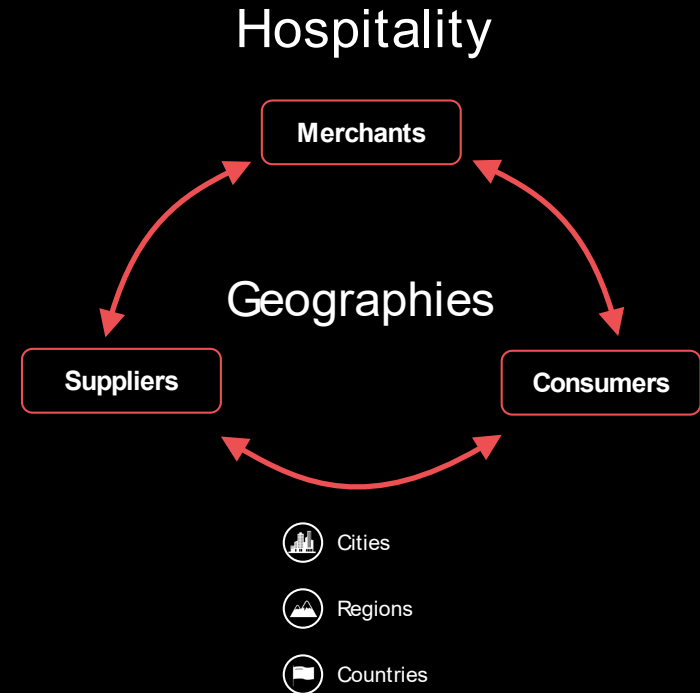
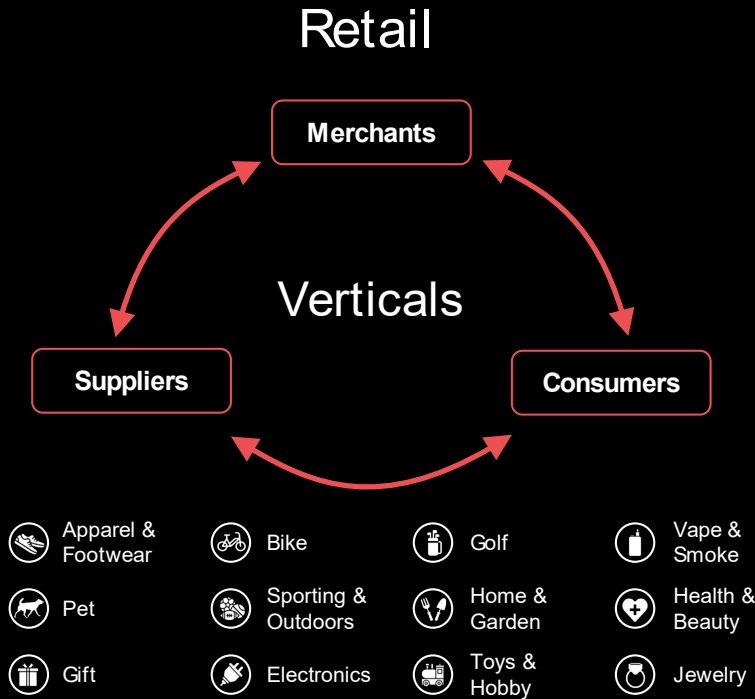
Merchants can order from other merchants and place a supplier's catalogue directly on their eCom store without having to own stock

A community of **Consumers**

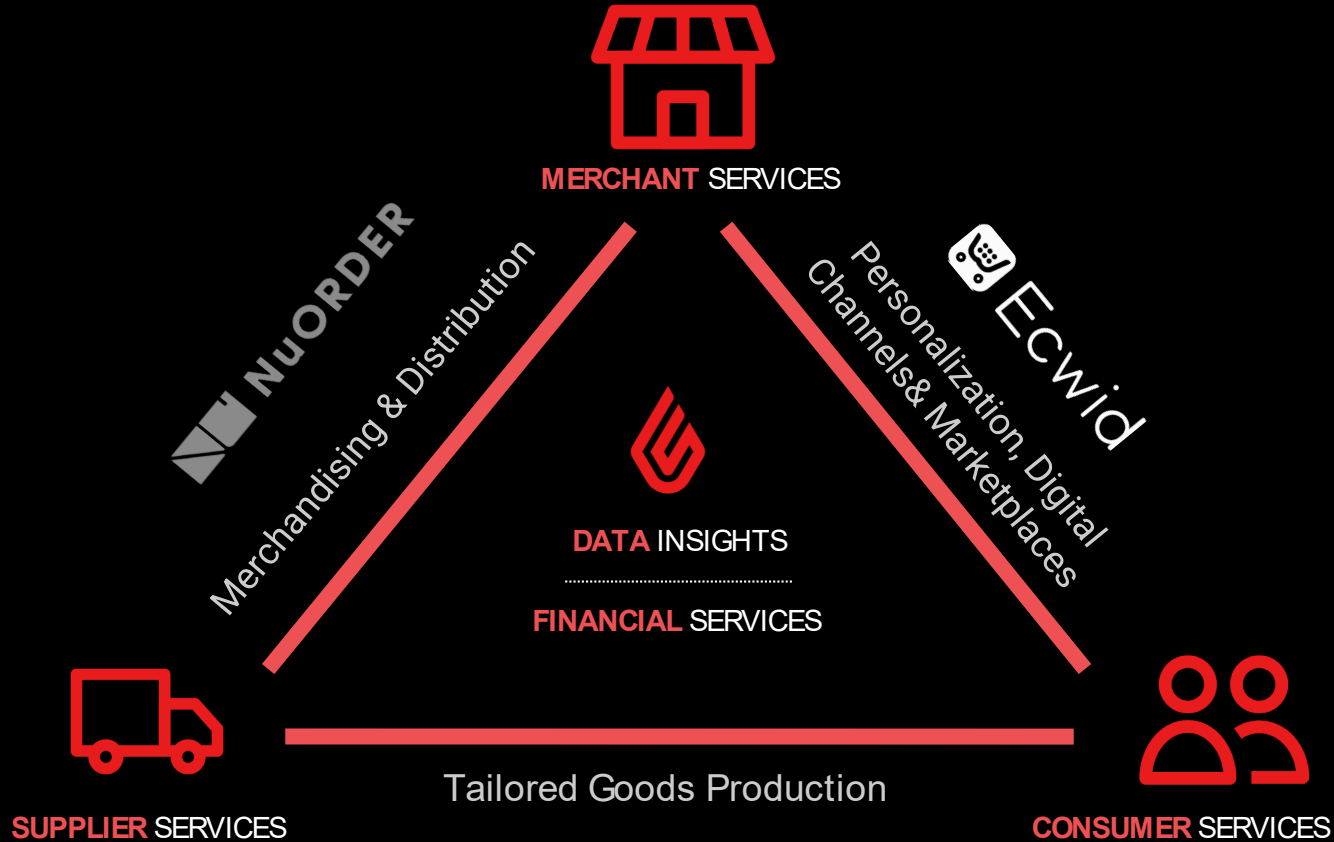


Brand awareness, revenue stream, consumer insights

Creating localized networks to succeed in winner-takes-most verticals



The future of Lightspeed: Commerce platform for the entire value chain



COMMERCE PLATFORM

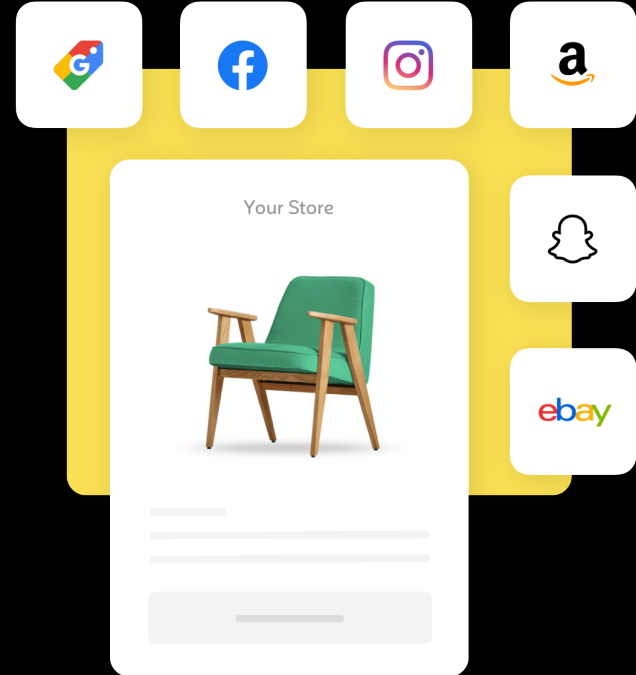
- Merchant Services
- Supplier Services
- Consumer Services
- Financial Services
- Data Services



Digital First

Headless Commerce

Omnichannel





Insights & Analytics

Digital Trade Shows

Virtual Showroom

Automated Ordering

Brand Discovery

Product Order

Catalogue

SUPPLIER SERVICES



REvolution Fashion (Women)

Search Products

Filters

- Availability
- Season
- Year Number
- Season
- Color
- Department
- Category
- Color Family
- Item Name
- Status
- Visibility

BLAZERS

GOOD LINEN CLASSIC BLAZER G02762 HWT CREAK Wholesale: \$225.00 Retail: \$450.00	GOOD LINEN CLASSIC BLAZER G02763 BLACK Wholesale: \$225.00 Retail: \$450.00	LUKE LINEN OVERLAY COAT G02765 LIGHT LINEN Wholesale: \$245.00 Retail: \$490.00	

BELTED BLAZER
\$535 MSRP

Add to Order

Insights & Analytics

Digital Trade Shows

Virtual Showroom

Automated Ordering

Brand Discovery

Product Order

Catalogue

SUPPLIER SERVICES



Transactions Overview



B2B eCommerce Platform

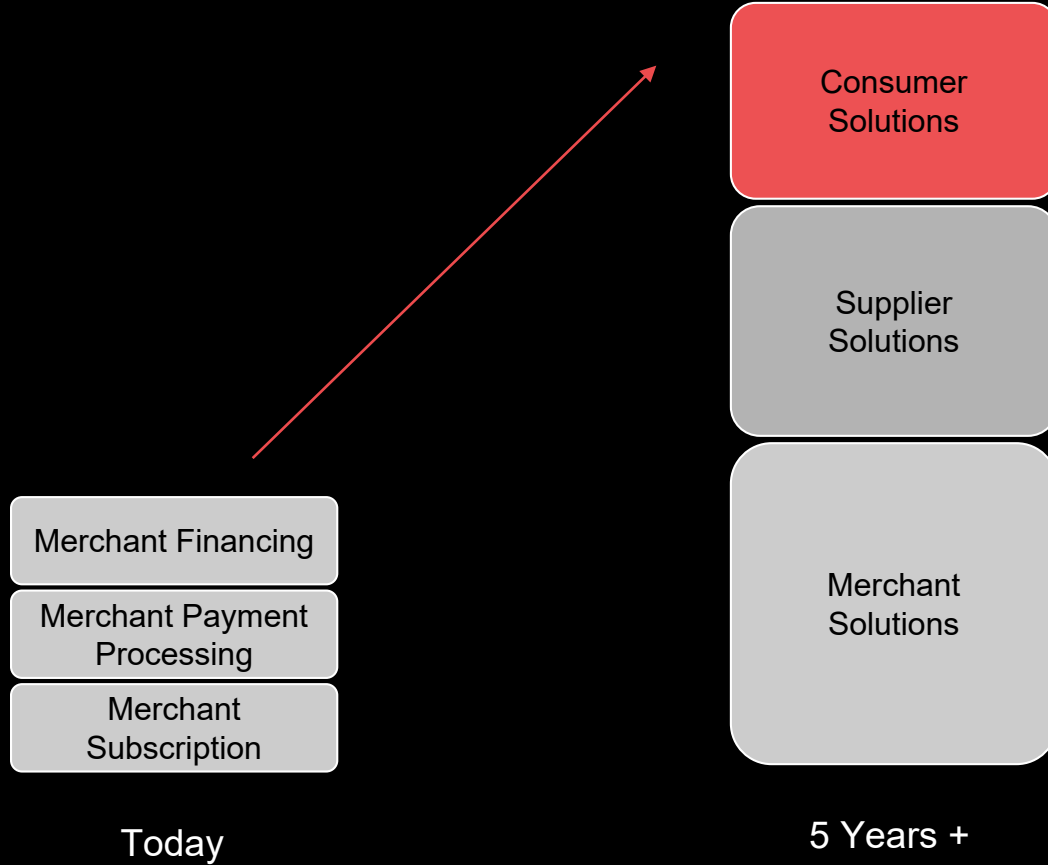


Ecwid eCommerce Platform for SMBs

Transaction Detail	Purchase Price	<ul style="list-style-type: none"> \$425 million (50% cash, 50% equity) 	<ul style="list-style-type: none"> \$500 million (35% cash, 65% equity)
	Revenue / Growth	<ul style="list-style-type: none"> \$20+ million¹ for 12 months ended March 31, 2021 +30% YoY revenue growth 	<ul style="list-style-type: none"> \$20+ million¹ for 12 months ended March 31, 2021 +50% YoY revenue growth
	Strategic Rationale	<ul style="list-style-type: none"> Significant acceleration of Lightspeed Supplier Network, significant concentration of apparel brands and B2B financial services opportunity 	<ul style="list-style-type: none"> Enhances Lightspeed's omni-channel offering with easy-to-use tools to quickly sell online, allowing merchants to unify digital and physical operations
Company Information	Headquarters	<ul style="list-style-type: none"> Los Angeles, CA 	<ul style="list-style-type: none"> Encinitas, CA
	# of employees	<ul style="list-style-type: none"> ~200 	<ul style="list-style-type: none"> ~250
	Customer base	<ul style="list-style-type: none"> 3k+ brands, 100k+ active retailers spanning multiple countries and 35 languages Select brands include Canada Goose, Converse and Arc'teryx 	<ul style="list-style-type: none"> >130,000 paying customers spanning 100+ countries

¹ Calculated in accordance with U.S. GAAP

Expanding the total addressable market



Our Strategic Vision

1

A merchant within Lightspeed's core verticals has access to more suppliers, customers, data and insights than any other platform

2

Regardless if you're digital first or brick & mortar; if you're starting or growing an established business in our verticals, Lightspeed is your platform of choice

3

Suppliers, merchants, and consumers within the network both provide and derive value from Lightspeed, accelerating our future growth at a lower cost

4

We provide local businesses with the opportunities and purpose-built, verticalized tools to compete in the market