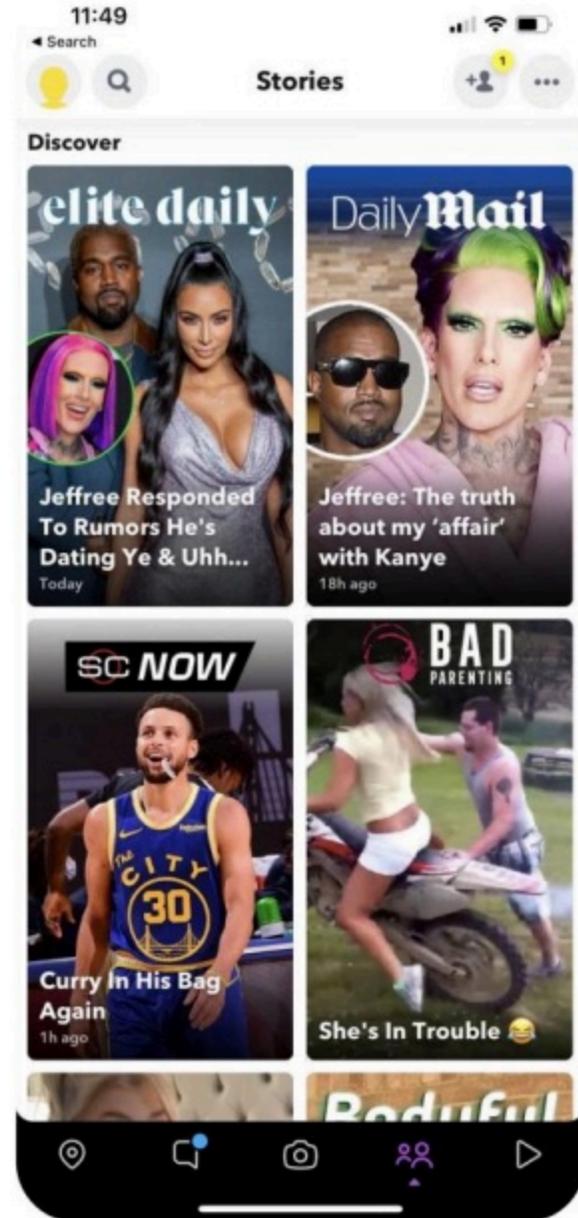


Reimagining Commerce

the future of shopping is live

The Paradigm Shift in Next Generation Consumer Behavior

Short Video (aka "Story")



i.e. SnapChat

Livestream



i.e. Firework

75%

of U.S. adults spend
up to **two hours**
watching short-form
video content daily

China is Leading the Way in Short-Form and Livestream Video Commerce

\$161B

LIVE SHOPPING SALES IN 2020

\$299B

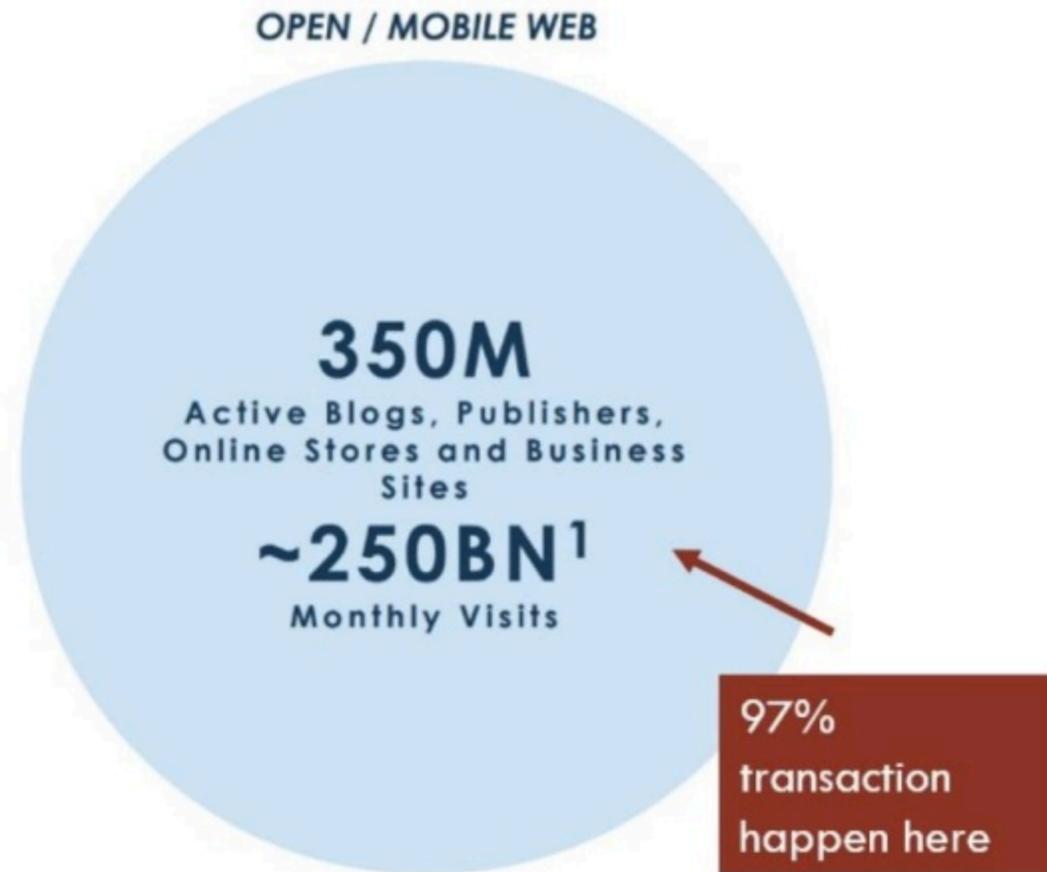
LIVE SHOPPING SALES IN 2021

\$470B+

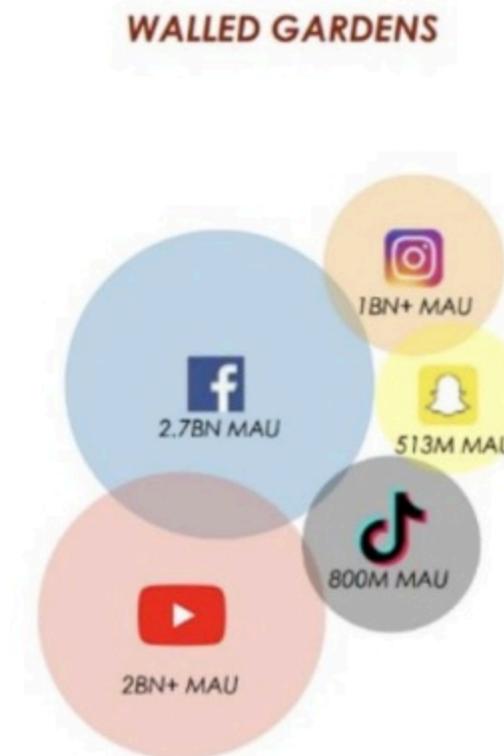
PROJECTED LIVE SHOPPING SALES
IN 2022

Firework Brings Short Video and Livestream Capabilities to the Entire Open Web

0% Short Videos and Livestreams



70% Short Videos and Livestreams

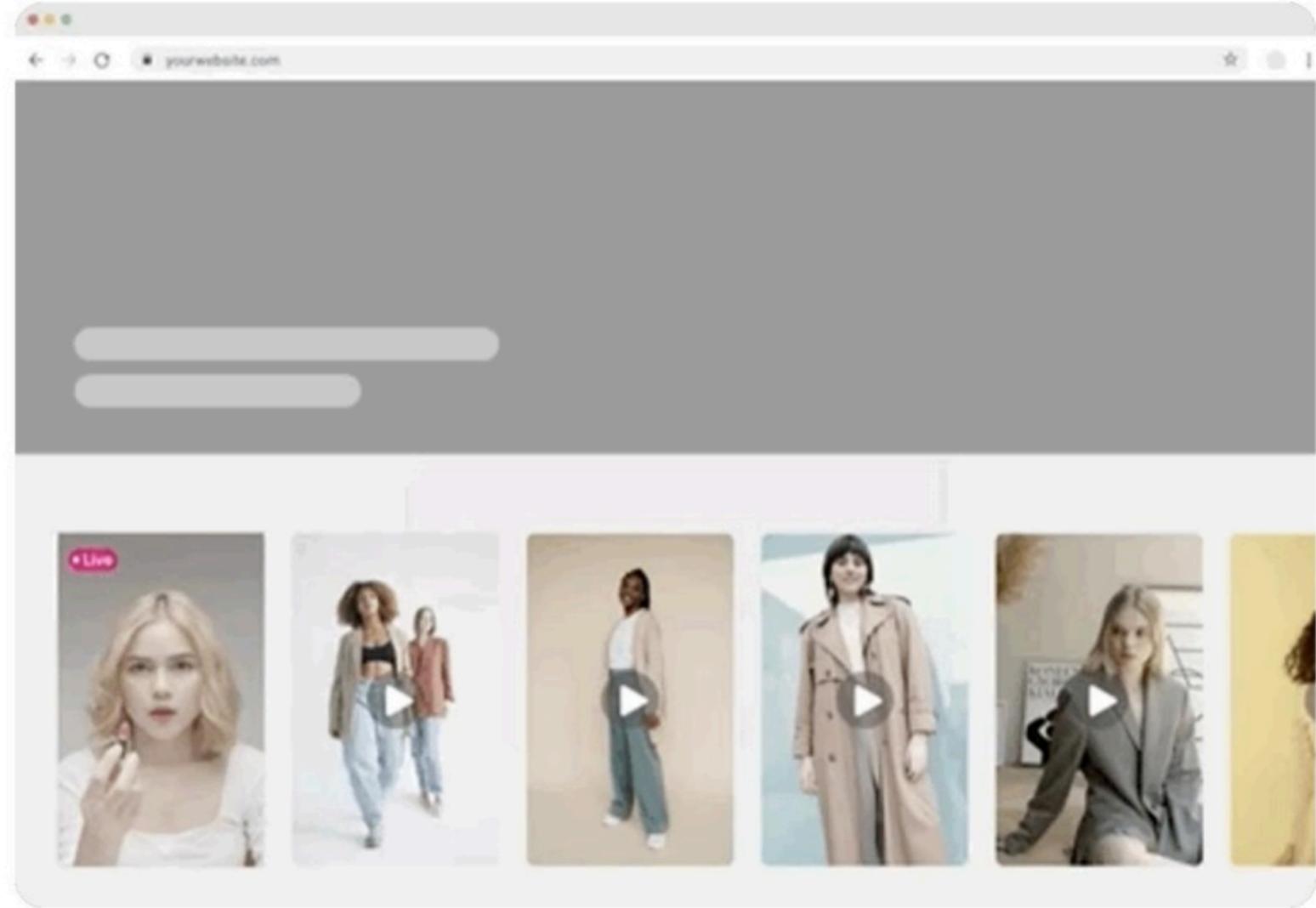


Note: 1. Company Filings, Company Websites, Omnica Agency, SimilarWeb, Wallaroo, We Are Social
Extrapolated from SimilarWeb's 2019 traffic estimate of 223BN monthly visits for the top 100 sites

Livestream and Short-Shoppable Video Everywhere

Firework's end-to-end SaaS solution helps brands create lasting relationships with their customers on their owned and operated sites.

Easy to create, short and live shoppable vertical video creates highly engaging experiences and elevates your product set.



We are Seeing Significant Lift Across All Relevant Metrics

400%

ENGAGEMENT

Session time per user

3.0X

CONVERSION

Add-to-cart rate

3.0X

RETENTION

Lifetime value for social consumers* relative to other consumers

**Social consumers are defined as consumers who made at least one comment in livestreams*

Firework vs. the Walled Gardens

TikTok

Centralized

B2C

Ads

amazon

Firework

De-centralized

B2B

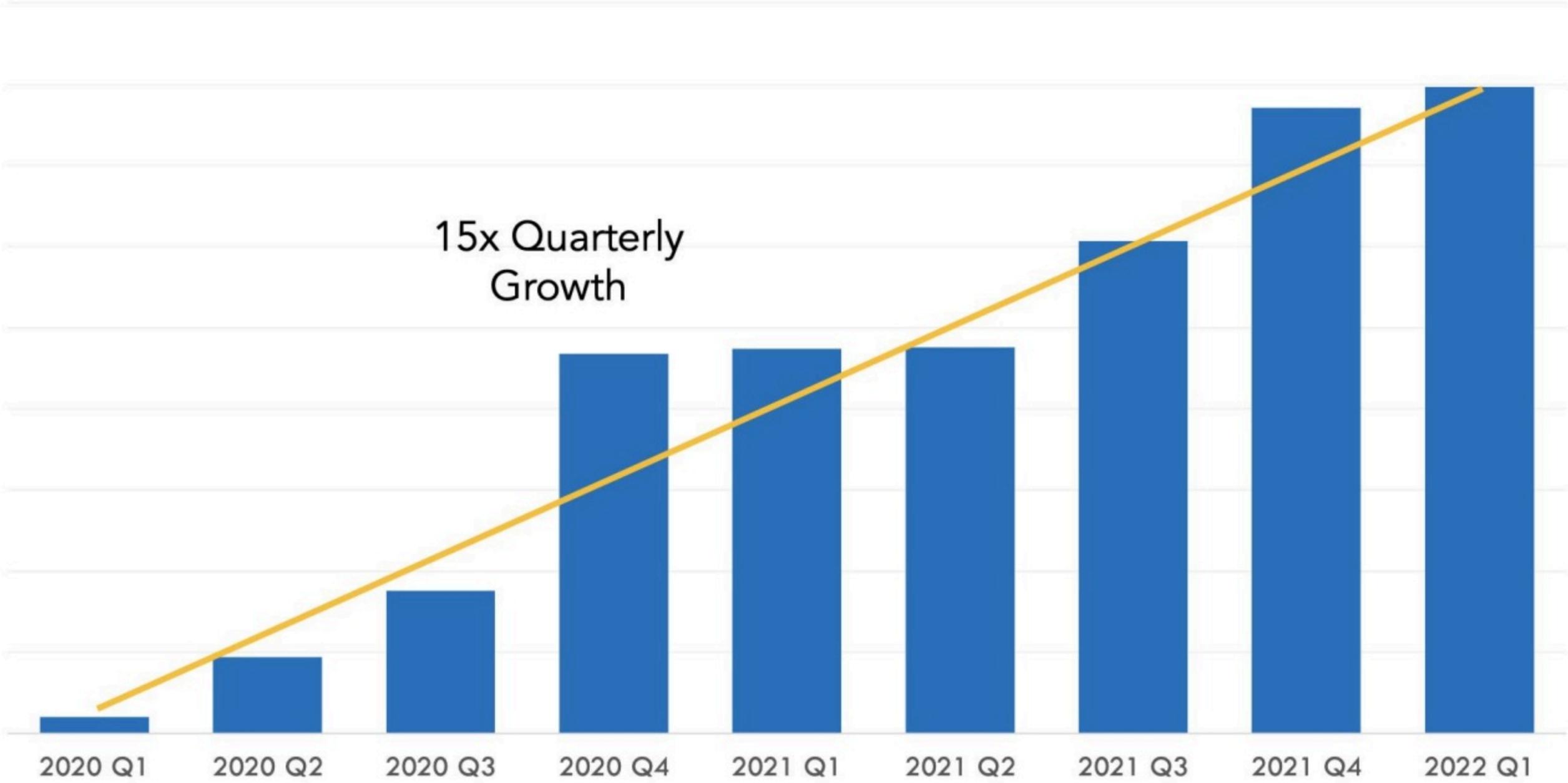
SaaS

shopify

Firework is the World's Largest Live Commerce Platform



Firework has Seen 15x Quarterly Growth in Livestream Minutes over the Previous 18 Months



Deep Expertise in the Retail Industry



Mark Wurtzel

VP Head of Brand Solutions
Former Head of Search Performance at Google
Former Head of Retail Industry at Google



Eva Wang

Head of Commerce & Partnership
Former VP Acquisition Partnerships at American Express



Steve Stafford

Head of Retail
Former Head of Digital Platform at Albertsons



Drew Cashmore

Head of Marketing
Former Head of Marketing at Walmart Connect
Former GM, Walmart Media Group



Malli Coimbatore

Head of Global Partnerships
Former EVP at Disney Hotstar
Former CEO at Starcom



Matt Lynch

Head of DTC
Former SVP, Digital Shopping at Albertsons