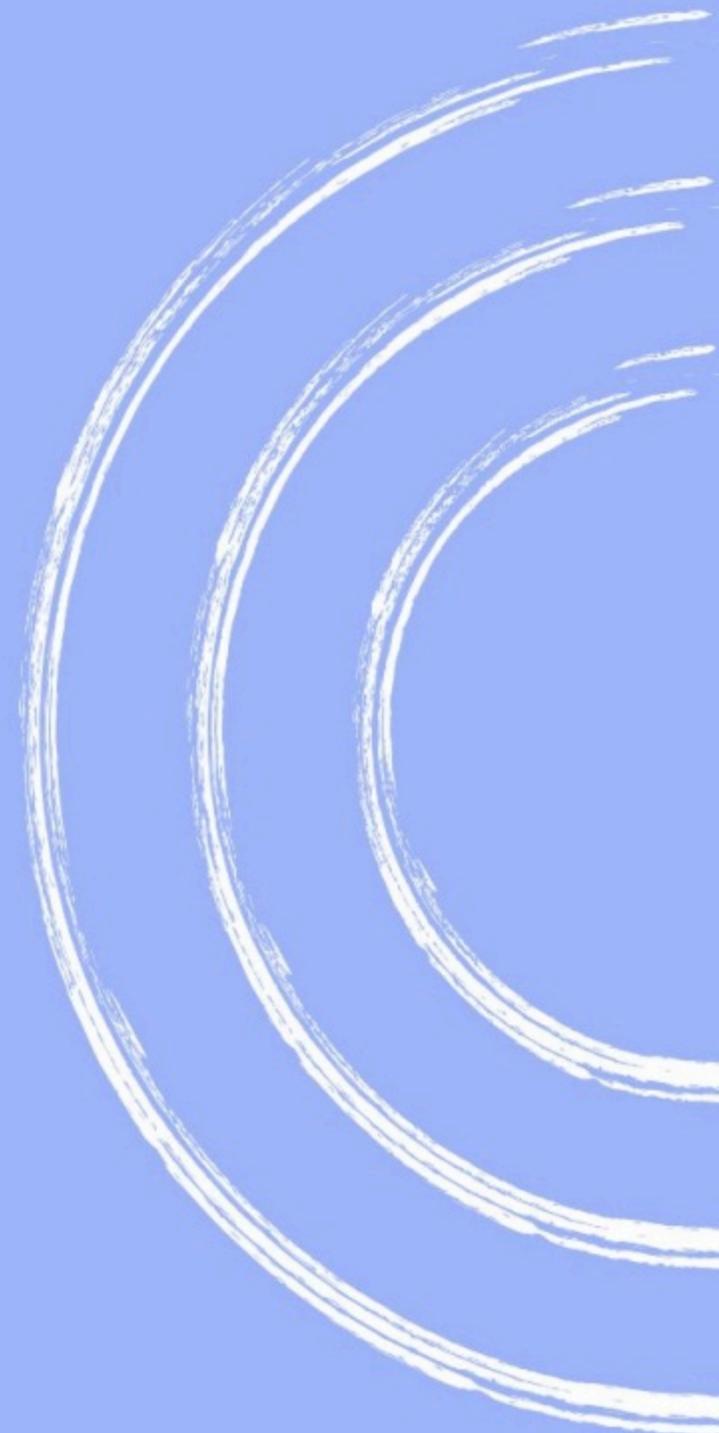




OUR MISSION

**To keep good going 'round for
parents, kids and the planet.**





Over 30% of products are *never* used

3.7 million new customers are “born” each year and consistently transition in and out of expensive gear, **further exacerbating the mismatch between cost and useful life of these products.**





The market opportunity in children's goods is *massive*

...and the potential of resale is
still *largely untapped*.

\$87 B

ANNUAL US SPEND ON ALL BABY AND
KID GEAR IN 2021, EXCLUDING
CLOTHING & SHOES:

FURNITURE
DECOR & BEDDING
CAR SEATS
STROLLERS
TOYS
NURSING & FEEDING
DIAPERING
BATH
SPORTS
BOOKS
SAFETY & HEALTH
TRAVEL ACCESSORIES
ELECTRONICS & ENTERTAINMENT
HOBBY
SCHOOL SUPPLIES

\$20 B

RESALE VALUE OF
CURRENTLY UNUSED BABY
AND KID ITEMS.

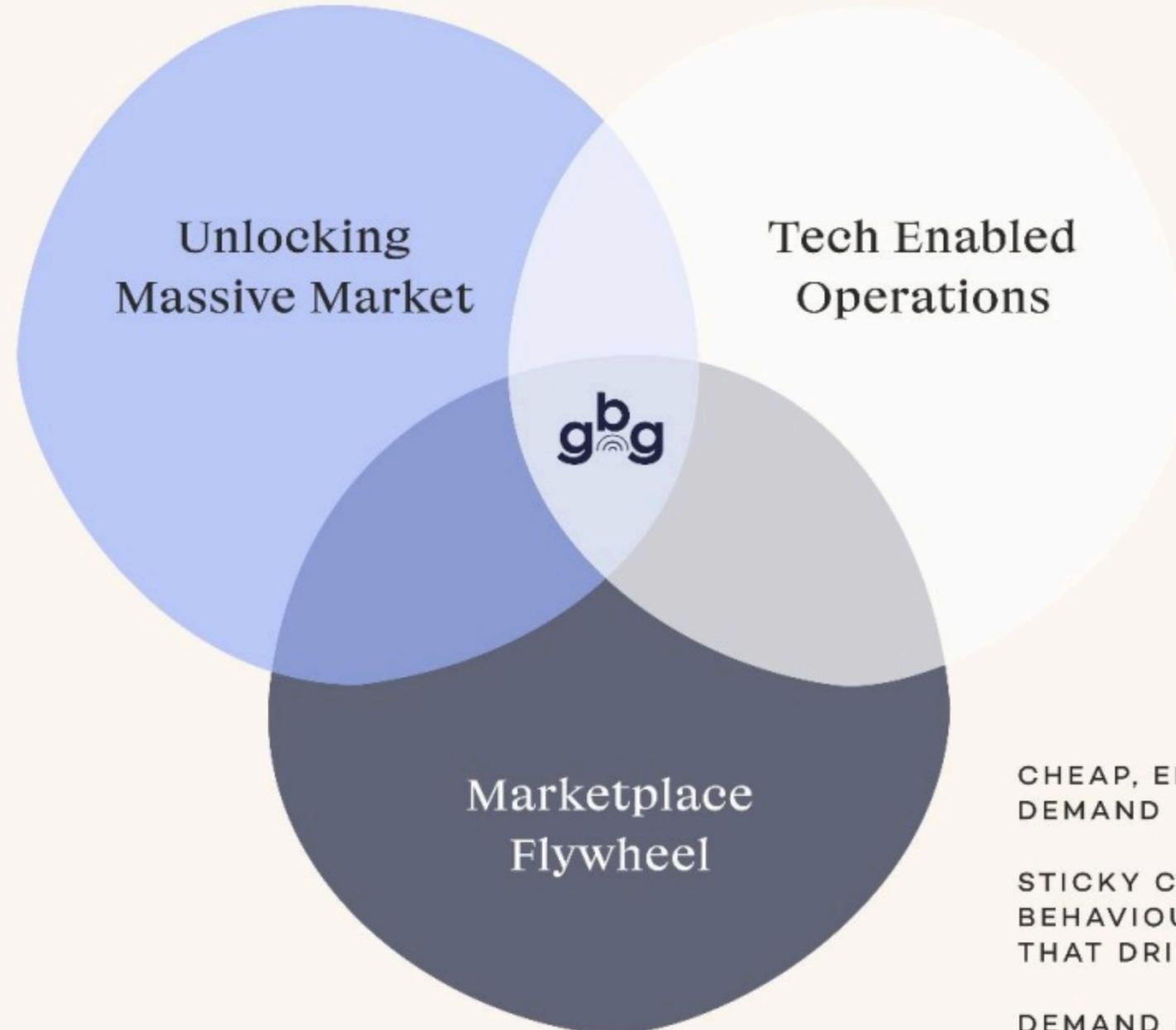
We Are the Solution to This Massive Opportunity

LOCKED IN PARTNERSHIPS THAT
FUEL INVENTORY GROWTH

FIRST MOVER IN DURABLE
CHILDREN'S GOODS

RECOMMERCE GROWING 11X
FASTER THAN RETAIL

\$20B TAM GROWING 11X



Unlocking
Massive Market

Tech Enabled
Operations



Marketplace
Flywheel

PROPRIETARY INTAKE AND
PROCESSING SYSTEM

CURATED SHOPPING
EXPERIENCE

MAKE/MODEL DATABASE OF
30K+ PRODUCTS UNDER
MANAGEMENT

CHEAP, EFFECTIVE CAC FOR
DEMAND

STICKY CUSTOMER
BEHAVIOUR (KIDS GROW!)
THAT DRIVES HIGH LTV

DEMAND (BUYERS) THAT
BECOMES SUPPLY (SELLERS)

Over 30K+ Products Under Management

We have the **largest, most robust database** in children's recommerce:

- Consistent and unique data with depth in contextual attributes such as useful life, resale value, appropriate age and developmental range
- Waitlist of consumer demand and supply data enabling next-gen personalization and driving powerful engagement



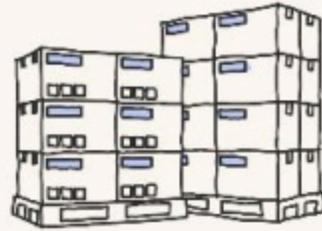
High Quality Inventory Drives Our Revenue

By selling over 270,000 unique products we have more pricing and demand insights from consumers than any other recommerce site.

goodbuy
GEAR

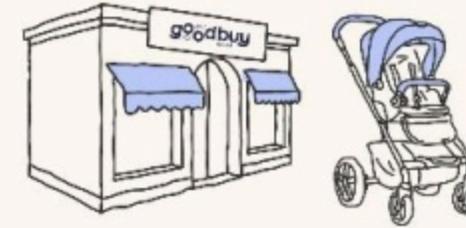
A curated marketplace to buy and sell baby & kid items

We Acquire More of What Parents Want Two Ways: Partners and Families



PARTNERS

Brands & retailers work with GoodBuy Gear to solve their biggest pain point today: returns. We provide an efficient solution that takes the operational and financial burden of returns off of partners' plates.



FAMILIES

Our powerful buyer-to-seller flywheel and local market operations in select cities drive efficient acquisition of supply from families, as our high-quality buyers become sellers.

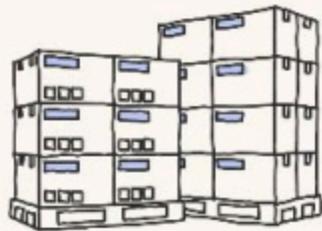
Nationwide Operations Enable Unmatched Selection

SEAMLESS SELLER EXPERIENCE



SELLER INVENTORY

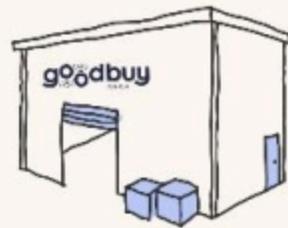
Customers can schedule a pickup or drop-off and we do the rest



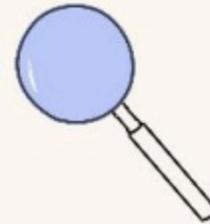
PARTNER INVENTORY

Retailers and brands ship items to a GBG Fulfillment Center

TECH ENABLED OPERATIONS



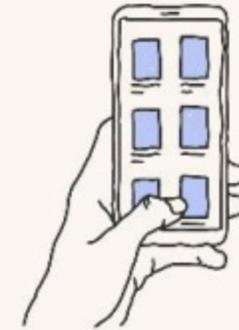
FULFILLMENT CENTERS



QUALITY CHECKS

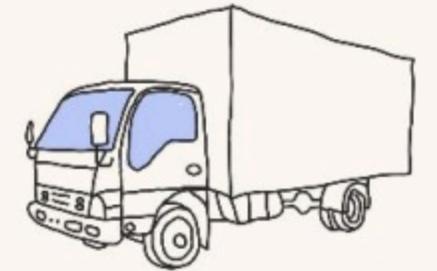
In 2022, our team of Wingmoms inspected over 1.2 million products.

AMAZING BUYER EXPERIENCE



CURATED SHOPPING EXPERIENCE

More than 30,000 products covered by our proprietary pricing algorithm and Bluebook.

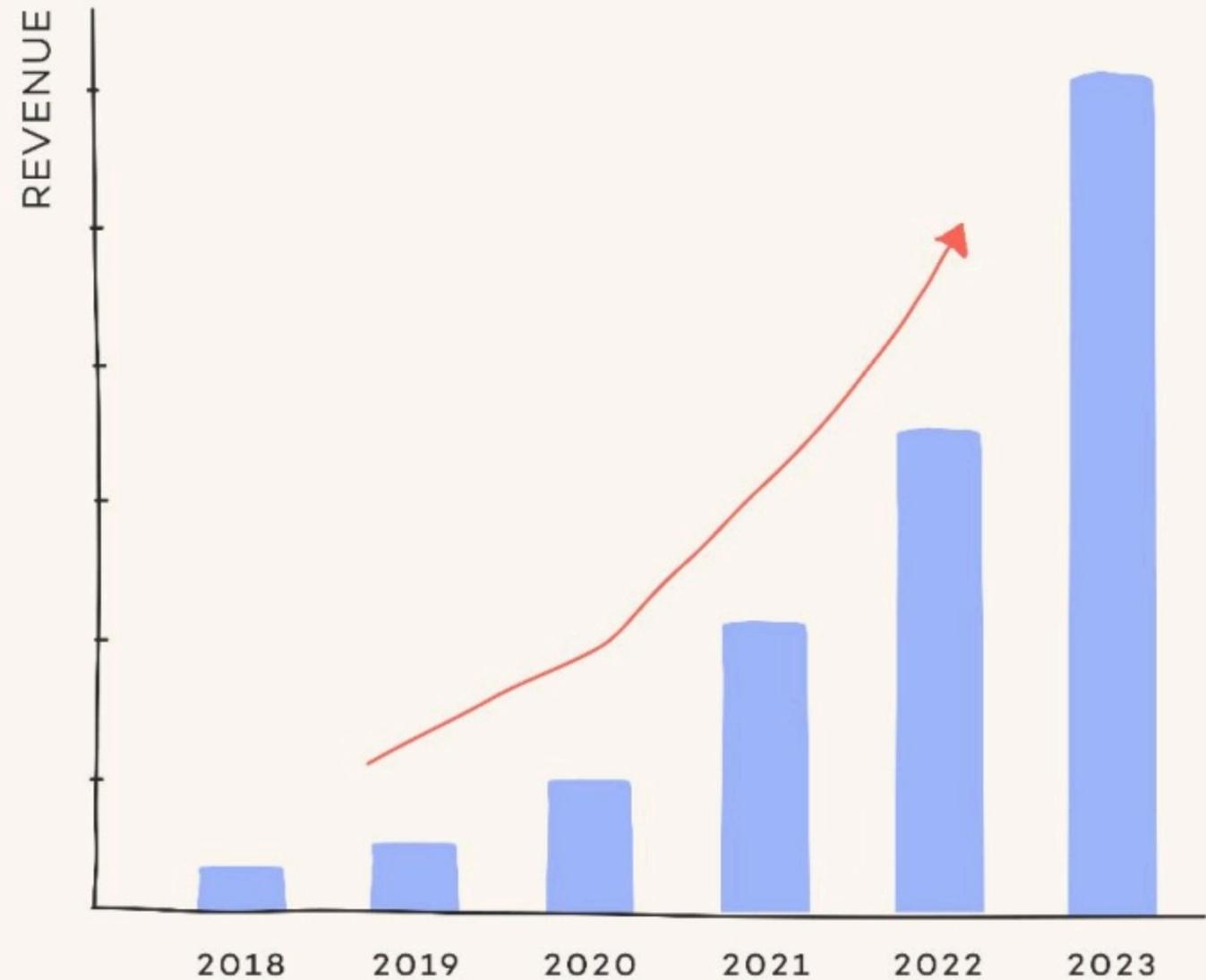


NATIONWIDE SHIPPING

We've Grown An Average of 186% YoY

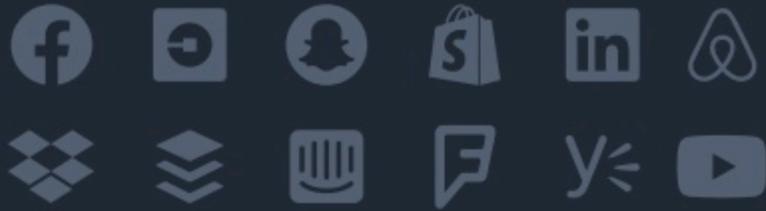
We will exceed \$100M in 5 years - still representing only 1.5% of our TAM - at 20% EBITDA through our foundation of:

- Strategic partnerships
- Efficient customer acquisition, with 50% contribution from organic channels
- Powerful flywheel (111% order retention, 50% buyer-to-seller rate)



goodbuy
GEAR

WE ARE UNLOCKING THE VALUE
TRAPPED IN BASEMENTS TO POWER
A MASSIVE RESALE FLYWHEEL THAT
ENABLES THE CIRCULAR ECONOMY
AND PUT A DENT IN CONSUMERISM.



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