

Store #1: Snowdevil

CIRCA 2004



One Platform, Every Channel, Any Device.



One Platform, Every Channel, Any Device.



A single, integrated back office

Build-a-Business Success



 DODOcase

- April 2010 Enters BaB competition
- June 2010 Hits 10k orders in first 90 days
- July 2010 Wins Shopify's Build A Business Competition
- April 2011 First year's sales total more than \$3M
- June 2011 Expands into retail location
- May 2011 Obama starts using a DODOcase
- 2012 Product line expands to iPhone Cases
- 2013 Facebook store launches
- 2014 Upgrades to Shopify Plus
- 2015 22 full-time employees and growing

Partners

STRATEGIC PARTNERS

Google Domains



amazon

APP AND INTEGRATION PARTNERS

xero

MailChimp

zendesk

AdRoll

DESIGN AND DEVELOPMENT AGENCIES

bold

DEMACHEDIA

BVACCEL

SDG

simplistic

**Make commerce better
for everyone.**





200,000+

ACTIVE SHOPIFY MERCHANTS

\$1.9 BILLION+

GMV IN Q3 '15

Safe Harbour

This presentation contains forward-looking statements that are based on our management's current estimates, beliefs and assumptions, which are based on management's perception of historic trends, current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. Although we believe that the plans, intentions, expectations, assumptions and strategies reflected in these forward-looking statements are reasonable, these statements relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from any future results expressed or implied by these forward-looking statements. Although the forward-looking statements contained in this presentation are based upon what we believe are reasonable assumptions, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect our results. These risks are described in further detail in the section entitled "Risk Factors" and elsewhere in our filings with regulatory agencies. If one or more of these risks or uncertainties occur, or if our underlying assumptions prove to be incorrect, actual results may vary significantly from those implied or projected by the forward-looking statements. References to long-term trends in our model are forward-looking and made as of the current date. Nothing in this presentation should be regarded as a representation by any person that these long-term trends will be achieved and we undertake no duty to update its long-term trends.

We believe that the case studies presented in this presentation provide a representative sample of how our merchants have been able to use various features of our platform to grow their respective businesses. References in this presentation to increased visits, growth and sales following implementation of our platform do not necessarily mean that our platform was the only factor contributing to such increases.

To supplement the financial measures prepared in accordance with generally accepted accounting principles (GAAP), we use non-GAAP financial measures that exclude certain items. Non-GAAP financial measures are not prepared in accordance with GAAP, therefore, the information is not necessarily comparable to other companies and should be considered as a supplement to, not a substitute for, or superior to, the corresponding measures calculated in accordance with GAAP.

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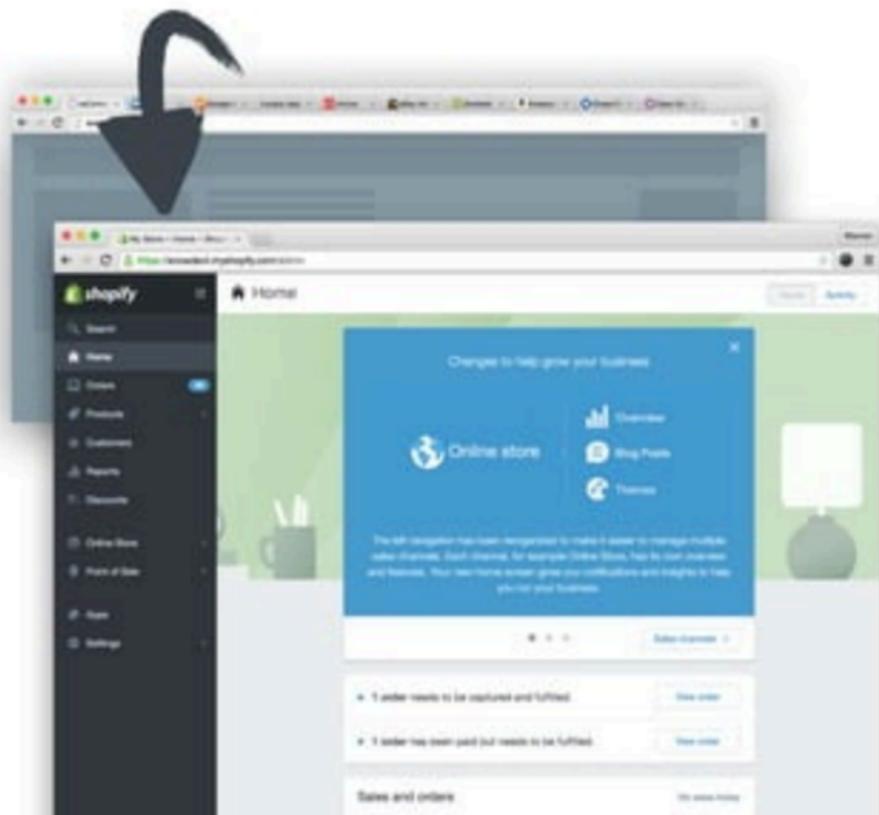


STOREFRONTS

One Platform, Every Channel, Any Device.

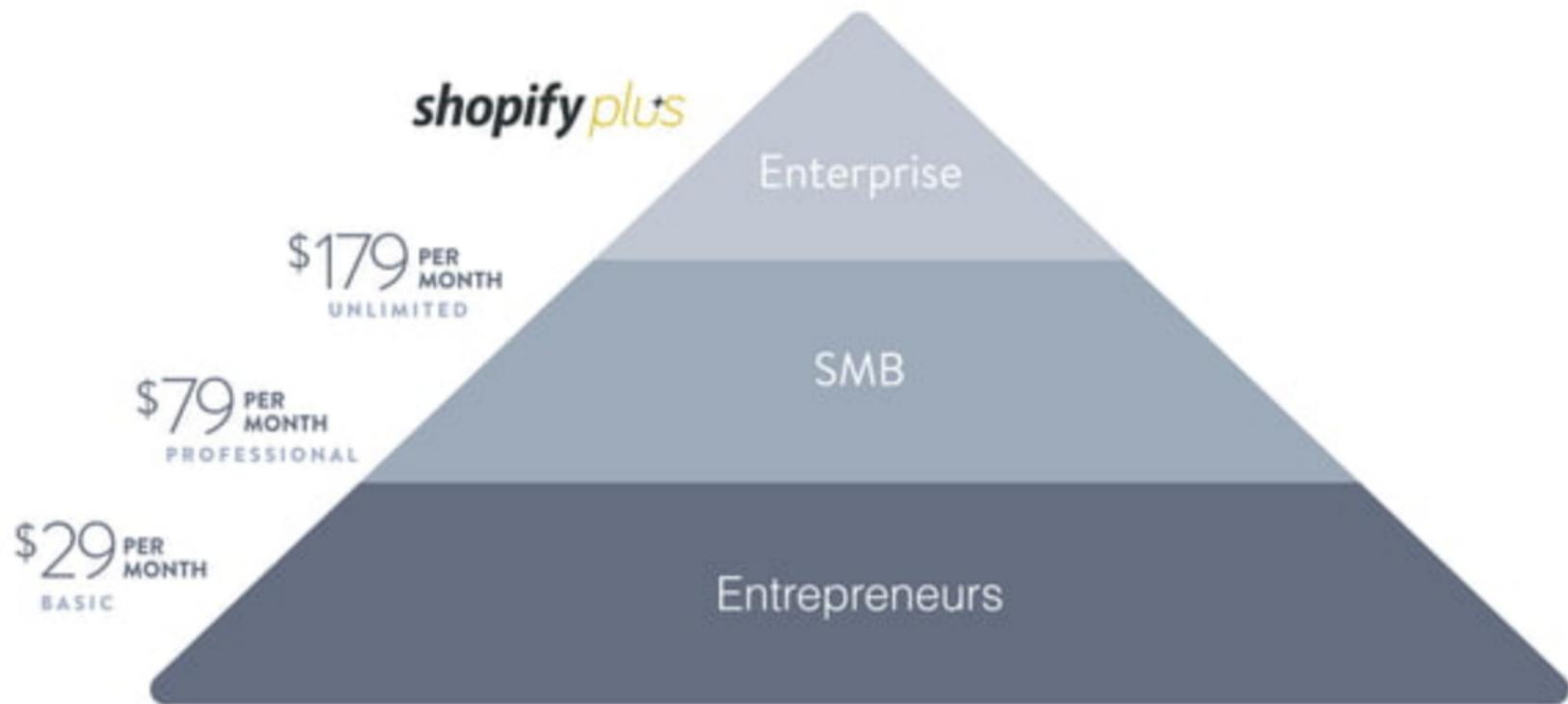


Multi-channel Commerce Platform



- A single, simple to use back office
- Powering all your sales channels
- Everything integrated

Our Market



Entrepreneurship



Build-a-Business



"I'm biased, but I think being an entrepreneur is a pretty damn good thing."

- SIR RICHARD BRANSON

Headroom on SMB TAM



Source: AMI Partners

(1) Merchants defined as retailers with less than 500 employees. Includes commercially located businesses, sole proprietorships and home-based businesses

(2) Key geographies include: U.S., Canada, U.K., Western Europe, Australia and New Zealand

(3) Annualized revenue per merchant of approximately \$1,000 based on the three months ended March 31, 2015

Larger Brands

TESLA

MVMTM

GOOP

by Gwyneth Paltrow

patagonia The Economist WIKIPEDIA lulupolizza

EMNEM

SUBWAY

Budweiser

STRAVA

GitHub

BlackMilk



DODOcase



theCHIVE

BlackMilk

DODOcase

theCHIVE