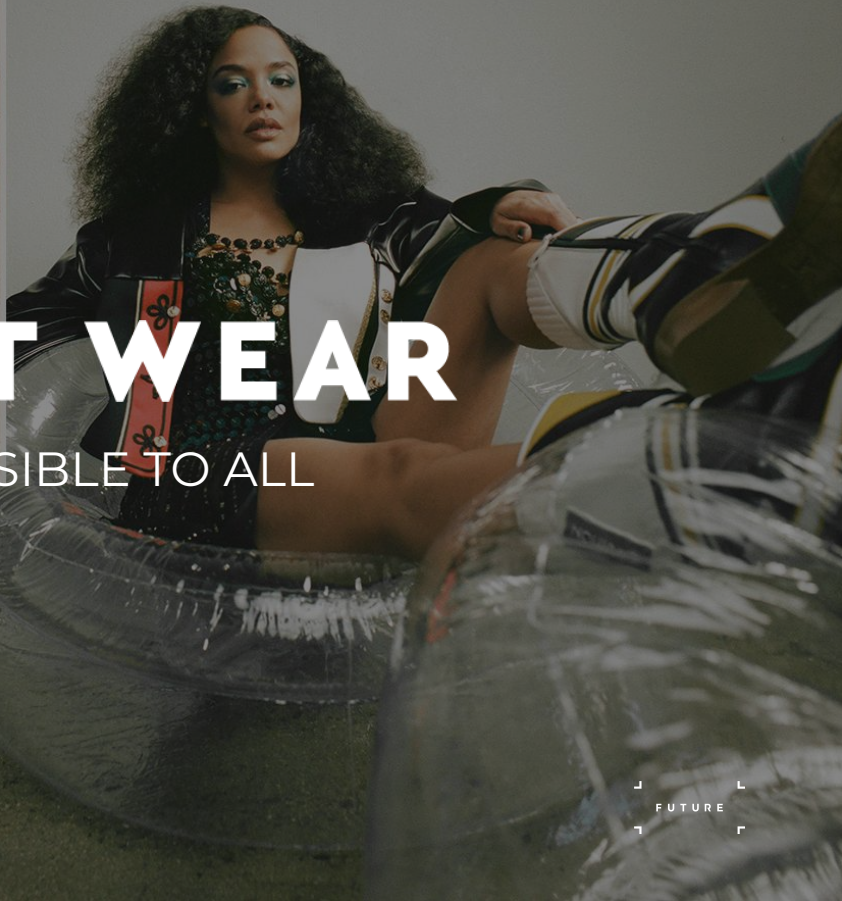
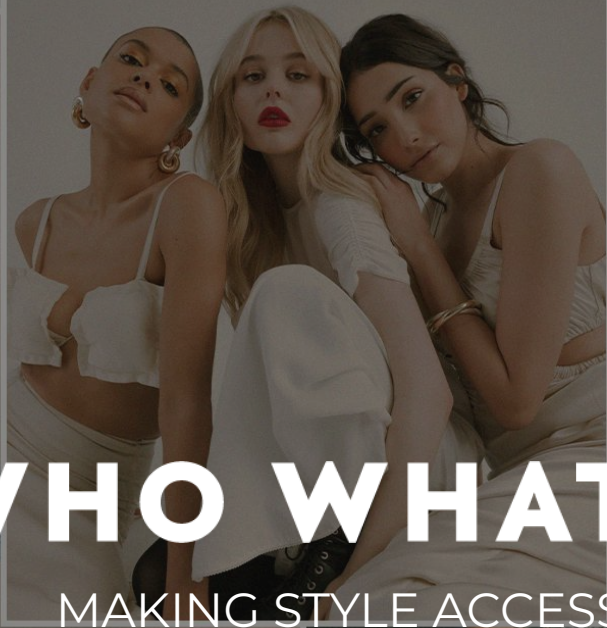




Hillary Kerr  
(co-founder & CEO)

Shayna Kosssove  
(founding member, CRO)

# Accelerating the strategy: Who What Wear acquisition



# WHO WHAT WEAR

MAKING STYLE ACCESSIBLE TO ALL



**WHO** WHAT WEAR

STARTS WITH

**WHO**

WE ARE A COMMUNITY OF 23M\* FASHION AND BEAUTY  
LOVERS WHO **SEEK AN AUTHENTIC EDITORIAL POINT OF  
VIEW** TO INSPIRE US ON WHAT TO BUY AND HOW TO WEAR IT

\*Source: Google Analytics for Global UVS + Newsletter Subs + Total Social Following (July 2022)



WHO **WHAT** WEAR  
EVERY 30 SECONDS

A WHO WHAT WEAR READER SHOPS A FASHION OR BEAUTY  
PRODUCT RECOMMENDED BY OUR EDITORS

**OVER 3,000 PRODUCTS A DAY, AND COUNTING**





WHO WHAT **WEAR**

CONSTANTLY EVOLVING  
THE WAY PEOPLE CONSUME CONTENT  
AND COMMERCE

**INNOVATORS IN MULTI-PLATFORM COMMERCE FOR 15 YEARS AND COUNTING**

INSTAGRAM • TIKTOK • FACEBOOK • PINTEREST • EDITORIAL • BRANDED  
CONTENT • CELEBRITY EXCLUSIVES • VIDEO • INFLUENCER • DIGITAL ISSUES  
PODCAST • LIVESTREAM VIDEO • EMAIL • CONSUMER BRANDS •  
BRAND COLLABS • POP-UP RETAIL • IRL AND VIRTUAL EVENTS



# THE FOUNDING STORY

## **WHO WHAT WEAR IN 2006:**

INSPIRE +

INFORM=

EMPOWER TO MAKE A PURCHASE  
WITH 100% SHOPPABLE CONTENT

## **AND THIS WAS JUST THE BEGINNING.**

WE HAD AN AMBITIOUS ROADMAP FOR WHO WHAT WEAR FROM LAUNCH, WITH PLANNED BRAND EXTENSIONS, INCLUDING: BOOKS, PRODUCTS, EVENTS, COLLABORATIONS, AND MORE.



# MAKE STYLE ACCESSIBLE TO EVERYONE

## **WHO WHAT WEAR IN 2022:**

REPRESENTATION

RESPONSIVENESS

REAL-TIME DATA ANALYSIS



FUTURE



**AN AUDIENCE BUILT ON AUTHENTICITY**  
OUR SITE IS DRIVEN BY  
**CURATION NOT CLICKBAIT**

**98%**

OF THE TOP SEARCH TERMS TO  
WHO WHAT WEAR ARE FASHION AND  
BEAUTY-RELATED



# OUR COMMUNITY CONTINUES TO GROW

## 23M<sup>1</sup>

MONTHLY AUDIENCE ACROSS WHO WHAT WEAR

**#1 INDEX (262)<sup>2</sup>**  
F18-34

**\$132K<sup>3</sup>**  
#1 FOR MEDIAN HHI

**87%/13%<sup>4</sup>**  
WOMEN/MEN

**40%<sup>5</sup>**  
BIPOC\* & HISPANIC

2.5x more likely to reach millennial women  
than our competitors



Source 1: Google Analytics for Global UVS + Newsletter Subs + Total Social Following (July 2022).

Source 2: Comscore MMX Multi-Platform, Females 18-34, June 2022, Females 18-34, June 2022, US, Ranked against Refinery29.com, PopSugar Media, Purewow.com, Bustle.com, Vogue.com, \*Tied with Refinery29 for #1 Index

Source 3: Source: Comscore MMX Desktop, June 2022, US, Median HHI for total audience custom defined list includes Vogue.com, Refinery29.com, PopSugar Media, PureWow.com, Bustle.com, Whowhatwear.com

Source 4: Comscore MMX Multi-Platform, Females 18+, Males 18+, June 2022, US

Source 5: Who What Wear + Comscore Custom Visitor Profile Study, December 2020

\*Black and Indigenous people of color

# WHO WHAT WEAR REACHES A NEW GENERATION OF WOMEN



## A BOSS

29% OF WHO WHAT WEAR READERS CLASSIFY AS A "BOSS LADY"<sup>1</sup>



## A DECISION MAKER

#1 INDEX FOR THE HEAD OF HOUSEHOLD (INDEX 127)<sup>2</sup>



## A MOM

57% OF WHO WHAT WEAR READERS ARE PARENTS<sup>3</sup>



## EDUCATED

#1 INDEX FOR HAVING A HIGHER DEGREE (INDEX 165)<sup>4</sup>



# HOW WHO WHAT WEAR **WINS**

FOCUSED, SHOPPABLE CONTENT +  
AUDIENCE PRIMED TO SHOP +  
BRAND-SAFE ENVIRONMENT =  
THE MOST EFFECTIVE BUY FOR COMMERCIAL PARTNERS  
BRANDED CONTENT EXPERTISE  
AFFILIATE REVENUE

# THE FUTURE OF WHO WHAT WEAR: **BEAUTY**

## **SOCIAL-FIRST, SHOPPING-CENTRIC BEAUTY PRODUCT REVIEWS**

EDITOR-LED, FIRST-PERSON REVIEWS OF THE  
BEST BEAUTY PRODUCTS.

POWERED BY FUTURE'S PEERLESS  
SEARCH STRATEGY.

AMPLIFIED BY WHO WHAT WEAR'S HIGHLY  
ENGAGED SOCIAL COMMUNITY.



FUTURE

WHO WHAT WEAR AND  
THE FASHION LANDSCAPE

**MONETISATION OF OUR BRAND**



# THE WHO WHAT WEAR MEDIA REVENUE TEAM

**ONE UNIFIED PRE AND POST-SALE TEAM**

48 MEMBERS IN NY AND LA

**EXPERTS** IN SALES AND CLIENT SERVICES

**INNOVATORS** IN MARKETING AND BRANDED CONTENT

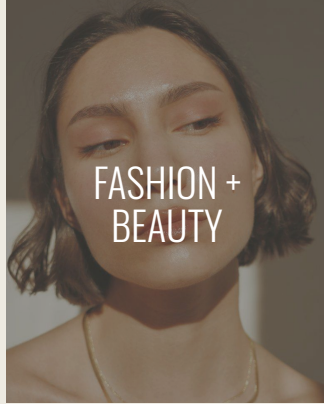
**PIONEERS** IN INFLUENCER MARKETING

STRONG RELATIONSHIPS IN FASHION, RETAIL, LUXURY, BEAUTY

4 SENIOR SALES TEAM LEADS, EACH WITH 7+ YEARS  
SELLING AT WHO WHAT WEAR

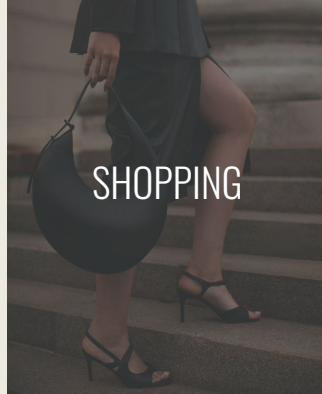


# WHO WHAT WEAR IS A LEADER IN FASHION AND BEAUTY



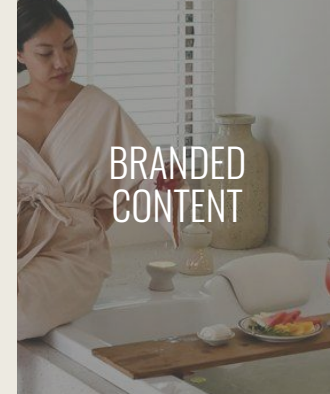
**#1 index**

F18+ WHO FALL IN THE IAB  
DIGITAL SEGMENT FOR  
STYLE & FASHION - ALL  
(INDEX 249)



**\$63.5M+**

IN REFERRED SALES  
DRIVEN BY OUR EDITORIAL  
CONTENT IN 2021



**350+**

ORIGINAL PIECES OF  
BRANDED CONTENT  
IN 2021

# WHO WHAT WEAR IS A LEADER IN FASHION AND BEAUTY



**#1**

IN OUR COMPETITIVE SET  
FOR INSTAGRAM  
FOLLOWERS AND  
INTERACTION RATE



**12,000+**

INSIDER-ACCESS TO THE  
MOST DIVERSE SET OF  
INFLUENCER TALENT  
ACROSS THE WORLD



**2 weekly**

ORIGINAL PODCASTS THAT  
ARE DIRECTLY MONETISED  
AT A PREMIUM BY OUR  
SALES TEAM



# IN A CROWDED MARKETPLACE: AN AUDIENCE THAT SETS US APART



Affluence Index (Who What Wear 262):  
Source: Comscore MMX Multi-Platform, Females 18+ HHI \$100K or more, June 2022;  
US, custom defined list includes Allure.com, Bustle.com, Elle.com, Harpersbazaar.com, Instyle.com, Popsugar Media, Purewow.com, Refinery29.com, Vogue.com, WhoWhatWear.com  
Online Shopping Influencer (Who What Wear 267):  
Source: Comscore Plan Matrix Multi-Platform, Females 18+, June 2022;  
US, custom defined list includes Allure.com, Bustle.com, Elle.com, Harpersbazaar.com, Instyle.com, Popsugar Media, Purewow.com, WhoWhatWear.com, Refinery29.com, Vogue.com

# PERFORMANCE THAT SETS US APART AWARENESS ON ITS OWN IS NOT ENOUGH

TRANSFORMING THE  
TRADITIONAL SALES FUNNEL  
INTO A CYCLE



80% of Who What Wear readers use social media to post things they like vs. 71% of Non-Who What Wear readers

there are 1.1m user-generated IG posts using the hashtag #howwhatwearing

75% of Who What Wear readers say fashion websites have a big impact on the products they purchase vs. 32% of Non-Who What Wear readers





## THE IMPORTANCE OF E-COMMERCE INNOVATION

“The global social commerce industry is expected to grow three times as fast as traditional e-commerce, from \$492 billion in 2021 to \$1.2 trillion by 2025, driven by Gen Z and Millennial consumers, who will account for 62% of social commerce spend by 2025.”

-2022 Accenture study

## THE CUSTOMER OF THE FUTURE

At least **1 in 10**  
Who What Wear monthly  
affiliate sales occur  
across our social media  
channels

# WHO WHAT WEAR CASE STUDY: SPERRY FOOTWEAR “ALL THE WAYS TO WEAR” BRANDED CONTENT

Dannaed Garcia, Content Creator



Michaela Bushkin, Senior Fashion Editor, Who What Wear



PHOTO: @MICHAELA\_BEE

Sierra Mayhew, Associate Editor, Who What Wear



PHOTO: @SIERRAMAYHEW

EDITOR AND  
INFLUENCER STYLING

## WHO WHAT WEAR

TRENDS | CELEBRITY STYLE | OUTFITS | BEAUTY | THE LATEST | SHOPPING GUIDES

### THE LATEST



I Was a Nordstrom Stylist and Now Focus on Closet Makeovers—These Are My Staples

Chic and versatile pieces.

READ MORE



5 Basics I'm Gutting From My Wardrobe and the 5 I'm Buying Instead

Closet upgrades.

READ MORE



SPERRY  
BOAT IS BACK

SHOP BOAT

## WHO WHAT WEAR

SHOP | TRENDS | OUTFITS | SHOPPING GUIDES | BE



DRESSES — 15 HOURS AGO

So These Are the 5 Dress Styles Everyone Will Wear This Summer

There's a cool pick for every occasion.



SPONSOR CONTENT — CREATED WITH SPERRY

The Under-\$100 Shoe the Style Set Can't Stop Wearing

I need every color.

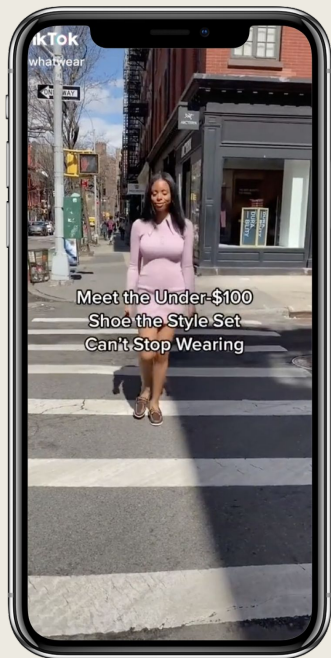


FRENCH STYLE — YESTERDAY

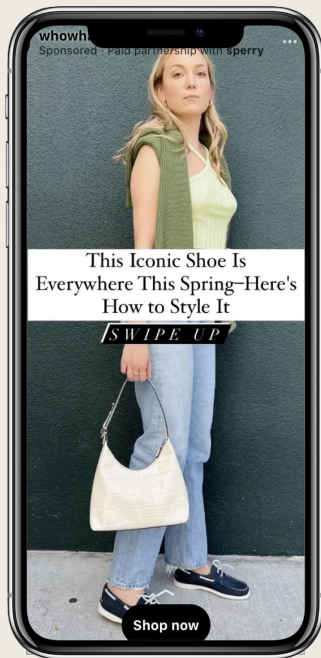
We Asked Our French Friends, and These 5 Spring Trends Are Everywhere in Paris

NEWSLETTER AND  
HOMEPAGE PROMOTION

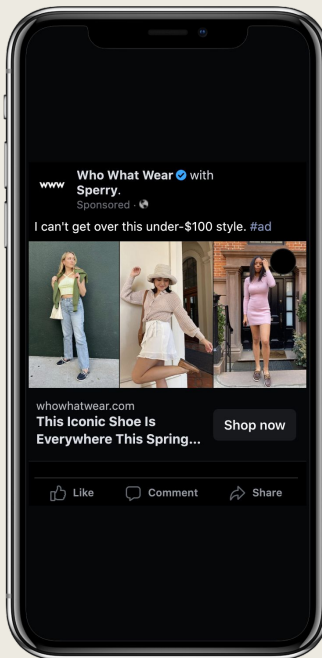
# WHO WHAT WEAR CASE STUDY: SPERRY FOOTWEAR “ALL THE WAYS TO WEAR” BRANDED CONTENT



TIKTOK  
EXTENSION



INSTAGRAM AND FACEBOOK PROMOTIONAL ADS  
DRIVING TO CONTENT ON WHO WHAT WEAR

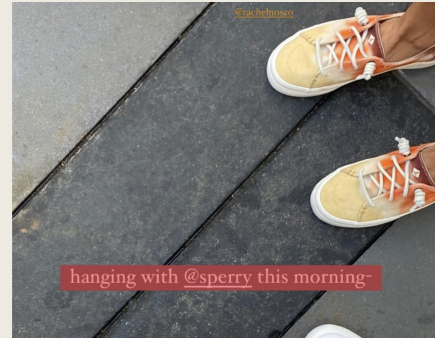


## ADDITIONAL MEDIA

Cross-platform banners aligned with relevant content across Who What Wear and Apple News

Shopping placements on Who What Wear site and newsletter

# WHO WHAT WEAR CASE STUDY: SPERRY FOOTWEAR “ALL THE WAYS TO WEAR” INFLUENCER STYLING EVENT





# WHO WHAT WEAR CASE STUDY: SPERRY FOOTWEAR “ALL THE WAYS TO WEAR” SOCIAL FOLLOWER COMMENTS



Sperrys has sneakies!!! So cute omg. Always low key wanted the boat shoes but was never on a boat lmao. Love these.

I need a pair!!! 🥰

Shoes are perfect!

getting these!!

LOVE Sperrys

Suddenly, I like Sperry boat shoes!!

Love those, so fun!

I love them!! You look so good! ❤️

CUTE!!! They look so comfy 🥰

Someone had just asked if we are still wearing boat shoes. The answer is now yes 😎

These are so cute with the fit 🙄

love this look and shoesssss 🔥

I'm getting these next!

Love them paired with the blazer 🥰



# WHO WHAT WEAR BRINGS DIRECT SALES CAPABILITIES AND STRONG CLIENT RELATIONSHIPS

Key measures prove our  
strength as a team

Trusted relationships

Innovative Ideas

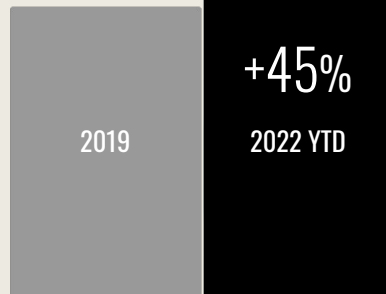
Experience in execution

Performance-driven results

+110%

WHO WHAT WEAR  
**CORE ACCOUNT REVENUE**

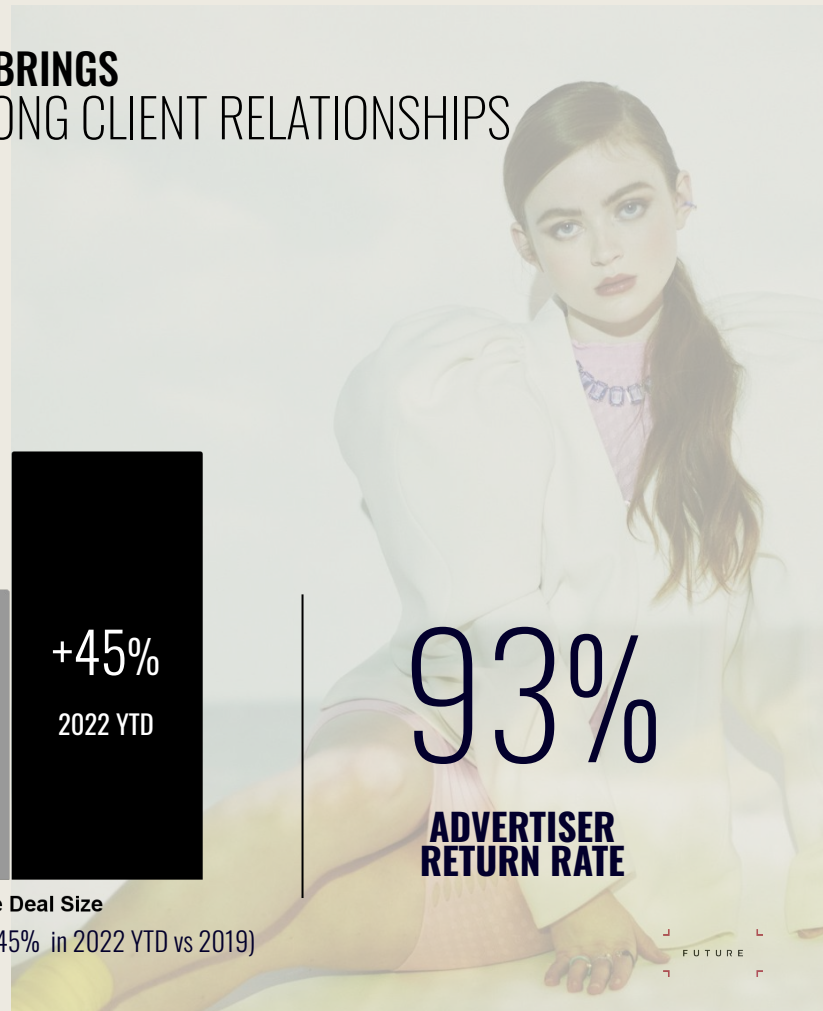
Top 20 accounts are up 110% from 2019-2022 (Jan-July only)



**Average Deal Size**  
(Average deal size is up 45% in 2022 YTD vs 2019)

93%

**ADVERTISER  
RETURN RATE**

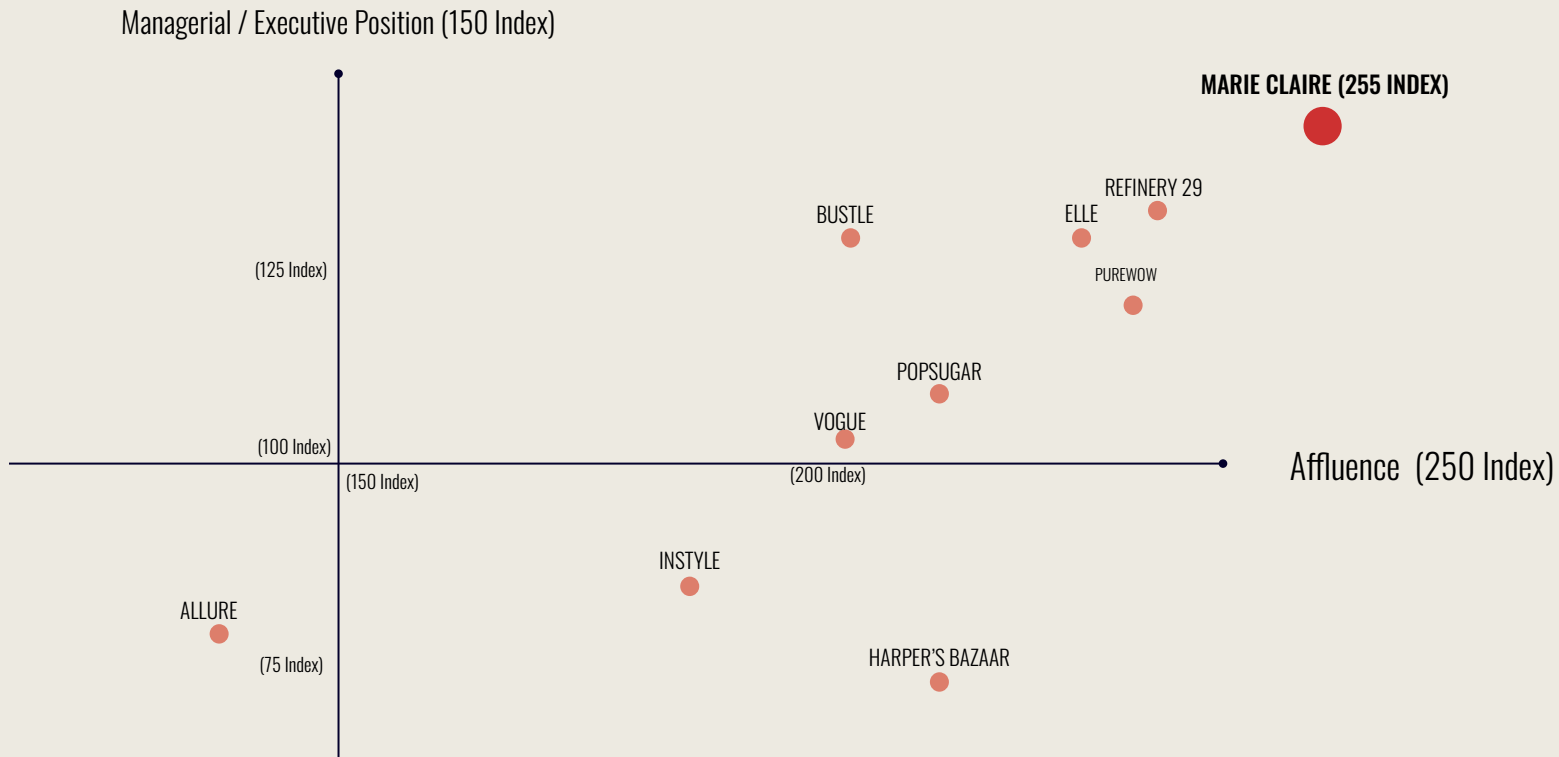


FUTURE





# GROWTH OPPORTUNITIES WITH NEW AUDIENCES



# FUTURE MEANS FASHION AND BEAUTY FOR EVERY WOMAN

## CONTENT + AUDIENCE + EXPERTISE IN AD SALES

Unique premium Fashion, Beauty and Women's lifestyle sites that offer this level of editorial credibility, audience diversity and scale - combined with our proven expertise and success in direct advertising solutions



# SO MUCH ROOM TO GROW

## FUTURE MEANS

### INNOVATION

- SEO expertise
- New ad products
- Proprietary technology
- Data solutions

### RESOURCES

- More content to support new categories (ie Beauty)
- Production and events teams

### SCALE

- Larger distribution
- New audiences

## WE DELIVER MORE

### BIGGER BUDGETS

- More dollars from existing clients
- Retention and Growth of Core accounts

### NEW CLIENTS

- In new categories  
(like Beauty, Homes and Finance)

- New clients with different needs  
(like events, video production)

- New business in categories where scale is a priority  
(mass beauty)

Unique opportunities with our unified pre and post-sale teams