



# *ModCloth*

PRESS KIT

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MODCLOTH IS COMMITTED TO INSPIRING  
PERSONAL STYLE AND HELPING CUSTOMERS FEEL  
LIKE THE BEST VERSION OF THEMSELVES.  
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## MODCLOTH IS

Remarkable fashion and decor, inspired by our community, and delivered with uncommon care.

## MODPEEPS

- » Total Employees: 500+
- » More than 2/3<sup>rd</sup>s of our employees are female
- » Offices in three cities:



San Francisco, CA



Pittsburgh, PA



Los Angeles, CA

## MODCLOTH IS DEMOCRATIZING FASHION ONE DRESS AT A TIME

At ModCloth, shopping goes social through engaging site experiences:

### BE THE BUYER

Through ModCloth's virtual fashion buyer program, customers are invited to bring archived product designs back into production.

- » Launched October 2009.
- » More than 20 million votes.
- » More than 1 million comments.

### MAKE THE CUT

Make the Cut is a crowdsourced design program in which ModCloth's community is invited to submit design illustrations, and the winning design is put into production and sold on the site.

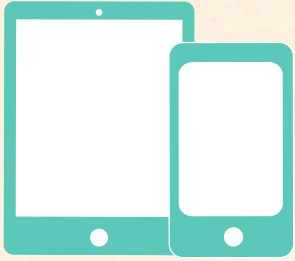
- » Launched November 2011.
- » The first Make the Cut winning design was available in early 2012.
- » ModCloth has hosted six Make the Cuts since.
- » Customers have submitted more than 4,000 designs.

### STYLE GALLERY

ModCloth's community of customers can upload their outfit photos and shop their peers' looks.

- » Launched November 2012.
- » More than 14,000 outfit photos have been shared.
- » The outfit photos have been "loved" more than 800,000 times by customers.

## MODCLOTH GOES MOBILE

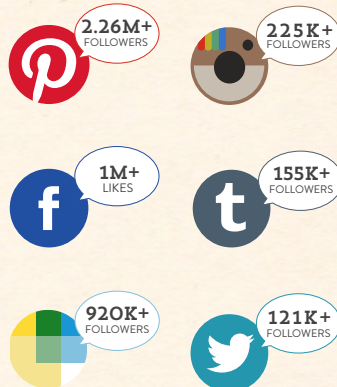


- » We're an entirely mobile-first organization with a mobile site for all devices, and apps for iOS and Android.
- » The percentage of mobile traffic nearly doubled in 2013, reaching over 50%. This number continues to rise as ModCloth releases updated versions of our apps.

## MODCLOTH GETS SOCIAL

We keep an open dialogue going with our community via our various off-site social platforms:

- » Pinterest: 2.26 M+ followers
- » Facebook: 1M+ likes
- » Wanelo: 920K+ followers
- » Instagram: 225K+ followers
- » Tumblr: 155K+ followers
- » Twitter: 121K+ followers



## FASHION FOR ALL SIZES

ModCloth's mission is to democratize fashion for every woman, regardless of her dress size, and to get 'fit' right. Trying to standardize clothing sizing across the board is a challenge. We've taken that challenge on by hiring a team of fit specialists to ensure that we're creating the best possible fit across styles within our private label items.

ModCloth is one of the first retailers to unify all sizes. We will continue to pave the way by creating an inclusive shopping experience and bringing products to market in all sizes. Our commitment with plus size fit, in particular, is to create consistency across all products so that our customer can visit our site and be the same size no matter the designer/vendor, including our private label brands. Our plus size category has more than tripled its business year over year since 2011.

## MODCLOTH'S PRIVATE LABEL PROMISE

We're creating our own lines of clothing so we can provide our community with a beautifully curated selection of unique garments that embody the ModCloth aesthetic they love. We strive to ensure a consistently positive brand experience by providing garments of quality fit and construction, paying close attention to small details that make the pieces truly special.

Over the years we have curated merchandise of a unique design aesthetic across the site, and our customers know they can come to ModCloth every day to find a remarkable selection of items from a host of independent designers. We believe there is no one better than us to create a collection that complements our existing curation of merchandise on ModCloth! Designing and producing private label collections ourselves enables us to put our community's feedback to work, evolve as a lifestyle brand and allow our Co-Founder/CCO, Susan Gregg Koger, to bring her creative vision to life.

## WE'RE GROWING BY LEAPS AND BOUNDS

- » \$100 Million in revenue in 2012.
- » ModCloth has raised \$48 million investment capital over two rounds of funding by Accel Partners, First Round Capital, Floodgate Fund and Norwest Venture Partners.
- » ModCloth's community of customers is growing by 78% year over year.



**40%** YEAR OVER YEAR GROWTH IN REVENUE IN 2012

## MODCLOTH'S NEWS RELEASES

2013

**10/21/2013**

ModCloth Now Sees Over 50% of Visits from Mobile; Expands Mobile Shopping Experience to Android

**07/23/2013**

ModCloth Credits Social Strategy for Driving 40 Percent Year Over Year Growth

**06/14/2013**

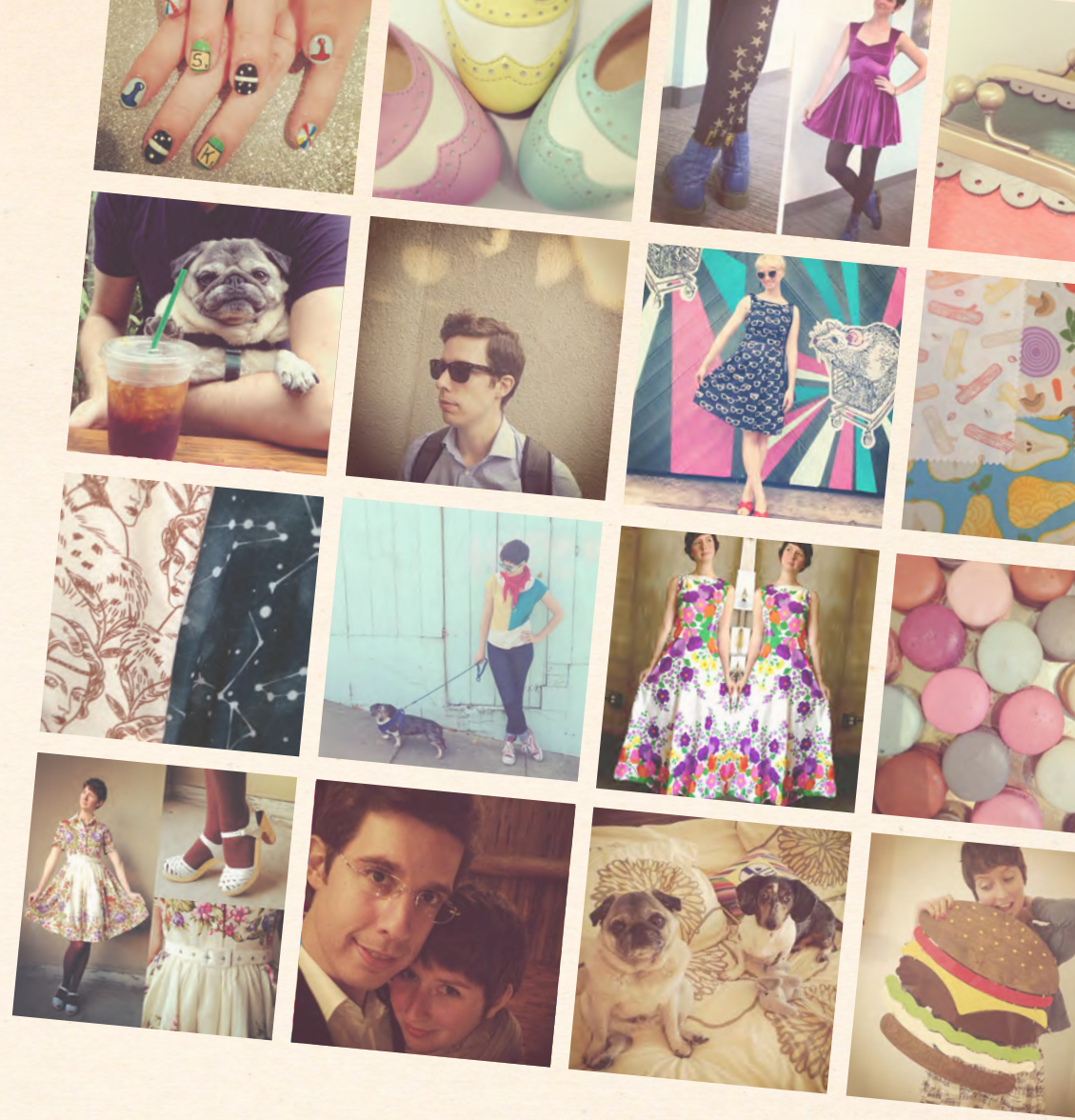
More U.S. Women Report Wearing a Size 16 Dress Than a Size 2 and 0 Combined — ModCloth Introduces Full Range of Sizes

**04/18/2013**

ModCloth Extends Social Shopping Experience to iPhone

**02/7/2013**

ModCloth Makes Mobile More Shoppable With New iPad App



## OUR FOUNDERS-THE ART & SCIENCE BEHIND MODCLOTH

Husband and wife duo Eric Koger and Susan Gregg Koger founded ModCloth in a Carnegie Mellon University dorm room in 2002. The perfect combination of Susan's creative mindset and Eric's business and technical acumen makes them a dynamic set of company leaders on a mission to democratize fashion and decor around the world. As Co-Founder and Chief Creative Officer of ModCloth, Susan employs her creative edge and love for vintage to inform all things ModCloth, from its careful curation of unique goods to the look and feel of the site and mobile apps. Eric, the owner of the science behind the site, runs the business side of ModCloth as Co-Founder and Chief Executive Officer. Together they've helped grow the business to more than \$100 million in revenue in 2012.

