Pattern Announces Acquisition of NextWave, Expanding TikTok Shop and Creator-Led Commerce Capabilities

December 18, 2025

LEHI, Utah & LOS ANGELES--(BUSINESS WIRE)--Dec. 18, 2025-- Pattern Group Inc. (Nasdaq: PTRN), a global leader in accelerating brands on ecommerce marketplaces through proprietary technology and AI, today announced that it has acquired NextWave, a fast-growing TikTok commerce agency specializing in creator-led product discovery, TikTok Shop operations, live selling, and affiliate acceleration.

The acquisition accelerates Pattern's ability to help brands reach new customers amid the rapid growth of TikTok Shop and social commerce. NextWave brings industry-leading TikTok Shop Partner (TSP) services, top-ranked Creator Affiliate Partner (CAP) capabilities, and a network of more than 1,200 managed creators and more than 300,000 affiliates on TikTok. Together, these capabilities will help Pattern scale creator-led content and tap into one of today's most powerful channels for product discovery and conversion.

"We are excited to welcome Grace Yang and the NextWave team to Pattern," said Dave Wright, Co-founder and CEO of Pattern. "NextWave has built one of the most effective TikTok Shop and creator-commerce organizations in the industry. By combining their expertise with Pattern's fast-growing social commerce offering and technology platform, we are uniquely positioned to become a leading force in social selling—helping brands grow faster as creators reshape how consumers discover and buy products."

Founded in 2022 by CEO Grace Yang, NextWave has rapidly emerged as one of the highest-performing partners in the TikTok ecosystem, supporting brands with creator management, high-velocity content production, and end-to-end TikTok Shop growth. Headquartered in Los Angeles, the company's team spans Los Angeles and New York.

"NextWave was built to help brands win in the new era of social commerce, where creator-led content drives discovery and performance," said Grace Yang, Founder and CEO of NextWave. "Joining Pattern allows us to scale what we do best, combining our TikTok Shop expertise, creator network, and operational speed with Pattern's global reach, AI, and marketplace infrastructure, to help brands grow faster and more efficiently than ever before."

The combined offerings will enable brands to unify creator-led demand generation with marketplace performance, providing integrated data, attribution, and operational support across TikTok Shop, Amazon, Walmart, and more than 60 global marketplaces.

About Pattern

Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 46 trillion data points, sophisticated machine learning and AI models, Pattern optimizes and automates all levers of ecommerce growth for global brands, including advertising, content management, logistics and fulfillment, pricing, forecasting and customer service. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across 60+ global marketplaces—including Amazon, TikTok Shop,Walmart.com, Target.com, eBay, Tmall, JD, and Mercado Libre.

Forward Looking Statement

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward-looking statements include all statements other than statements of historical fact, including but not limited to statements regarding future strategies, capabilities, performance, anticipated growth, and timing of any of the foregoing. Forward-looking statements are inherently difficult to predict and involve known and unknown risks and uncertainties. Additional information regarding factors that could materially impact results and the accuracy of the forward-looking statements contained herein can be found in our final prospectus filed with the Securities and Exchange Commission ("SEC") on September 19, 2025, in our Form 10-Q filed with the SEC on November 6, 2025, and in our subsequent filings with the SEC. While we may elect to update such forward-looking statements in the future, we disclaim any obligation to do so.

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