



Pattern Announces Launch of Proposed Secondary Offering of Series A Common Stock

June 15, 2026

LEHI, Utah--(BUSINESS WIRE)--Jun. 15, 2026-- Pattern Group Inc. (Nasdaq: PTRN) ("Pattern"), a leader in accelerating brands on global ecommerce marketplaces leveraging proprietary technology and AI, today announced the launch of a public offering of 8,000,000 shares of Series A common stock to be sold by an entity affiliated with Knox Lane LP, a pre-IPO stockholder of Pattern (the "Selling Stockholder"). In addition, the Selling Stockholder is expected to grant the underwriters a 30-day option to purchase up to an additional 1,200,000 shares of Series A common stock. The Selling Stockholder will receive all of the net proceeds from the offering and Pattern will not receive any proceeds. The offering is subject to market conditions, and there can be no assurance as to whether, or when, the offering may be completed or as to the actual size or terms of the offering.

J.P. Morgan and Goldman Sachs & Co. LLC are acting as lead book-running managers for the proposed offering. Evercore ISI and Jefferies are acting as joint book-running managers. Baird, BMO Capital Markets, KeyBanc Capital Markets, Needham & Company, Stifel, and William Blair are acting as additional book-running managers.

The proposed offering is being made only by means of a prospectus. A copy of the preliminary prospectus may be obtained, when available, from: J.P. Morgan Securities LLC, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717 or by email at prospectus-req_fi@jpmchase.com and postsalemanualrequests@broadridge.com; or Goldman Sachs & Co. LLC, Attention: Prospectus Department, 200 West Street, New York, New York 10282, by telephone at (866) 471-2526, or by email at prospectus-ny@ny.email.gs.com.

A registration statement relating to the shares being sold in this offering by the Selling Stockholder has been filed with the Securities and Exchange Commission but has not yet become effective. These securities may not be sold nor may offers to buy these securities be accepted prior to the time the registration statement becomes effective.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About Pattern

Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 77 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 more than 70 global marketplaces — including Amazon, TikTok Shop, Walmart.com, Target.com, eBay, Tmall, JD, and Mercado Libre.

Forward-Looking Statements

This press release includes certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including among other things, statements concerning the completion of the offering. These forward-looking statements include, but are not limited to, plans, intentions, expectations, strategies and prospects and other statements contained in this press release that are not historical facts and statements identified by words such as "will," "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" or words of similar meaning. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies and prospects, which are based on the information currently available to us and on assumptions we have made. Although we believe that our plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations, strategies or prospects will be attained or achieved. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control, including, without limitation, market risks and uncertainties and the satisfaction of customary closing conditions for an offering of securities, and other risks set forth under the caption "Risk Factors" in the Company's Annual Report on Form 10-K for the year ended December 31, 2025, Quarterly Report on Form 10-Q for the quarter ended March 31, 2026, the preliminary prospectus for the proposed offering and in subsequent filings made by the Company with the Securities and Exchange Commission. We assume no obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.

Media Contact:

Tom Cook
Global Communications
press@pattern.com

Investor Contact:

Whitney Kukulka
The Blueshirt Group
investors@pattern.com

Source: Pattern Group Inc.