



Pattern Announces Preliminary Inclusion in Russell 3000® and Russell 2000® Indexes

June 23, 2026

LEHI, Utah--(BUSINESS WIRE)--Jun. 23, 2026--

Pattern Group Inc. (Nasdaq: PTRN) ("Pattern"), a leader in accelerating brands on global ecommerce marketplaces, announced today that the Company has been included in the preliminary list of additions to the Russell 3000® and Russell 2000® Indexes as part of the 2026 Russell indexes reconstitution.

Pattern's inclusion in the Russell 3000® Index also places it in the small-cap Russell 2000® Index, as well as in the relevant growth and value style indexes. Final index membership is expected to become effective after market close on Friday, June 26, 2026, subject to FTSE Russell's final reconstitution schedule and updates. The newly reconstituted Russell 3000® Index is expected to commence trading at the market open on Monday, June 29, 2026.

Russell indexes are widely used by investment managers and institutional investors for index funds and as benchmarks for active investment strategies. According to data as of the end of June 2025, about \$12.2 trillion in assets are benchmarked against the Russell US indexes, which belong to FTSE Russell, the global index provider.

For more information on the Russell indexes reconstitution, visit the FTSE Russell website at <https://www.lseg.com/en/ftse-russell/russell-reconstitution>.

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.

Cautionary Note Regarding Forward-Looking Statements

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 expectations regarding inclusion in the Russell 3000® Index and Russell 2000® Index, impacts thereof, and timing of any of the foregoing. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in our Form 10-K filed with the Securities and Exchange Commission ("SEC") on March 6, 2026, in our Form 10-Q filed with the SEC on May 7, 2026, and in our subsequent filings with the SEC.

For more information, please visit www.pattern.com.

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