



Pattern Recognized as a 2026 Inc. Power Partner Award Winner for the Fifth Consecutive Year

October 21, 2026

LEHI, Utah--(BUSINESS WIRE)--Oct. 21, 2026-- Pattern Group Inc. (Nasdaq: PTRN) ("Pattern"), a leader in accelerating brands on global ecommerce marketplaces, has been named a 2026 Inc. Power Partner Awards winner, its fifth consecutive year receiving the honor. The award recognizes the company among the leading B2B partners supporting entrepreneurs and businesses across the country.

"Being named an Inc. Power Partner five years in a row is a credit to the brands who trust us to help them grow and the team that shows up for them every day," said Dave Wright, Co-Founder and CEO of Pattern. "When our brands win, we win. This year we launched Pattern Intelligence, which puts more than a decade of data to work and acts on opportunities for our brand partners around the clock. We're grateful to Inc. and, most of all, to our brand partners."

The annual Inc. Power Partner Awards honor B2B companies that have demonstrated a track record of helping entrepreneurs and businesses navigate the challenges of building and growing a company. From hiring and compliance to technology, infrastructure, fundraising, marketing, and more, these partners provide expertise and services that enable businesses to operate, scale, and pursue their ambitions.

"Business owners have no shortage of tools at their disposal, and B2B companies need to make clear why their products and services are worth the investment," says Bonny Ghosh, editorial director at Inc. "The companies on this year's Power Partners list have done just that. They don't just have customers — they have superfans and evangelists. Across industries like marketing, financial services, and technology, they've proved their dedication to helping fellow business owners grow and succeed."

Pattern was recognized for its continued investment in technology and for results delivered to brand partners across more than 70 global marketplaces. In May 2026, Pattern launched Pattern Intelligence (Pi), an AI-powered autonomous ecommerce execution engine that runs active sensors across featured offers, advertising, content, pricing, and inventory, and takes automated action when opportunities or issues arise.

About Pattern

Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 91 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](https://www.target.com), eBay, Tmall, JD, and Mercado Libre.

About Inc.

Inc. is the leading media brand and playbook for the entrepreneurs and business leaders shaping our future. Through its journalism, Inc. aims to inform, educate, and elevate the profile of its community: the risk-takers, the innovators, and the ultra-driven go-getters who are creating the future of business. Inc. is published by Mansueto Ventures, along with fellow leading business publication Fast Company.

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 growth, performance, service offerings, strategies, capabilities, and the impacts 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 for year ended December 31, 2025, filed with the Securities and Exchange Commission ("SEC") on March 6, 2026, in our Form 10-Q for the quarter ended June 30, 2026, filed with the SEC on August 6, 2026, and in our subsequent filings with the SEC.

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