



Introduction to Pattern

April 2026

Forward-Looking Statements

This presentation may contain forward-looking statements within the meaning of the federal securities laws. All statements other than statements of historical fact are “forward-looking statements” for purposes of federal and state securities laws and include, but are not limited to, statements regarding future performance, growth, strategy, opportunities, profitability, cash flows, product and tool offerings, investments, strategic initiatives, market expansion, the macro environment, prices, projections, market trends, consumer sentiment, and our ability to navigate the same; as well as statements of beliefs or assumptions underlying any of the foregoing. You should not place undue reliance on any forward-looking statements, which speak only as of the date they were made. We undertake no obligation to update any forward-looking statement after the date hereof or to conform such statements to actual results or changes in the company’s expectations, except as required by law. Forward-looking statements are inherently difficult to predict. Actual results could differ materially for a variety of reasons, including but not limited to, any difficulties we may experience with our brand partners, marketplaces, sourcing of products, accessing and utilizing marketplace data, responding to technological advancement, attracting/retaining key employees, forecasting consumer demand and practices, maintaining customer satisfaction, optimizing operations, driving traffic to our products; any difficulties with our infrastructure, fulfillment partners, supply chain, payment processors, data storage, data processing, shipping, insurance, competition, macroeconomic factors, tariffs or trade policies, global or political conflict, exchange rates, or any inability to sustain profitable growth. Other risks and uncertainties include, among others, any problems with product or tool integration, protection of our intellectual property, cyber-attacks or data breaches affecting us, adverse tax, compliance, regulatory or legal developments, or lawsuits or claims. This presentation should be considered in conjunction with the risk factors, warnings, and cautionary statements contained in our most recent filings with the Securities and Exchange Commission, which identify important factors that could cause our actual results to differ materially from those contained in or contemplated by our projections, estimates, and other forward-looking statements. This presentation includes certain non-GAAP financial measures that should not be considered a substitute for the financial information prepared in and presented in accordance with GAAP. Definitions and a reconciliation are provided in the appendix of this presentation for each historical non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP. We encourage investors to review the related GAAP financial measures and the reconciliation of these non-GAAP financial measures to their most directly comparable GAAP financial measures, and not to rely on any single financial measure to evaluate our business. This presentation includes industry and market data and forecasts that the Company derived from independent industry publications, publicly available information and the Company’s internal data and estimates. Independent industry publications and publicly available information generally indicate that the information contained therein was obtained from sources believed to be reliable. The inclusion of market estimations, ranking and industry data in this presentation is based upon the Company’s internal data and estimates and the Company’s understanding of industry conditions. Although the Company believes that such information is reliable, the Company has not had this information verified by independent sources. You are cautioned not to give undue weight to such estimates. All third-party brand names and logos appearing in this presentation are the property of their respective owners. Any such appearance does not necessarily imply any affiliation with or endorsement of the Company.

Pattern helps brands accelerate
profitable growth on global
ecommerce marketplaces.



\$2.5B

2025 Revenues

66T+

Ecommerce Data Points²

124%

2025 Net Revenue Retention %

31

Patents and Patents Pending²

53%

2025 Revenues related to Brands > 5 years

70+

Global Marketplaces²

\$153M

2025 Adj. EBITDA¹

200+

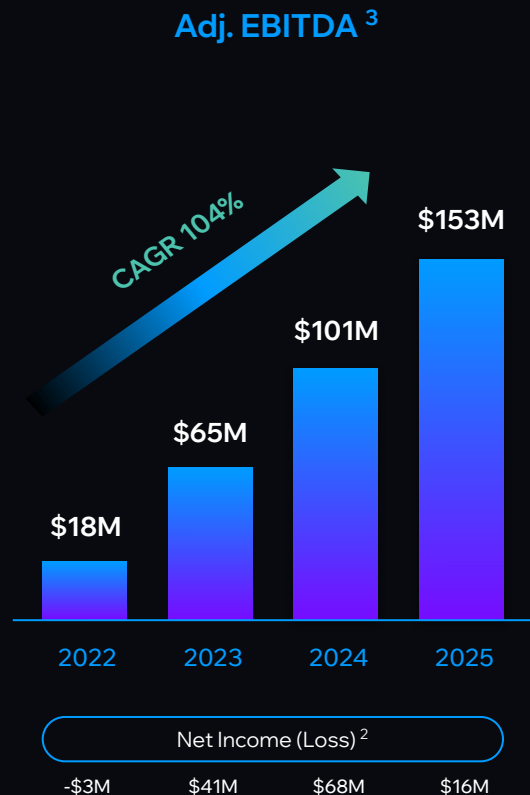
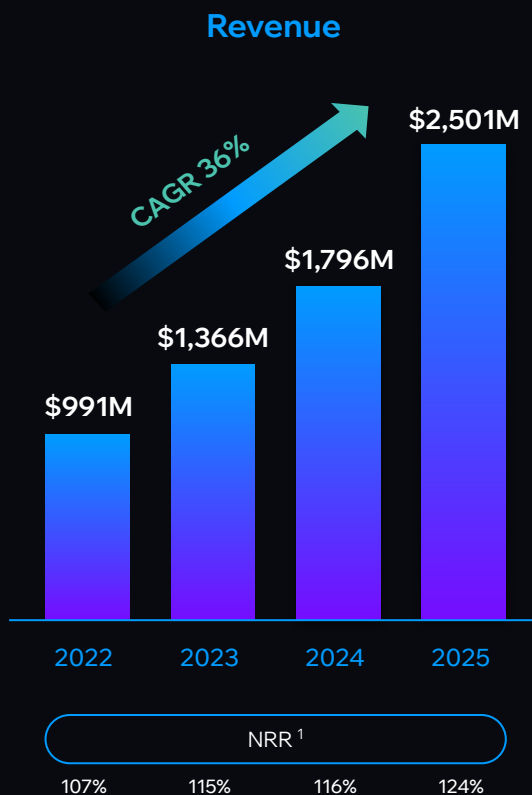
Brands²



● Global Offices ● Distribution Centers

1. Adjusted EBITDA is a non-GAAP financial measure; A reconciliation from Net Income of \$16M to Adjusted EBITDA \$153M is presented in the Appendix.
2. Statistics are as of 12.31.25

We Have a Proven Business Model, Delivering Profitable Growth and Generating Free Cash Flow



Note: CAGR is measured over 3 years (2022 - 2025)

1. Net Revenue Retention (NRR) is a metric we use to measure the long-term value of our brand partner relationships. See definition in Appendix.

2. 2025 Net income is inclusive of \$104 million in stock-based compensation and related taxes.

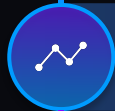
3. Adjusted EBITDA, Adjusted EBITDA Margin, and Free Cash Flow are non-GAAP financial measures. See reconciliation in Appendix.



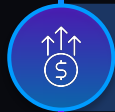
We Solve Critical Challenges for Brands in Ecommerce



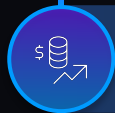
Our Strategic Advantage is Our Data Moat and Proprietary Technology



We Have a Low-Friction Business Model Which Aligns Incentives with Brand Partners



We Have Multiple Levers for Continued Growth



Our Data & Logistics Scale Improves Margins and Unlocks Alternative Monetization Opportunities

We Solve Critical Challenges for Brands in Ecommerce

Brands are under-resourced and don't have the *data*, *technology*, *expertise* or *scale* to win on their own in ecommerce

Pattern is the “easy button” for brands to unlock growth across global ecommerce marketplaces



Pattern Operates as a Thin Intelligence Layer Between Brands, Ecommerce and Consumers



 BRANDS



 GLOBAL ECOMMERCE

24% of Global Retail Sales | \$4.6T Global Ecommerce Market



$$\text{Revenue} = \text{TRAFFIC} \times \text{CONVERSION} \times \text{PRICE} \times \text{AVAILABILITY}$$

REPEAT FOR CUSTOMER LIFETIME VALUE

 GLOBAL CONSUMERS



Most Brands Don't Have the Technology, Scale or Resources to Optimize a Cohesive Marketplace Strategy



Brands

BRAND OPTIONS

Brands "In House"

- Limited Resources –
"70% of brands surveyed have ecommerce teams of 10 or fewer"¹
- Disparate Tech
- Incomplete Data
- Subscale Operations

pattern

- Proprietary Data Moat
66T+ data points
- Tech-First Approach
~480 software engineers & tech professionals
- *31 patents / patents pending*
- Global Footprint
- Scaled Logistics
- Low Friction Business Model

Ecommerce Marketplaces

Consumers

We Have Streamlined Ecommerce for Our Brand Partners Through a Simple Equation

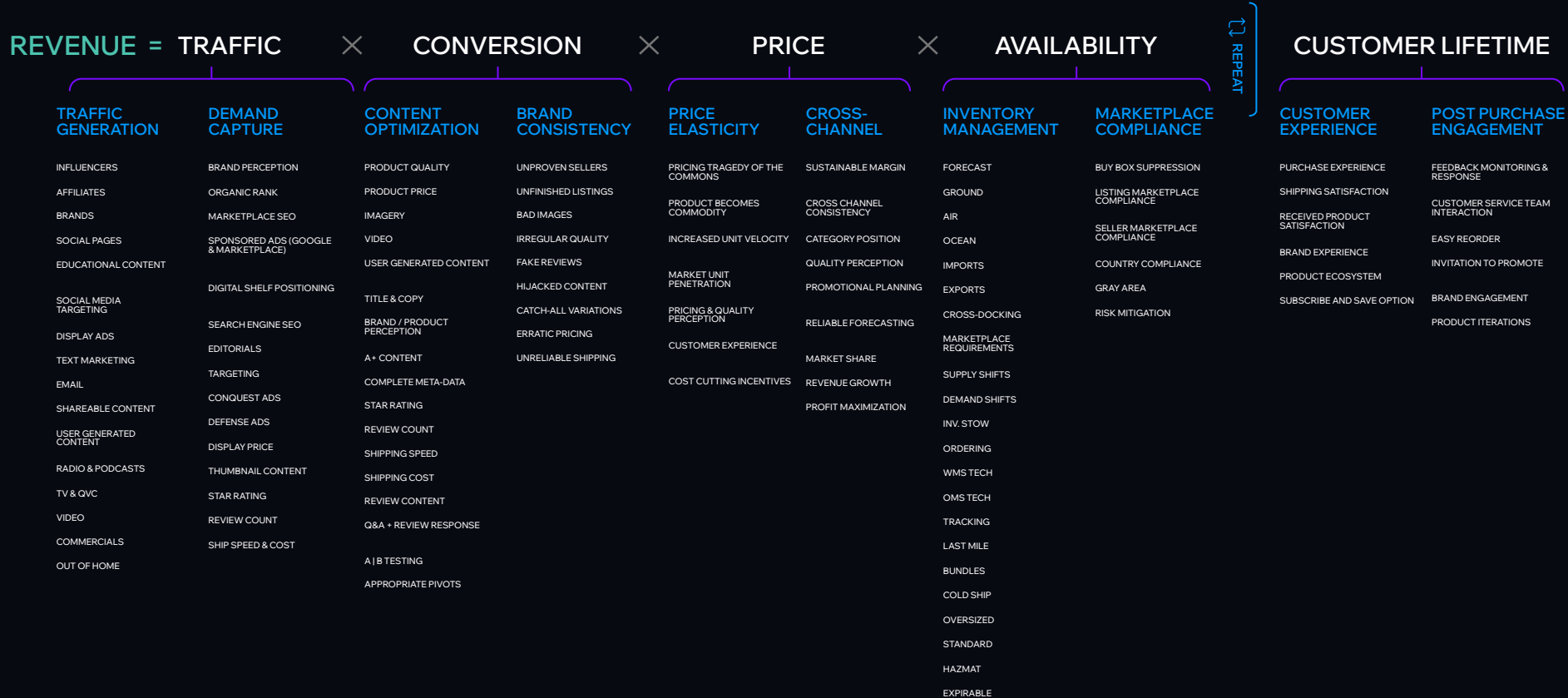


REVENUE

$$= \text{TRAFFIC} \times \text{CONVERSION} \times \text{PRICE} \times \text{AVAILABILITY}$$

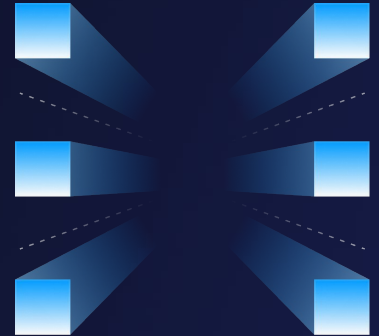


We Built Our Ecommerce Acceleration Platform to Optimize Discrete Levers Across the Entire Ecommerce Equation



Data Moat and Proprietary Technology

Our *66 trillion* data points strengthen our continuous optimization loops, making our models smarter and delivering measurable, repeatable impact for brand partners.

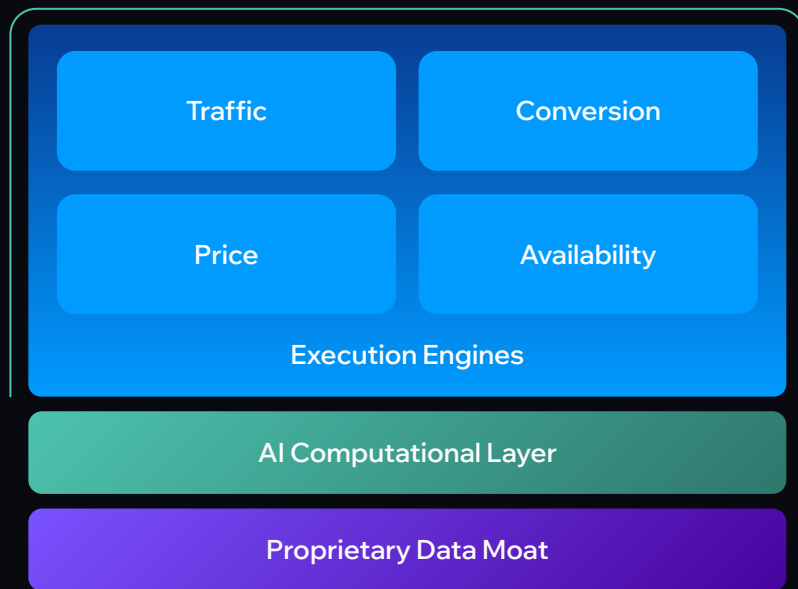


We are Building One of the Strongest Data-Driven Moats in Ecommerce

And with every data point we capture, the flywheel that powers our business gets stronger



Insights Engine



66T+ total ecommerce data points collected

31 patents / patents pending



Backed by Proprietary Technology and AI

REVENUE = TRAFFIC × CONVERSION × PRICE × AVAILABILITY

AD TECH

DESTINY

COMPETITIVE ANALYSIS

SOCIAL COMMERCE

LLM DISCOVERY

SEO TECH

PRODUCT EXPERIENCE MGMT (PXM)

CONTENT BRIEF

LOYALTY

AI CONTENT AT SCALE

PROTECT

PRICE & PROMOTION

SHELF

3PL SERVICES

31

Patents and Patents Pending

AI Computational Layer

Proprietary Data Moat



DESTINY

Advertising Bid
Changes

>13M
per day



CONTENT BRIEF

Data Points Analyzed
per Content Brief

2M



AI CONTENT AT SCALE *In Beta*

GEO Scorecard
The Portal
Trendvision AI
Chessboard

Low-Friction Business Model

We monetize our technology layer by purchasing inventory directly from our brand partners and selling through global channels, creating *high-growth, profitable* and *cash generating* results.



When Our Brand Partners Succeed, We Succeed

Our primary monetization model of purchasing inventory focuses on low friction and aligned incentives



**We Buy
Inventory**



**We Sell On
Global Marketplaces**



**Our Platform Optimizes
Everything Else**

- FORECASTING
- FBA PREP
- BUNDLING
- LISTING CREATION
- LISTING MAINTENANCE
- CONTENT CREATION
- AD STRATEGY
- AI AD TECH
- SEO COPYWRITING
- BRAND MANAGER (SAS)
- ACCOUNT HEALTH
- CUSTOMER SERVICE
- FULFILLMENT STRATEGY
- GLOBAL LOGISTICS
- CHANNEL COMPLIANCE
- INTERNATIONAL EXPANSION



Low Friction Model



Aligned Incentives



Comprehensive Data

Illustrative 2025 Unit Economics: Solving for Cost of Goods Sold



Unit Economics

Revenues (1 unit sold @ \$100) \$100

Cost of Goods Sold \$56

Variable Costs (incurred per unit sold)

Marketplace Commission \$14

Fulfillment \$15

Fixed Costs (including future investment)

SG&A \$8

Technology \$1

\$6

Inputs driving variable costs per unit

- Specific marketplace
- Fulfillment method
- Weights/Dimensions

Integrated Approach to Maintaining Optimal Inventory Levels



Data and Technology

- AI/ML forecasting engine
- Warehouse tech & marketplace integration
- Automated ordering tools

Operations

- Weekly ordering rhythm based on consumer sales
- Crossdock warehouse designed for speed
- Limited holding in Pattern warehouse

Contractual Protections

- Purchase price adjustment for marketplace fee changes
- Promotional funding to maintain exclusivity
- Slow moving inventory resolution paths
- Buy back inventory upon termination

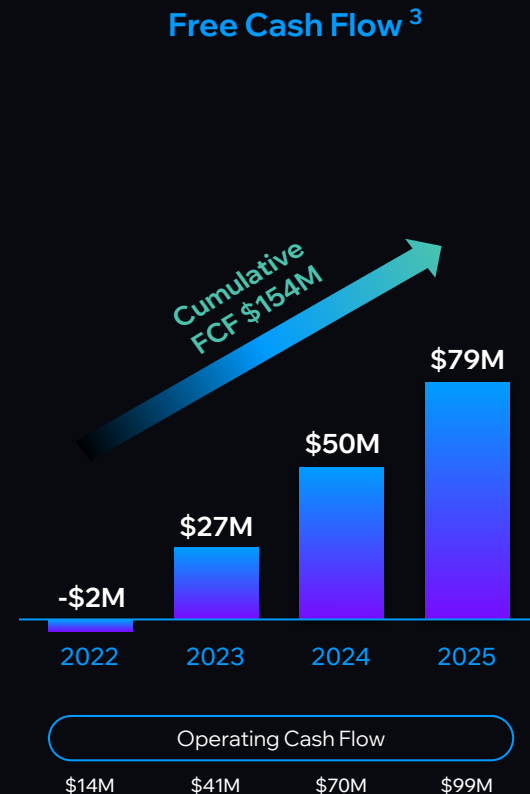
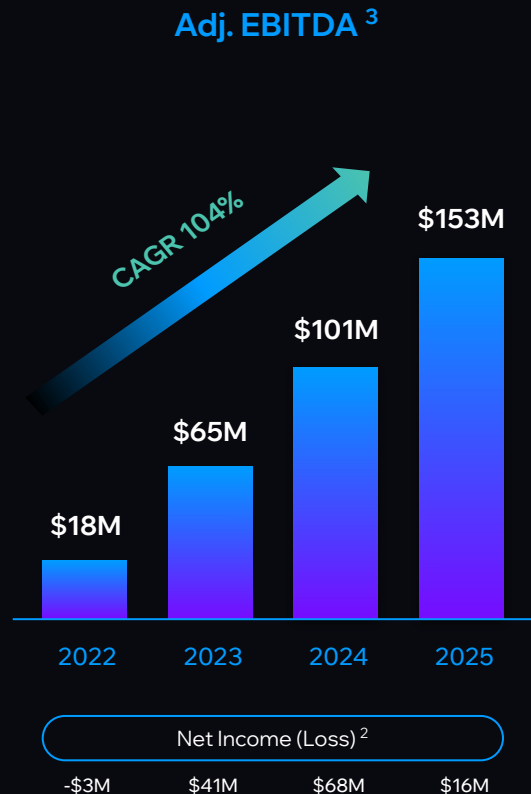
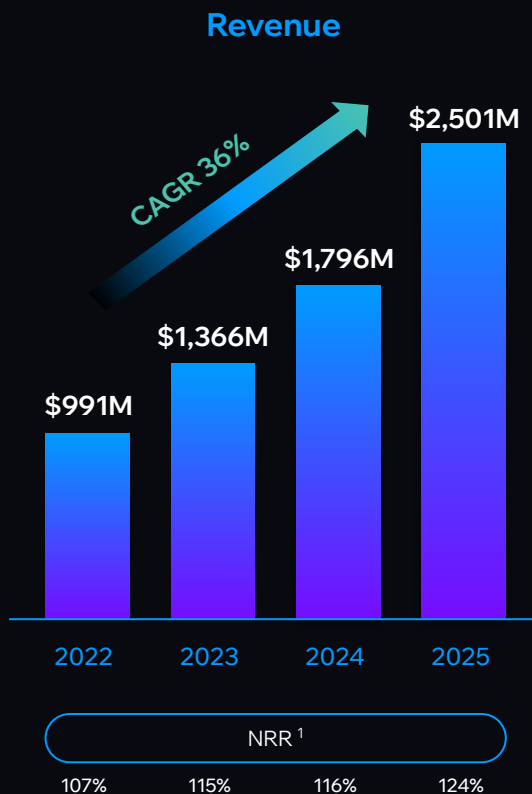
5.0x

2025 Inventory Turns

<0.2%

3 Year Avg. ('23-'25) inventory write-offs % of
Revenue

We Have a Proven Business Model, Delivering Profitable Growth and Generating Free Cash Flow



Note: CAGR is measured over 3 years (2022 - 2025)

1. Net Revenue Retention (NRR) is a metric we use to measure the long-term value of our brand partner relationships. See definition in Appendix.

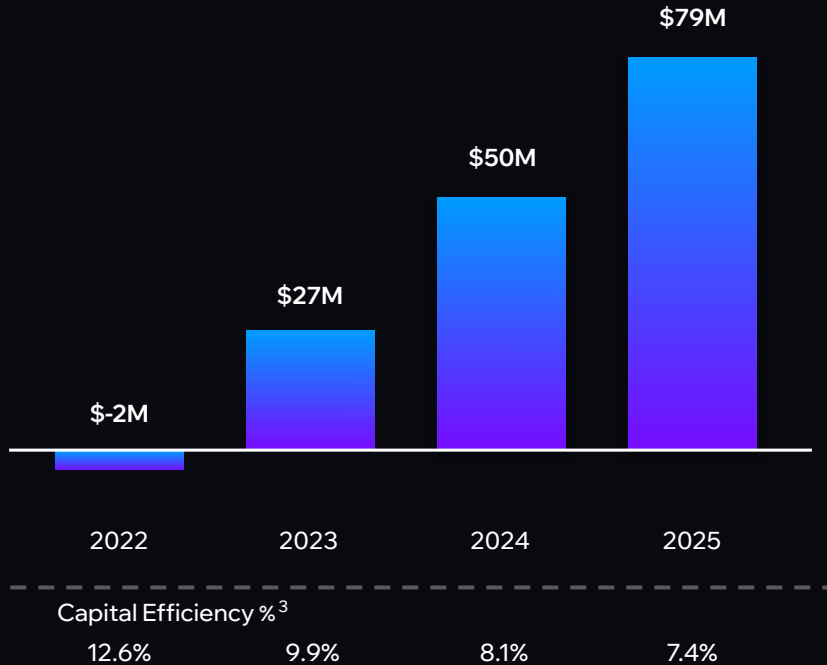
2. 2025 Net income is inclusive of \$104 million in stock-based compensation and related taxes.

3. Adjusted EBITDA and Free Cash Flow are non-GAAP financial measures. See reconciliation in Appendix.

Capital Efficient Business Model with Improving Cash Conversion Cycle



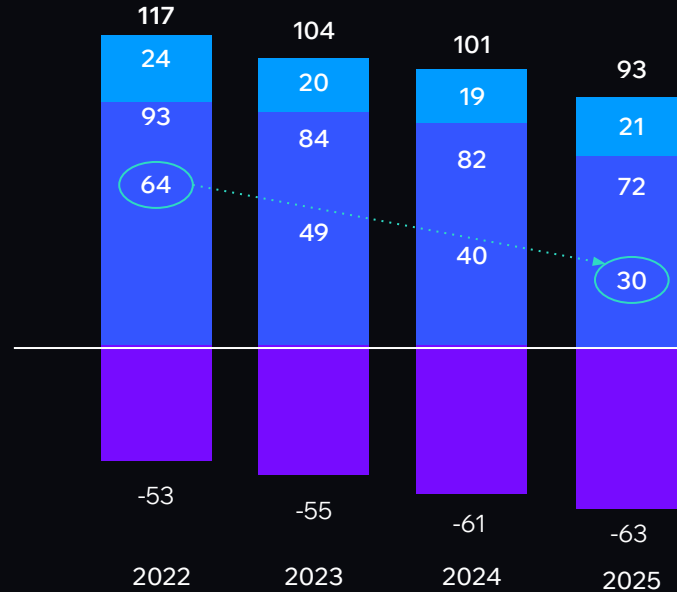
Free Cash Flow ¹



Cash Conversion Cycle ²

Days

CCC DIO DPO DSO



1. Free Cash Flow is a non-GAAP financial measure and is calculated by subtracting purchases of property and equipment from net cash provided by operating activities. See reconciliation in Appendix.

2. Cash Conversion Cycle (CCC) = DIO + DSO - DPO. DIO: Average Inventory Balance (FYE_t, FYE_{t-1}) / FYE Cost of goods Sold. DPO: Average Accounts Payable Balance (FYE_t, FYE_{t-1}) / FYE Cost of Goods Sold. DSO: Average Accounts Receivable Balance (FYE_t, FYE_{t-1}) / FYE Net Revenue.

3. Capital Efficiency % = (NWC (ex. Cash) + Capex) / Net Revenue. Net Working Capital (ex. Cash): Current assets - Cash & Cash Equivalents - Current Liabilities.

Multiple Levers for Continued Growth

We drive revenue growth and deliver 124% NRR with existing partners, while adding new revenue through targeted, data-driven acquisition.



Historical Case Studies: Accelerating Existing Brand Partners Through 3 Vectors of Growth



Ecommerce Equation Optimizations



pura[®]

- **+185% YoY Sales Growth 2024**
- **379% NRR** average of last 2 years
- **25M** Bid Search changes

New Marketplaces



features[®]

- **+42% YoY Sales Growth 2024**
- **134% NRR** average of last 2 years
- Started in **2** marketplaces; expanded to **15**
- Launches: **+4** (2019), **+4** ('20), **+1** ('22), **+1** ('23), **+3** ('24)

Broader Product Selection



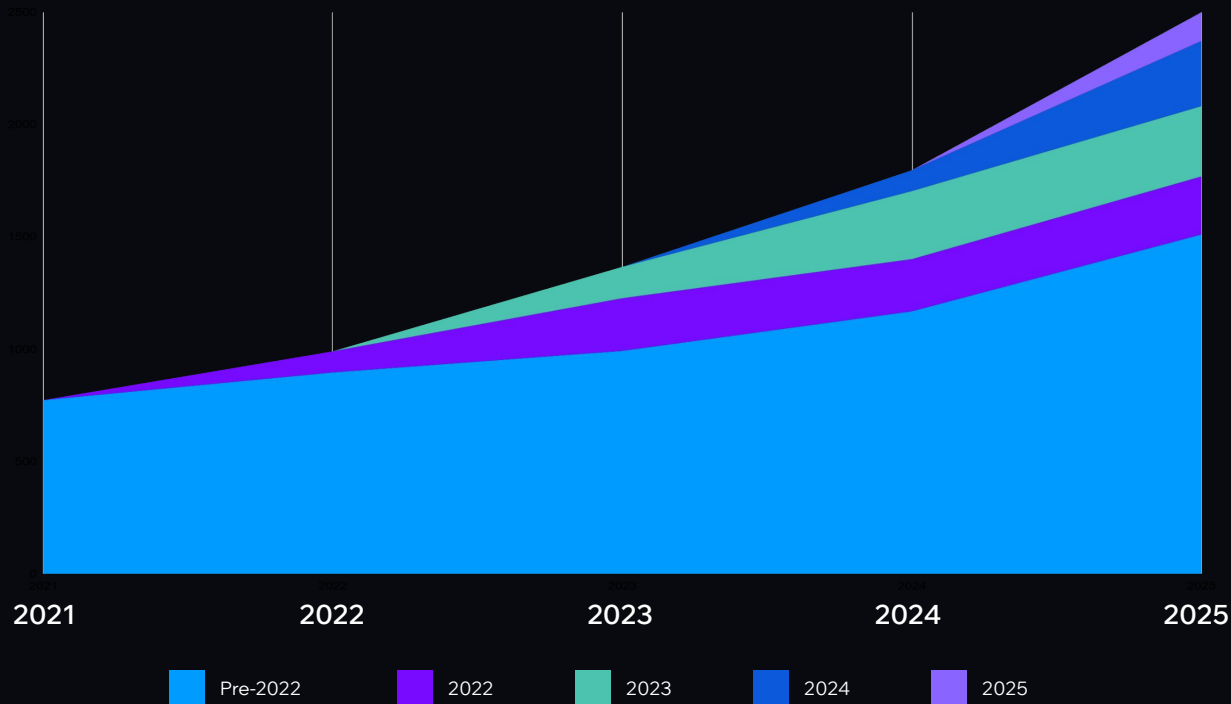
gaia[®]
HERBS

- **+19% YoY Sales Growth 2024**
- **130% NRR** average of last 2 years
- **Expanded Product Ranges** in 2022 (Gaia Pro) & 2023 (Salus)

Continued Expansion with Existing Partners Demonstrates the Value of Our Platform



COHORT REVENUE OVER TIME



2025 NRR

124%

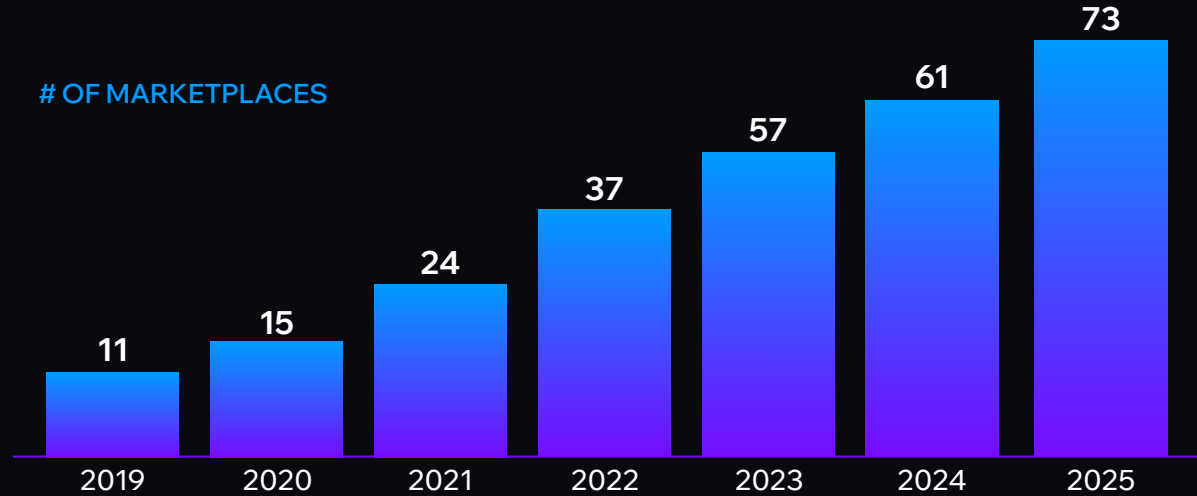
Significant Progress Diversifying Across New Marketplaces and Geographies



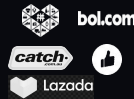
% of Pattern's Revenues in US
(2025)

89%

OF MARKETPLACES



Key Marketplaces Added



New Brand Partner Opportunity

Currently Targeting \$460B GMV with Category Diversification



GMV TARGETED \$460B²

Pattern <1%
Penetration of
Targeted GMV¹

PATTERN 2025
\$2.5B
0.5%⁽¹⁾



1. Pattern penetration represents 2025 Revenue as a percent of total Target GMV of \$460B. Target GMV is the \$460B Sales Pipeline as referenced in the earnings call March 5th 2026.
2. There can be no assurance that we will pursue, engage or enter into agreements with any of the brands that comprise this gross merchandise value target

Improve Margins and Unlock Monetization Opportunities

Driving *scale* and *competitive advantage* through proprietary data, optimized fulfillment, and ecommerce expertise.

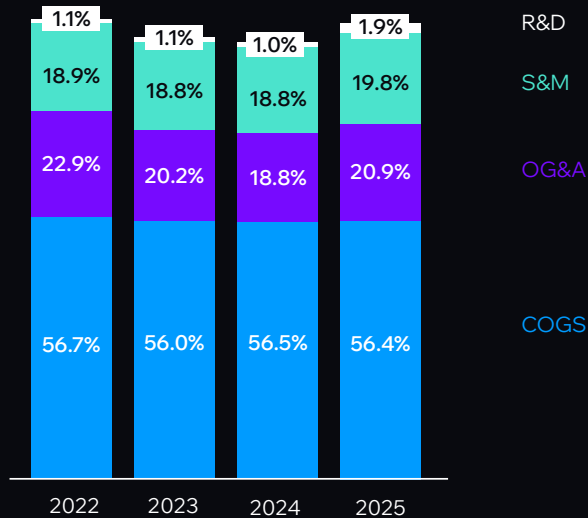


Full Year GAAP Expenses and Disaggregated Expenses



GAAP Operating Expenses

(% of revenue)



Net Income %

-0.3%

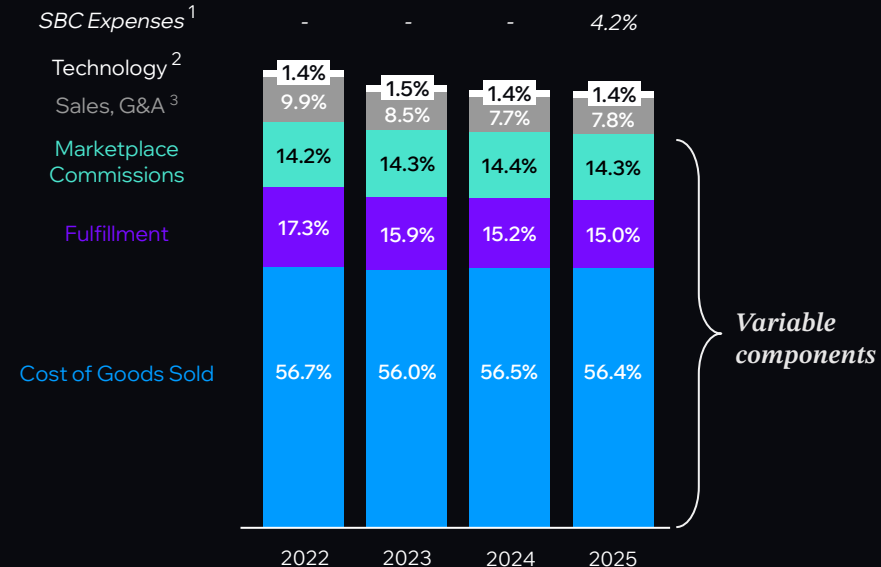
3.0%

3.8%

0.6%

Disaggregated Expenses

(% of revenue)



Adj. EBITDA %⁴

1.8%

4.7%

5.6%

6.1%

Variable components

1. Stock-based compensation and related taxes was \$104 million in 2025.
 2. Technology includes internal-use software development amortization expenses.
 3. Sales, G&A includes indirect IPO costs of \$6M in 2025.
 4. Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP financial measures. See reconciliation in Appendix.



CORE PRODUCT

Marketplace Accelerators

↻ Global 3P Accelerator

↻ 1P Accelerator

Core Growth

EMERGING OFFERINGS

Software

↻ Creators

↻ PXM

Fulfillment

↻ Marketplace Prep

↻ Middle Mile

↻ DTC

Monetizing excess capacity

Appendix

Definitions: Key Operating Metrics and Non-GAAP Financial Measures



Net Revenue Retention (NRR) is an important metric to measure the long-term value of our brand partner relationships. In any given period, we calculate NRR by comparing total revenue attributable to all existing brand partners in the current trailing 12-month period to that of the previous trailing 12-month period. This metric, expressed as a percentage, provides valuable insight into the accelerated growth delivered through our platform, the effectiveness of our brand expansion strategies and our ability to deepen relationships with existing brand partners. For the purpose of our NRR calculation, we only include brand partners that, as of the measurement date, have been with Pattern for more than twelve months since we first generated over \$1,000 in revenue attributable to such brand partner. Additionally, for those existing brand partners that, as of the measurement date, have been with Pattern for more than twelve full months but less than 24 full months since we first generated over \$1,000 in revenue attributable to such brand partner, we only include current period revenue for the corresponding months in the current period for which the brand partner had attributable revenue in the previous period.

Non-GAAP Financial Measures

This presentation contains non-GAAP financial measures, including adjusted EBITDA and free cash flow, which are financial measures that either exclude or include amounts that are not excluded or included in the most directly comparable measures calculated and presented in accordance with U.S. generally accepted accounting principles ("GAAP") and other key operational metrics used by management to evaluate our business. These measures have limitations as an analytical tool and should not be considered in isolation, or as a substitute for the Company's results as reported under GAAP. Because not all companies calculate non-GAAP financial information identically (or at all) or use the same methodology for certain key operational metrics, the presentations herein may not be comparable to other similarly titled measures used by other companies. The Company's presentation of such measures, which may include adjustments to exclude unusual or non-recurring items, should not be construed as an inference that the Company's future results will be unaffected by other unusual or non-recurring items. Further, such non-GAAP financial information of the Company should be considered in addition to, and not as superior to or as a substitute for, the historical consolidated financial statements of the Company prepared in accordance with GAAP. See the appendix for a reconciliation of the non-GAAP financial measures used in this presentation to the most directly comparable GAAP financial measure and for descriptions of certain of our key operational metrics.

We calculate Adjusted EBITDA, a non-GAAP financial measure, as net income (loss) excluding depreciation and amortization; interest income (expense), net; provision (benefit) from income taxes; share-based compensation expense and related taxes; the stock amendment expense; indirect initial public offering costs; and other recurring and nonrecurring items that we do not consider representative of our underlying operations. We believe it is useful to exclude charges, such as depreciation and amortization and share-based compensation expense from our Adjusted EBITDA because the amount of such expenses in any specific period may not directly correlate to the underlying performance of our business operations. We believe it is useful to exclude interest income (expense), net; provision (benefit) from income taxes; and other items that are not components of our core business operations. Non-GAAP financial measures such as Adjusted EBITDA should not be considered in isolation or as an alternative to net income (loss) or any other measure of financial performance calculated and prescribed in accordance with GAAP. In addition, Adjusted EBITDA may not be comparable to similarly titled measures in other organizations because other organizations may not calculate Adjusted EBITDA in the same manner as we do, thus limiting its usefulness as a comparative measure.

Free cash flow is a non-GAAP financial measure that is calculated as net cash provided by or used in operating activities reduced by purchases for property and equipment. We believe free cash flow is a useful measure to evaluate the cash impact of the operations of the business including purchases of property and equipment which are a necessary component of our ongoing operations.

We define trailing twelve months ("TTM") free cash flow as net cash provided by operating activities less capital expenditures for the most recent twelve consecutive months.

Illustrative Net Revenue Retention Calculation Example



1. Numerator: Total revenue attributable to all existing brand partners in the current trailing 12-month period.

2. Denominator: Total revenue attributable to all existing brand partners in the previous trailing 12-month period.

3. New Brand Partner Revenue: Attributable to brand partners that have been with Pattern for less than 12 months and/or have not achieved at least \$1,000 in monthly revenue (excluded from NRR calculation).

Summarized Income Statement



(in millions)

	FY2022	FY2023	FY2024	FY2025	Q4 2024	Q4 2025
Revenues	\$991	\$1,366	\$1,796	\$2,501	\$515	\$723
Operating expenses:						
Cost of goods sold	\$562	\$765	\$1,015	\$1,411	\$295	\$409
Operations, general and administrative	\$227	\$276	\$339	\$523	\$95	\$141
Sales and marketing	\$187	\$258	\$338	\$496	\$97	\$137
Research and development	\$11	\$15	\$18	\$46	\$5	\$10
Total operating expenses	\$987	\$1,314	\$1,709	\$2,476	\$492	\$697
Operating income	\$4	\$53	\$87	\$25	\$23	\$26
Net (loss) income	(\$3)	\$41	\$68	\$16	\$18	\$29
EBITDA⁽¹⁾	\$8	\$66	\$100	\$9	\$27	\$30
Adjusted EBITDA⁽¹⁾	\$18	\$65	\$101	\$153	\$27	\$43
<i>Adj. EBITDA Margin⁽¹⁾</i>	<i>1.8%</i>	<i>4.7%</i>	<i>5.6%</i>	<i>6.1%</i>	<i>5.2%</i>	<i>5.9%</i>

Note: Amounts are presented in millions and rounded. As a result, subtotals and totals may not foot due to rounding.

(1) EBITDA, Adjusted EBITDA, and Adjusted EBITDA Margin are non-GAAP financial measures. A reconciliation from Net Income to EBITDA and Adjusted EBITDA is presented on the following slide.

Adj. EBITDA and Free Cash Flow Reconciliation



Adj. EBITDA Reconciliation <small>(in millions)</small>	FY2022	FY2023	FY2024	FY2025
Net (loss) income	(\$3)	\$41	\$68	\$16
Add (deduct):				
Depreciation and amortization	\$9	\$12	\$15	\$17
Interest (income) expense, net	\$1	(\$3)	(\$6)	(\$7)
Provision for income taxes	\$1	\$15	\$23	(\$17)
EBITDA	\$8	\$66	\$100	\$9
Other:				
Share-based compensation expense and related taxes	–	(\$0)	–	\$104
Stock amendment expense	–	–	–	\$33
Initial public offering costs	\$1	\$1	\$1	\$6
Other	\$9	(\$1)	–	\$1
Adj. EBITDA	\$18	\$65	\$101	\$153
Revenue	\$991	\$1,366	\$1,796	\$2,501
Adj. EBITDA Margin	1.8%	4.7%	5.6%	6.1%
Free Cash Flow Reconciliation <small>(in millions)</small>				
Net cash provided by (used) operating activities	\$14	\$41	\$70	\$99
Purchases of property and equipment	(\$16)	(\$14)	(\$20)	(\$20)
Free Cash Flow	(\$2)	\$27	\$50	\$79

Note: Amounts are presented in millions and rounded. As a result, subtotals and totals may not foot due to rounding.

Summarized Balance Sheet



(in millions)

	FY2024	FY2025
Assets		
Current Assets		
Cash and cash equivalents	\$176	\$289
Accounts receivable	\$107	\$177
Inventory	\$264	\$295
Other current assets	\$11	\$32
Total Current Assets	\$558	\$793
Non Current Assets		
Property and equipment, net	\$35	\$41
Other non-current assets	\$71	\$114
Total Assets	\$664	\$948

	FY2024	FY2025
Liabilities		
Current Liabilities		
Accounts payable	\$212	\$275
Accrued expenses	\$38	\$54
Other current liabilities	\$8	\$10
Total Current Liabilities	\$258	\$339
Non Current Liabilities	\$27	\$28
Total Liabilities	\$285	\$367
Convertible Preferred Stock	\$271	–
Total Equity	\$109	\$581
Total Liabilities, CPS and Equity	\$664	\$948

Thank You