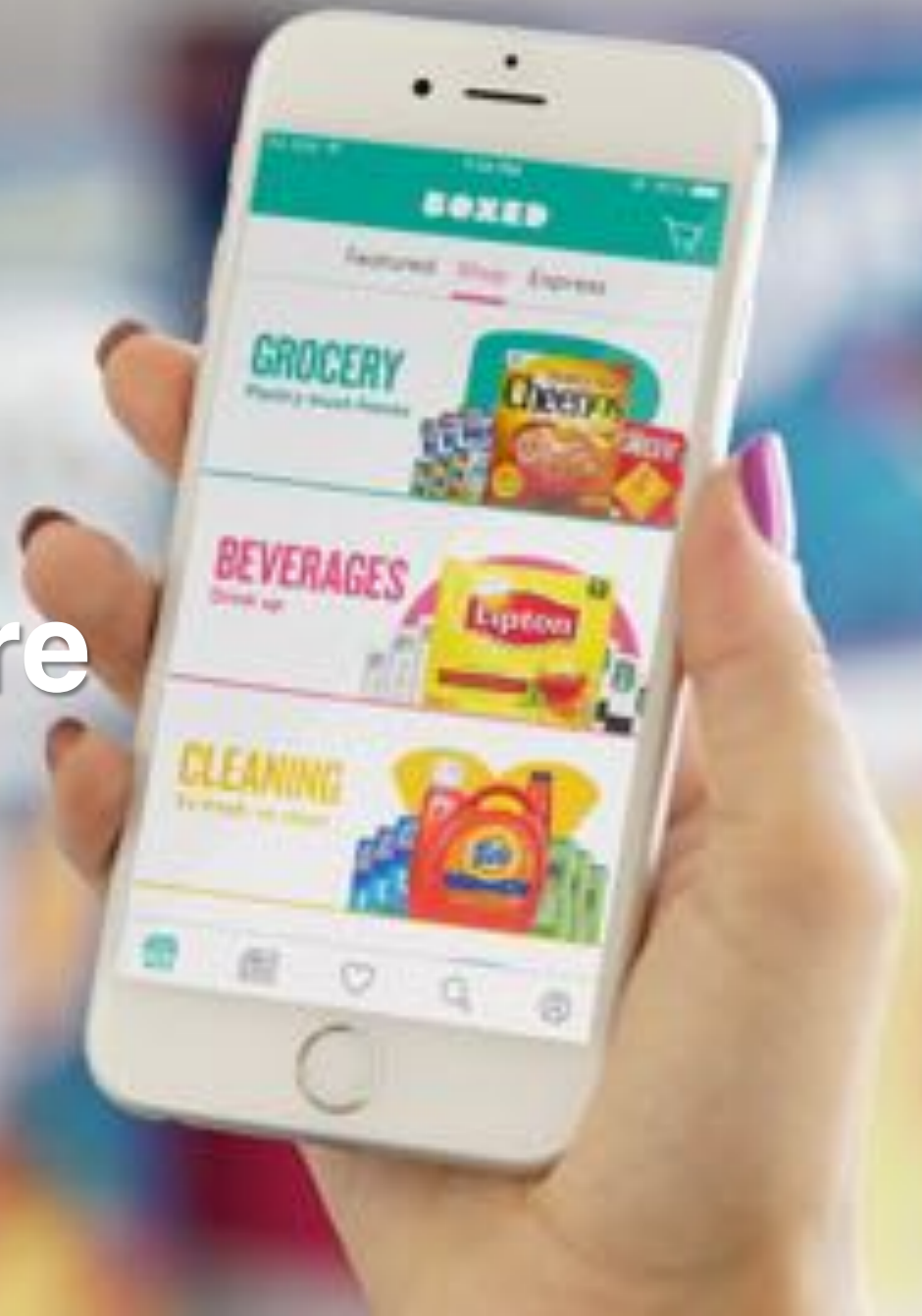


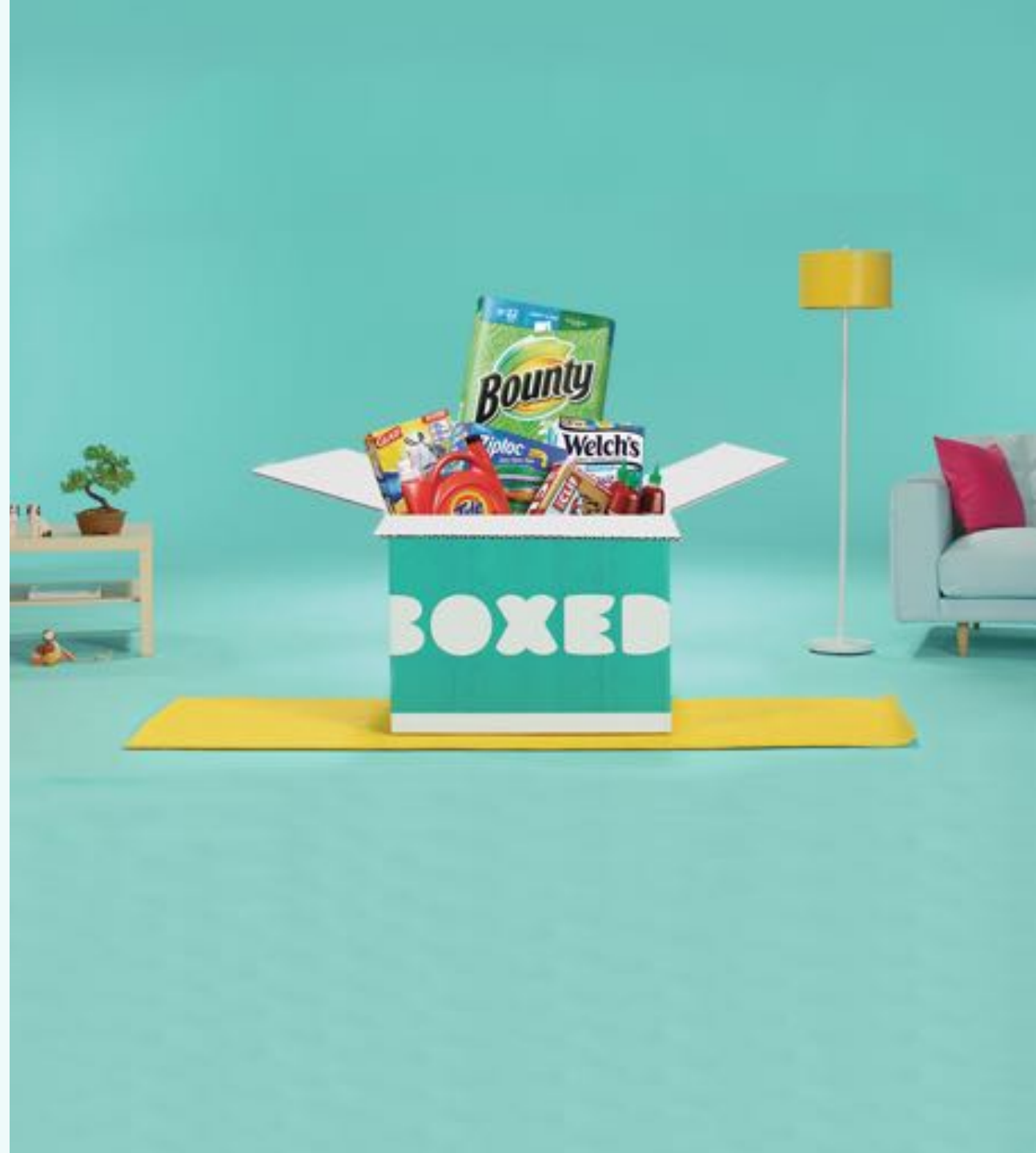
Building a Shopping Experience for the Future of Mobile Commerce





B O X E D

Who We Are



the first computer at Boxed



B O X E D

Story of Success



2013

Humble Beginnings

- Founded in CEO's garage
- First fulfillment center opened in Edison, NJ
- Launched mobile app



2014

Move Fast, Learn Fast

- Fresh delivery launched in NYC
- Second fulfillment center opened in Las Vegas, NV
- Launched web



2015

Explosive Growth

- Prince & Spring private brand launched



2016

Expansion

- Fourth fulfillment center opened in Dallas, TX



2017

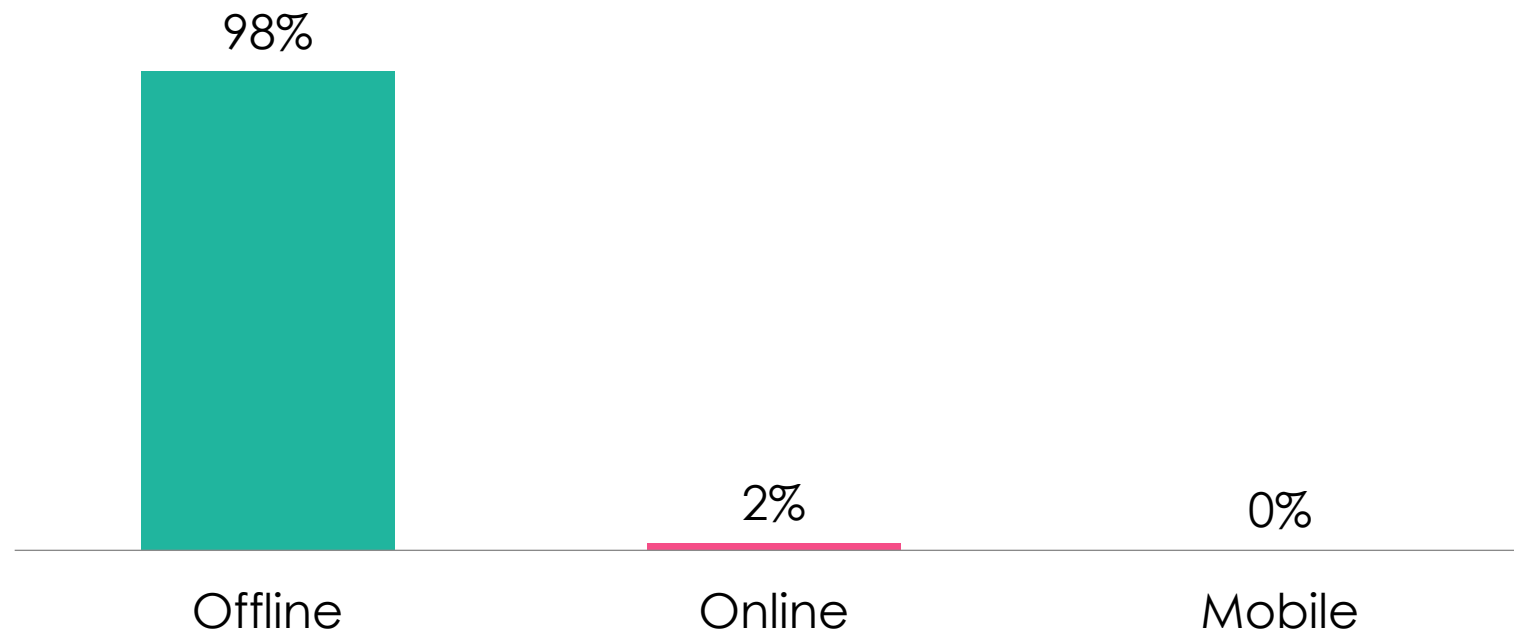
Embracing The Future

- Launched its first automated fulfillment center

WHAT'S THE OPPORTUNITY?

\$200B, 3 Players

Wholesale Club Industry



the world we live in



A familiar tale...



OUR STRATEGY?

BE RELEVANT TO THE
CUSTOMER IN EVERY WAY

how, you ask?

- *Know the customer, their shopping behavior and continually optimize for it*
- *Have a ridiculous CX.*
- *Unexpected fun discovery of products and experience*
- *In-house creative team partnering closely with data science and product teams*
- *Take risks and constantly test...but course-correct ASAP!*
- *Be consistent in your showcasing your values and tell YOUR story*

of course, not all customers are created equal



the value of segmentation



Meet Claire (a.k.a. Jen)

40-ish,
female,
successful,
busy, cool



Jen plans her purchase

Best customers spend less time between orders...

...but spend more time planning and building their cart.

Time between orders



SMARTStockup

We ran the numbers and it looks like you might be running low on some items, time to stock up!

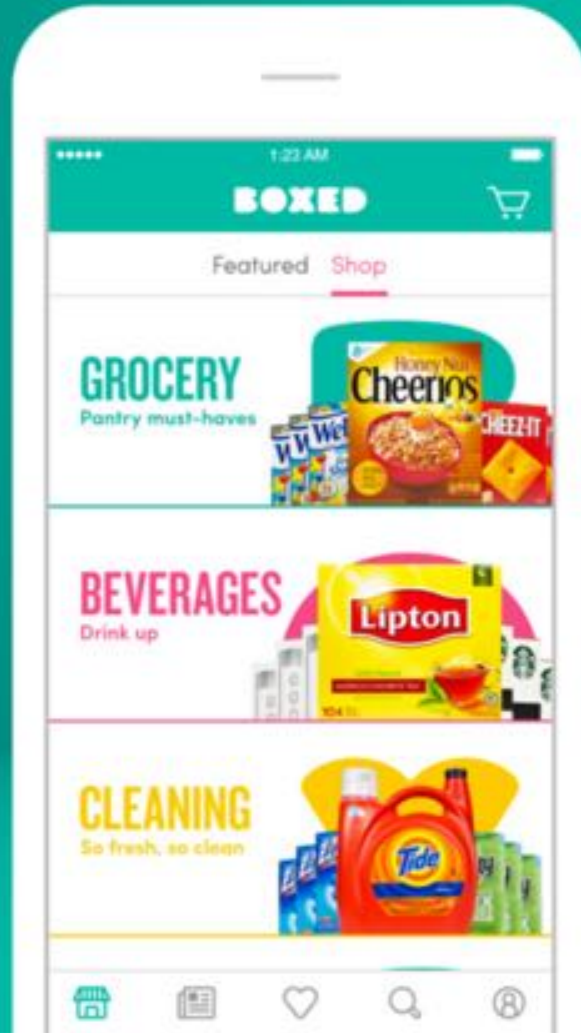
TOTAL: 3 ITEMS

ADD ALL TO CART

• NEED THESE NOW

• 	Colgate Total Advanced Whitening Toothpaste	4 x 8 oz	\$18.99	Add	 Snooze	×
• 	Dove Nourishing Body Wash	2 x 22 oz	\$11.49	Add	 Snooze	×
• 	Aveeno Positively Radiant Favorites	5 oz + 4 oz	\$15.99	Add	 Snooze	×

BULK MADE BEAUTIFUL



Apple Pay

venmo



GET IT ON
Google Play



Download on the
App Store

but more importantly...

BE TRUE TO WHO YOU ARE...
MOBILE OR NOT

values-driven content





give the ecommerce experience a soul...for a change



the ultimate win



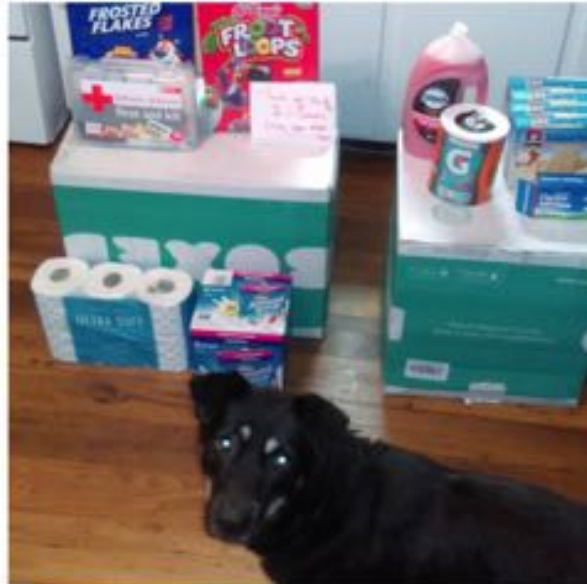
Shia McRae

@Princess_Shia

Follow



Thank you @BoxedWholesale, I love you guys too ❤️ I love the wonderful note you place in the box. You guys rock!! ❤️❤️❤️



9:16 PM - 4 Aug 2016

Making customers happy



Great Service



Great Execution



Right Assortment



Ease of Use

THANK YOU!