

SNAP ALWAYS VERIFIED AUTHENTIC SHOT

StockX Snapshot: MARKET MOVERS IN A CHANGING WORLD

The first half of 2020 saw unprecedented challenges, but even in these trying times, StockX growth has accelerated. The "new normal" has changed the way we live, work, and shop. This mid-year Snapshot reveals the numbers behind our growth.

State of StockX

10M+ LIFETIME SALES*
(50+% IN THE LAST YEAR)

3.5M
TOTAL JORDANS AUTHENTICATED (M IN LAST SIX MONTHS)

LIFETIME \$2.5B+ GMV

EUROPE GREW MORE THAN **200%** (YEAR OVER YEAR)

MAY & JUNE 2020
2 BIGGEST BUYER MONTHS IN HISTORY

650K+
INDIVIDUAL SELLERS (ALL-TIME)

Big Facts

*If you stacked 10M sneaker boxes end-to-end, they would stretch from Washington D.C. to Los Angeles.



The Gen (Z)one

The customer every brand wants is young, fashion-forward, and online. The ones that used TikTok to disrupt political rallies and are watching Twitch instead of TV. By providing unfettered access to the products they want to buy and sell, StockX is capturing Gen Z loyalty.

24 YEARS OLD
THE MAJORITY OF STOCKX APP USERS ARE 24 OR YOUNGER

69%
MARKET PENETRATION AMONG GEN Z SNEAKERHEADS (#1 SECONDARY WEBSITE OVERALL)*

#4
MOST POPULAR WEBSITE AMONG UPPER-INCOME GEN Z MALES*

\$503
AVERAGE ANNUAL FOOTWEAR SPEND BY GEN Z SNEAKERHEADS*

*Source: Piper Sandler "Taking Stock With Teens" Spring 2020



The New Normal

The world has changed, and so have the items that customers covet. While some businesses have suffered setbacks, the openness and product diversity of our global marketplace has allowed StockX to flourish in the "new normal".



Category growth since COVID-19 lockdowns

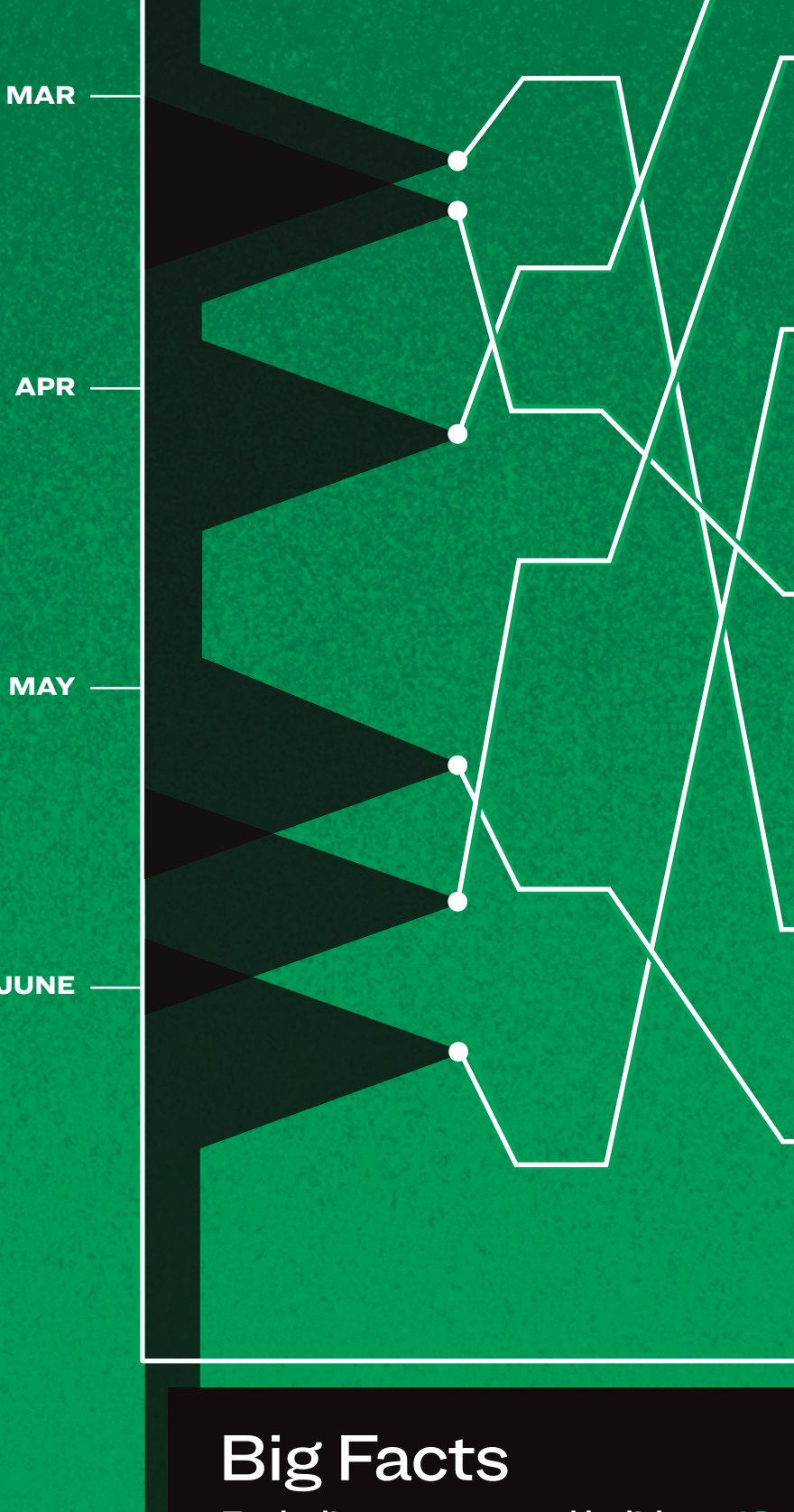
- 1** Puzzles **+582%**
- 2** Slides **+364%**
- 3** Masks **+282%**
- 4** Sweat Shorts **+179%**
- 5** Bearbricks **+98%**
- 6** Slippers **+62%**
- 7** IKEA x Virgil **+31%**
- 8** Track Pants **+5%**

Big Facts

Between February and June, the average resale price for the top 500 sneakers **increased 6%**, while the S&P 500 decreased 10%.

Winning the Moments

Many of the most popular products in our history are ones connected to big, cultural moments—drops, games, TV shows, or current events. Over the past six months, StockX has continued to thrive by capturing attention in these key moments.



APRIL
We sold over **3,500** Supreme x Takashi Murakami Box Logo Tees with proceeds benefiting HELP USA

MAY
Ferris Bueller Nike SB Dunk prices rose **50%** after Kylie Jenner wore them on Instagram

JUNE
We sold **40,000** pairs of the Jordan 13 "Flint", which became the fastest selling sneaker in StockX history

MARCH
According to Cowen Equity Research, the average consumer brand saw a **9%** decline in search interest after March lockdowns, while StockX accelerated with **double-digit gains**

MARCH
The price of LeBron James' Rookie Card skyrocketed **200+**%

MAY
Jordan sales rose **40+**% during ESPN's "The Last Dance"

Big Facts

Excluding promos and holidays, **18 of our top 20** biggest sales days occurred in Q2 2020.

On Trend

Fashion and commerce are dynamic and ever-changing and our global marketplace is helping to identify trends ahead of the curve. Here's a peek at what's next.



Smaller Brands Are Becoming Major Players

Over the last year, smaller brands like **New Balance** and **Anti Social Social Club** have seen unprecedented growth, and each has outpaced the overall market by more than **100%**.

Sneakers Are Becoming More Diverse

Over the last 12 months, sales of **women's sneakers** have outpaced the market by **70%**.



The Digital Divide is Narrowing

Over the last six months, the share of **StockX** users **45+ years** has risen **30%**.

