

Q2 FY'21 Earnings Report

The full press release can be found at investors.stitchfix.com



Q2'21 Net Revenue \$

\$504.1M

↑ 12% y/y

Q2'21 Active Clients ✓

3.9M

↑ 12% y/y

New Client Demand

First Fix shipments up

50% y/y

Highest y/y Women's first Fix growth in the past five years.

More net client additions in Q1 & Q2 than all of FY20.

Expanding and Evolving our Offering

Fixes:

Live styling and **Fix preview** give clients more agency & more interaction with our **~6K stylists**.

Fix preview improved **Keep Rates, AOV* and client retention.****

Direct Buy:

Nearly **25%** of our active Women's clients have made a **Direct Buy purchase** to date.

Expected roll out to new clients late in Q4.

Unless otherwise noted, numbers above represent Q2'21 results.

Please refer to our March 8, 2021 press release available at <http://investors.stitchfix.com> for our full financial results for Q2'21, including non-GAAP reconciliations

*AOV: average order value.

**Compared to outcomes without Fix preview. Based on initial results for Fix preview launch in the U.K.