



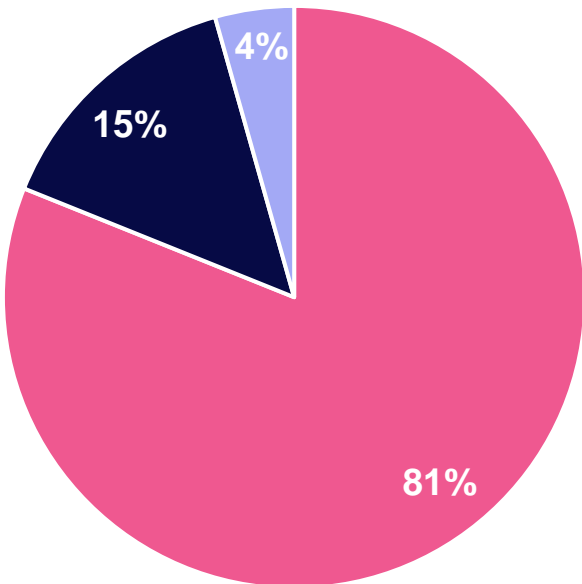
TikTok Shop: A new retail disruptor

The launch of TikTok Shop in the U.S. marks a major shift in the ecommerce world as social commerce gains momentum



81% of TikTok dollar sales are from Health & Beauty

Health & Beauty Care Food Household Care



Top 5 selling categories

- 1. Facial Skin Care
- 2. Supplements & Vitamins
- 3. Lip Cosmetics
- 4. Cologne & Perfume
- 5. Body Lotions & Treatments

TikTok Shop is already the #14 Health & Beauty ecommerce retailer since its launch in September 2023

TikTok Shop in the UK



TikTok Shop launched in 2021 in the Uk and is already the #5 ecommerce retailer as of November



Top selling brands:

made by Mitchell

Nature Spell

PLOUISE

BPERFECT

THE BEAUTY CROP

Source: Foxintelligence by NielsenIQ YTD 11/26/2023; UK



TikTok Shoppers reflect the platforms users, they are young, diverse, and at an early stage of their careers. Shoppers are...

123x more likely to be 18-24 and 22x more likely to be 25-34

42x more likely to be diverse shoppers

17x more likely to make less than \$50K per year

Source: NielsenIQ Rakuten 9/1/2023-11/30/202