

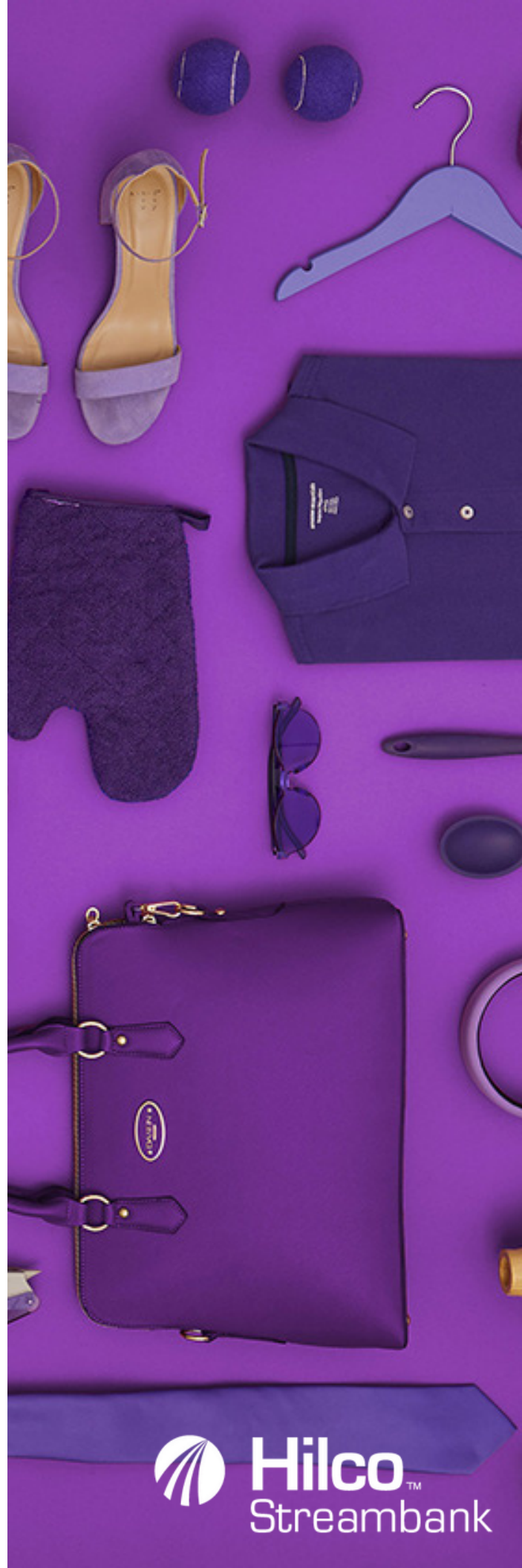
Zulily

INTANGIBLE ASSET ACQUISITION OPPORTUNITY

Contact Us:

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www.hilcostreambank.com



HilcoTM
Streambank

Indication of Interest (IOI) Deadline: **March 13, 2024**

Hilco Streambank is seeking offers for the intangible assets of Zulily, the flash sale e-commerce site that generated more than **\$666M in revenue in the last 12 months** ending November 2023. Available assets include trademarks, the Zulily.com domain and related domain names, customer data files, social media assets, and code for the Zulily proprietary app.

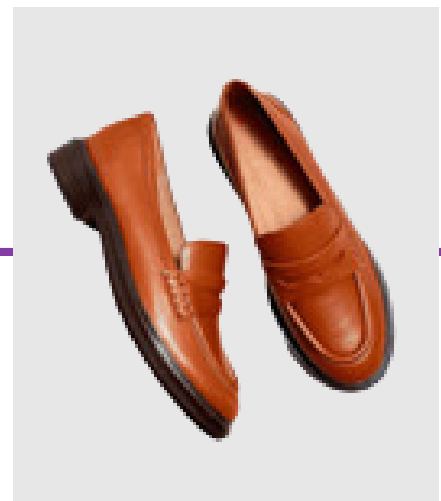


The sale is being conducted on behalf of an assignee for the benefit of creditors. The assignee has the ability to negotiate with interested parties prior to the deadline noted above and, in the event that an indication of interest is acceptable, **the assignee may enter into a transaction prior to the March 13 deadline.** Contact Hilco Streambank to learn more about the assets and the sale process.

ZULILY PIONEERED FLASH SALES

Zulily was an ecommerce retailer of footwear, apparel, accessories, home goods, toys and games, health and beauty, and other products.

Each morning, Zulily.com and its mobile app launched a series of flash sales events. These events featured thousands of product styles from different vendors and typically lasted for 72 hours. Product offerings were generally only available for a limited time and in a limited quantity, creating a sense of urgency to browse, discover, and purchase. On average, items were offered for a significant discount off the manufacturer's suggested or comparison retail price. Zulily used its proprietary technology, data analytics, and personalization tools to segment its audience, offering each customer a curated and optimized shopping experience that featured brands, products, and events that it believed would be most relevant for that customer.

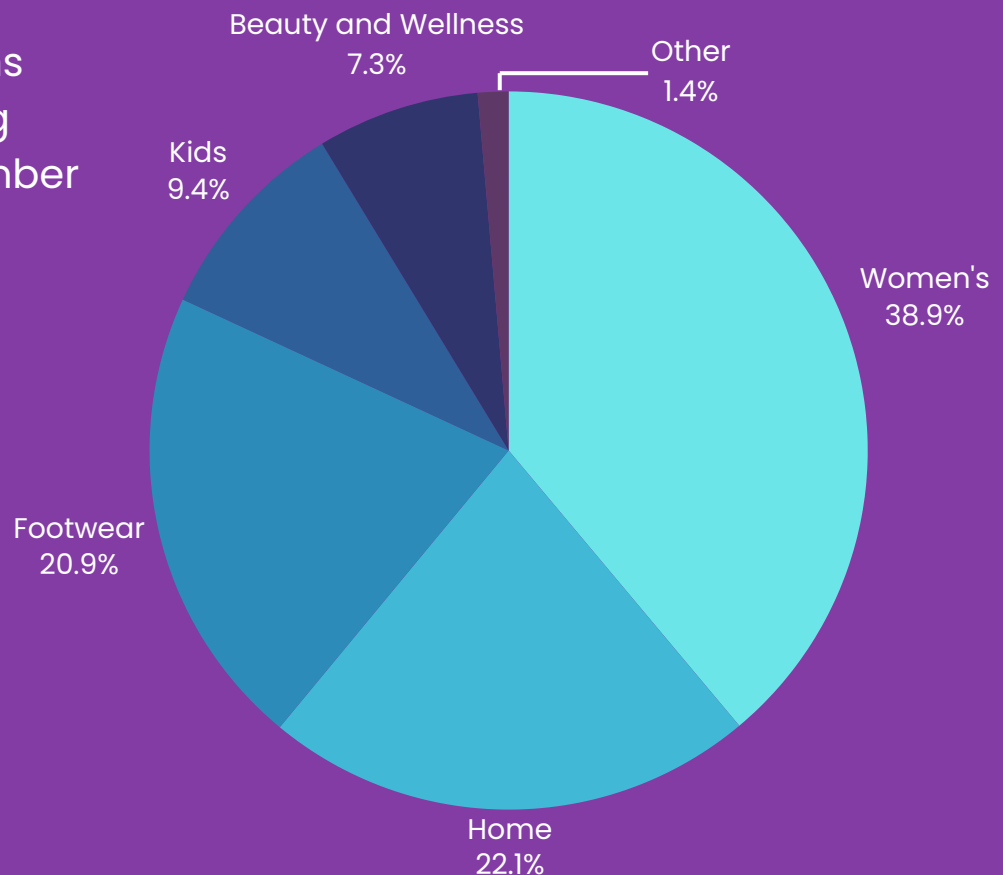


A STRONG RECORD OF MEANINGFUL SALES OF NATIONAL BRANDS

**\$666
MILLION**

revenue in the 12 months ending November 2023

2023 revenue by category:



THE ZULILY PLATFORM ATTRACTS A DESIRABLE CUSTOMER

Zulily operated as a membership model, meaning that customers needed to be Zulily members in order to gain access to flash sales. The customer database contains approximately 2.4 million customer files, all of whom have made a purchase in 2023.

AVERAGE ORDER VALUE
\$65

ITEMS PER ORDER
2.7

ZULILY'S STORIED HISTORY



2009

Zulily.com officially launched. The flash sales model, where products were available for a limited time, created a sense of urgency among shoppers.



**NOVEMBER
2013**

Zulily achieves \$7 billion market cap.

2015

Qurate sells Zulily for an undisclosed sum.

Zulily founded on the premise that offering limited-time sales with heavily discounted products would provide a unique shopping experience.

**JANUARY
2010**

Zulily goes public, trading on the NASDAQ under ZU.



**FEBRUARY
2014**

Qurate Retail, the parent company of QVC and HSN, purchases Zulily for \$2.4 billion in cash and stock. Following the acquisition, Zulily continues to operate under its own banner, maintaining a distinct identity.

**MAY
2023**



THE BRAND GENERATES MEANINGFUL WEBSITE TRAFFIC

**273.6
MILLION**

approximate number of site visitors in 2023 through November

3.2%

conversion rate across all channels in 2023 through November

ZULILY SOURCED DESIRABLE MERCHANDISE FROM NATIONAL VENDORS

Zulily sourced its merchandise from a variety of vendors, including emerging brands, small boutique vendors, and large national brands.

Utilizing a pass-through operating model, Zulily focused on inventory offerings initially negotiated with vendors but not procured until after a sale event, which represented approximately 62% of gross product sales. Zulily also offered products through a vendor consignment program called Zulily Partner Services (ZPS), which accounted for approximately 14% of gross product sales. Owned inventory, representing pre-buy and overstock products, collectively represented approximately 24% of gross product sales.



AVAILABLE ASSETS



Trademarks



**Domain
Names**



**Customer
Data**



**Social Media
Assets**



App



Inventory*

*Contact Hilco Streambank to be connected with the agent responsible for the sale of inventory.

**CONTACT HILCO STREAMBANK AT
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TO LEARN MORE.**



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