



NEWS RELEASE

Wayfair Launches TV Campaign in Germany, Partners with Barbara Schöneberger as Brand Ambassador

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- Wayfair.de launches first major TV and marketing campaign on February 1, 2019
- Wayfair and brand ambassador Barbara Schöneberger show that shopping for your home can be easy and fun

BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world's largest online destinations for the home, today announced its brand ambassador partnership with German presenter and singer Barbara Schöneberger. The multi-talented celebrity will be featured in **Wayfair.de**'s first major TV campaign, which begins airing on television in Germany today. In the spot, "The home for your home", Barbara takes viewers on a captivating tour of the Wayfair experience and helps them discover: Online shopping for your home can be easy and fun!

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190201005022/en/>

Wayfair Launches TV Campaign in Germany, Partners with Barbara Schöneberger as Brand Ambassador (Photo: Business Wire)

For one of Germany's best-known entertainers, building a home has a special meaning for

Barbara: "My home is so important to me. Home calls to me - no matter where I am. In fact, I'm about to ask if we can always film at my place because I never feel like leaving the house at all." As a true interior lover at heart, Barbara confesses: "I basically think about styling my home in every free minute, which is why shopping on **Wayfair.de** is so much fun for me: simply because I really value the comfort of online shopping, how quick it is and their vast selection."

"We are thrilled to partner with Barbara Schöneberger for our first major 360° campaign in Germany," said Martin Reiter, Head of Europe, Wayfair. "With her witty and uncomplicated manner, Barbara is the perfect brand

ambassador for Wayfair. This campaign conveys to our German customers that at Wayfair, shopping for your home is both fun and easy - with a huge selection to fit any style or budget.”

Wayfair’s TV spot with Barbara was developed in-house at its Berlin headquarters and begins airing today on VOX, Pro Sieben, RTL II und Sat.1 among others. The campaign includes email marketing, social media and direct mail support. For more information, visit wayfair.de/barbara-schoeneberger.

About Wayfair

Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 10 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes - from product discovery to final delivery.

The Wayfair family of sites includes:

- Wayfair - Everything home for every budget
- Joss & Main - Affordable discoveries for gorgeous living
- AllModern - Unbelievable prices on everything modern
- Birch Lane - Home of classic designs and fresh finds
- Perigold - The widest-ever selection of premium home

Wayfair generated \$6.2 billion in net revenue for the twelve months ended September 30, 2018. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 10,900 people.

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