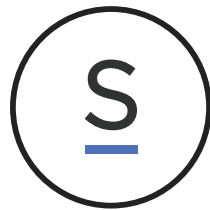


# PRESS KIT

AVAILABLE ON THE APP STORE

**NOW LAUNCHING: ANDROID ON APRIL 16**





The new way to go shopping.

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## SPRING IN THE NEWS



*Top 25 Apps of 2014*



*Top 10 Startups of 2014*



*10 Best Apps of 2014*



*Top 10 Apps to Watch of 2014*



*Top 10 Most Innovative Startups of 2014*



*"This app will change the way you shop forever"*



*"..they've tapped into our desires, including our desire to tap"*



*"Ladies and gentlemen, behold Spring, the most advanced effort at fashion-focused mobile shopping yet"*



*"This is how we shop in the future"*



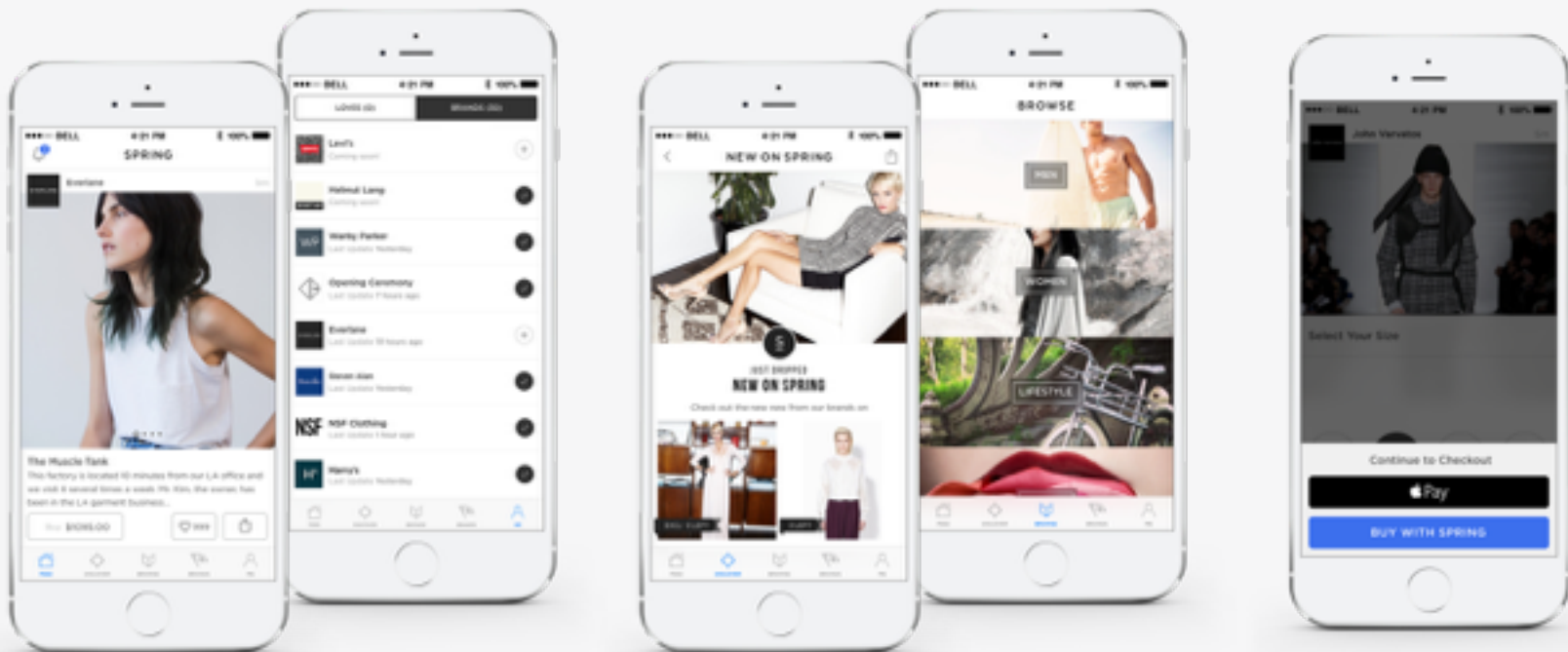
*"That ease of seamless shopping has not been found yet, especially not in mobile. This is it"*

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# WHAT IS SPRING?

Shop your favorite brands and discover new ones - anytime, anywhere - all in one app.

Members personalize their feeds, love items to save for later, share with one tap, and discover by category and curated collections. Brands post new arrivals every day and customers shop with a single tap.



**Follow Brands to  
Personalize Your Feed**

**Browse + Discover**

**Seamless Checkout:  
ApplePay + Google Wallet**

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# SPRING BRANDS

From luxury to fast-fashion, emerging designers to marquee labels and beauty to lifestyle -  
**Spring's community of over 700 brands reflects how today's modern consumer shops.**

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## Women

MARC JACOBS  
3.1 philipine  
J BRAND  
theory  
REFORMATION  
HELMUT LANG  
sandro  
BEYONCÉ  
URBAN OUTFITTERS  
DEREK LAM  
COACH  
JASON WU  
Oscar de la Renta

## Men

OPENING CEREMONY  
Est. 2002  
American Apparel  
BAND OF OUTSIDERS  
BUCK MASON  
PUBLIC SCHOOL  
steven alan  
EVERLANE  
BILLIONAIRE BOYS CLUB  
OAK  
POLAR  
BILLY REID  
Levi's

## Lifestyle

SHINOLA  
DETROIT  
LAFCO  
NEW YORK  
JASON CASE®  
ASSOULINE  
Casetify  
VIANEL  
ADOPTED  
EASTERN COLLECTIVE  
M  
SOLE  
BICYCLES  
REVISIT

## Beauty

ESTÉE LAUDER  
stila  
cosmetics  
smashbox  
CLINIQUE  
HARRY'S  
JIN  
SOON  
KORRES  
The  
MOTLEY  
FELLOW  
BARBER

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SPRING

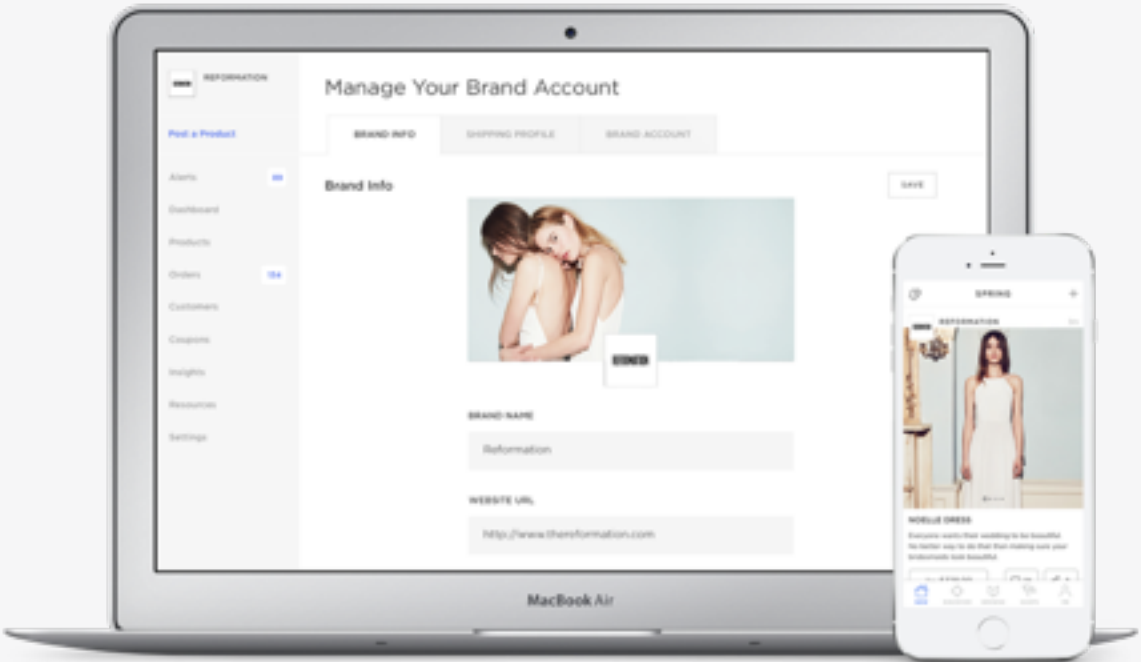
# THE SPRING MODEL

Spring makes shopping simple and exciting, while empowering brands with a new direct-to-consumer channel.

**Spring's revolutionary technology integrates with a brand's existing e-commerce system to create a truly seamless experience for both consumers and brands.**

With Spring's proprietary web-based order management system, brands can easily fulfill orders, manage inventory, and access real-time data and analytics. Brands control what products and content to post, when to post, and how much inventory to make available to Spring's highly qualified customers.

For many brands, Spring is their first and only direct-to-consumer channel.



The image shows a laptop and a smartphone displaying the Spring platform interface. The laptop screen displays the 'Manage Your Brand Account' page, which includes a sidebar with navigation links (Post a Product, Alerts, Dashboard, Products, Orders, Customers, Coupons, Insights, Resources, Settings) and a main content area with tabs for BRAND INFO, SHIPPING PROFILE, and BRAND ACCOUNT. The 'Brand Info' tab is active, showing a 'Brand Info' section with a photo of two women, a 'BRAND NAME' field with the value 'Reformation', and a 'WEBSITE URL' field with the value 'http://www.thereformation.com'. The smartphone displays the 'Spring' app interface, showing a 'Reformation' brand profile with a photo of a woman in a white dress and a 'NEW DRESS' section with a description.

**Spring Brand Portal**

Brands use Spring's web-based platform to manage their Spring Shop.

**Spring Consumer App**

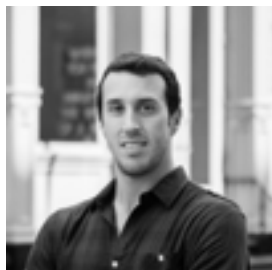
Members shop directly from Spring's community of brands on their phone.

**SPRING**

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## THE TEAM

We've spent our careers building products and brands used and loved by millions. Now we're working together to re-imagine how we go shopping.



**ALAN TISCH**  
Founder + CEO

Before founding Spring, Alan previously spent time at Fab.com and Mayor Bloomberg's office, where he launched the NYC Big Apps initiative.



**DAVID TISCH**  
Founder + Chairman

David is the Managing Partner of Box Group, a New York City-based seed-stage fund, where he has invested in over 100 startups including Vine, Fab.com, BlueApron and Harry's. Prior to Spring and Box Group, he co-founded TechStars NYC.



**ARA KATZ**  
Founder + CMO

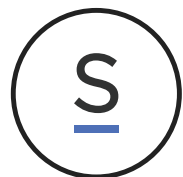
Before Spring, Ara was on the Founding Team of BeachMint, where she launched six direct to consumer online brands. She has consulted to the Department of Defense and various brands, media companies and startups in fashion, consumer, and entertainment.



**OCTAVIAN COSTACHE**  
Founder + CTO

Prior to Spring, Octavian spent over six years at Google, where he created multiple inboxes in Gmail and the charts for Google Finance.

Go shopping.



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