



Shopping Starts Here

April 2026



NASDAQ: WSHP

WeShop Holdings Limited. Company Number: 2046056  
Registered Office: Mandar House, Johnsons Ghut, Tortola, British Virgin Islands.

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|--------|--------|--------|--------|---------|--------|
| SPY    | QQQ    | BTCUSD | OIA    | CLD     | TLT    |
| 480.89 | +0.28% | 416.75 | +0.26% | 8280.80 | +0.06% |
| 476.06 | +0.1%  | 147.72 | +0.1%  | 8594    | +0.1%  |

November 20, 2025 1:43 PM 2 min read

### WeShop's 'Own What You Buy' Pitch Threatens To Crash Amazon's Prime Party

By Surbhi Jain

Google News | Apple News

stocktwits

TRENDING

- ONDS ↓ 6.75%
- CAPR ↑ 252.04%
- MSFT ↓ 2.40%
- NFLX ↓ 6.14%

# WeShop: Buy This Recent IPO That Turns Shoppers Into Shareholders?

By Sasirekha Subramanian, Contributor, © Equity Research Expert

Published Nov 19, 2025, 04:28pm EST, Updated Nov 21, 2025, 06:03am EST

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## WeShop Holdings (WSHP): Evaluating Valuation After a Week of Extraordinary Share Price Volatility

Simply Wall St | Reviewed by Simply Wall St

November 22, 2025

## WeShop Rings the Closing Bell



November 20, 2025 — 3:45 PM - 4:15 PM ET  
Nasdaq MarketSite, 4 Times Square, New York

UK INVESTOR

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## WeShop shares soar above \$200 during Wednesday

By Sebastian | JUL 10, 2023

Investors Hangout

Home | Financial Blog | News | WeShop Revolutionizes Shopping Experience with U.S. Launch

## WeShop Revolutionizes Shopping Experience with U.S. Launch

# Investors Hangout

WeShop Revolutionizes Shopping Experience with U.S. Launch

Author: Thomas Carter | Updated: 11-20-2025 07:16:58

Schwab | MARKETS | TECH | INDUSTRIES | SHOWS

Home | Industries | Retail | WeShop (WSHP) CEO on 'Shareback' vs Cash-Back Shopping

MARKET RALLY

### WESHOP FOUNDER ON THE SHAREBACK MODEL

(WSHP) 112.64

02:15:01:40 WeShop (WSHP) CEO on 'Shareback' vs Cash Back Shopping

WeShop (WSHP) CEO on 'Shareback' vs Cash Back Shopping

John Games, founder of WeShop (WSHP), explains how their "shareback" point rewards are unique in the industry. The company recently went public, and he discusses regulation difficulties and the difference between U.S. and UK markets. WeShop advertises itself as a social-commerce platform that lets users earn equity not only by shopping but by referring friends to the site.

MARKET ON CLOSE 21 NOV 2025

SHARE

Equity > WeShop Stock Gains Over 6-Fold, Days After Direct Listing: Retail Ecstatic

## WeShop Stock Gains Over 6-Fold, Days After Direct Listing: Retail Ecstatic

The WSHP ticker trended on Stocktwits with an 'extremely bullish' sentiment reading.

On the Move | Consumer

## WeShop skyrockets as its shoppers-become-shareholders model resonates

Nov. 19, 2025 10:56 AM ET | WeShop Holdings Limited (WSHP) Stock, IBUY, XRT | By: Clark Schultz, SA News Editor

## The **WeShop** Mission

To create a world-first, digital social-shopping experience whilst simultaneously democratizing and transferring ownership of the Company to our community.

## The **WeShop** Vision

To create a new dynamic of consumer ownership through the most intelligent shopping app in the world based on community, technology and ownership.



## **Shareback™**

[share • back] noun

a reward offered exclusively to users of the WeShop community, whereby users receive shares in WeShop for shopping online, and referring their friends to transact on the WeShop platform.



# UK Pilot

## Invitation Access

Users initially required a special invitation link to join the platform from another user.

## Audience & Demographic

Target audience had limited knowledge of the stock market.

## Non-Traditional Digital Acquisition

No PPC or traditional digital acquisition marketing.

<sup>1</sup> Count of unique transacting users making one or more purchase during the selected period.

<sup>2</sup> GMV shows the sum of transactions made during the selected period, this includes transactions that have been declined and excludes sale value reductions due to partial returns or fees.

<sup>3</sup> Total active retailers available on the WeShop mobile app for the UK market.

<sup>4</sup> Shows the mean average conversion rate of users who have an account on WeShop and made at least one purchase.

<sup>5</sup> Shows mean average of transaction value, non-weighted.

<sup>6</sup> Shows the total number of social interactions, defined as likes, comments, questions & recommendations.

<sup>7</sup> Shows the mean average, non-weighted GMV per user (from sales made during selected period), exclusive to referrals driven by users with Founder status.

<sup>8</sup> Shows the total number of transactions processed by the system.

## Pilot Highlights

**£108.5m**

Gross Merchandise Value<sup>2</sup>

30 Jun 2022 – 31 Mar 2025

**£124.42**

Average Order Value<sup>5</sup>

30 Jun 2022 – 31 Mar 2025

**872,428**

Total Transactions<sup>8</sup>

30 Jun 2022 – 31 Mar 2025

**26.3%**

1<sup>st</sup> Purchase Conversion<sup>4</sup>

30 Jun 2022 – 31 Mar 2025

**71.69k**

Unique Transacting Users<sup>1</sup>

30 Jun 2022 – 31 Mar 2025

**500+**

Active UK Retail Partners<sup>3</sup>

As of Mar 2025

**156,226**

Social Interactions<sup>6</sup>

30 Jun 2022 – 31 Mar 2025

**£1,480.77**

Average GMV per User (Founder)<sup>7</sup>

30 Jun 2022 – 31 Mar 2025





# WeShop

Shopping starts here



# Nasdaq

# Aggregated Network of Thousands of Retailers, Such as...



Partnered with over 500  
retailers in the US



WeShop Portal  
Hosting hundreds of retailers  
and millions of products



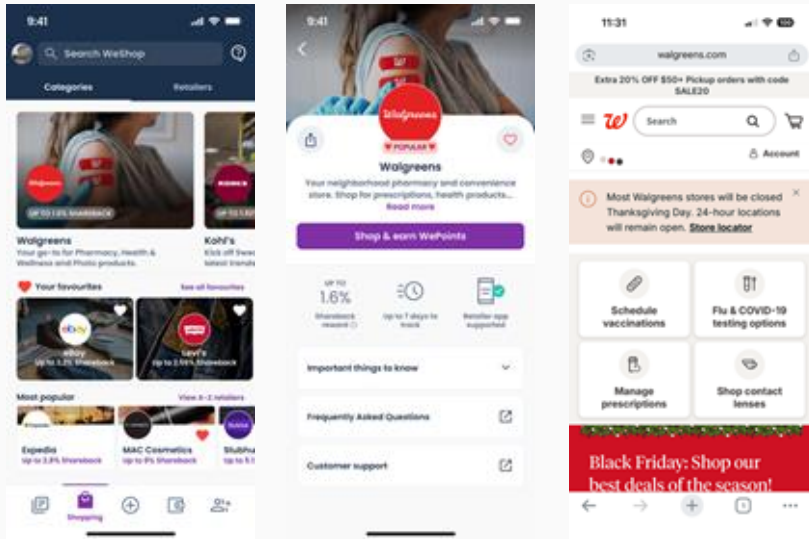
Partnered with over  
1,000 retailers in the UK



# How to Earn Shares via Shareback

Shareback rewards users with WePoints when they shop or make referrals who shop, and those WePoints can later be exchanged for WeShop shares held in the WeShop Community Trust.

## Shopping as Normal via WeShop

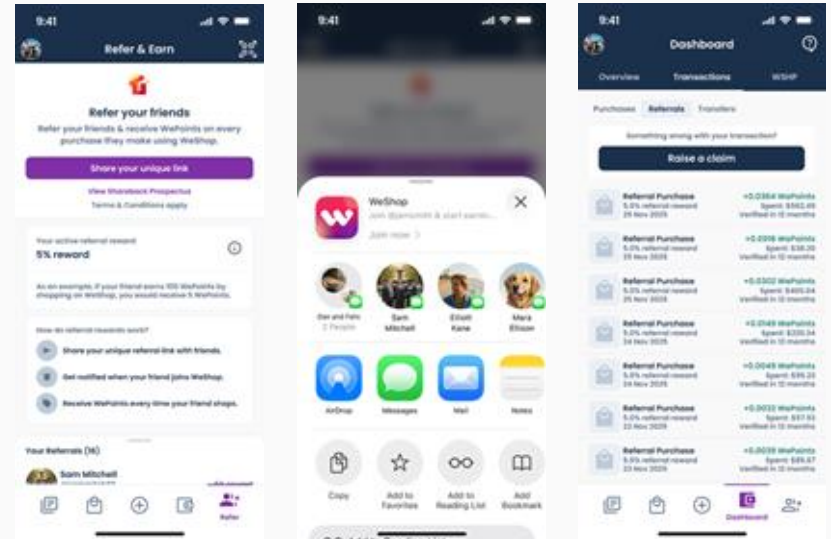


BROWSE RETAILERS

ACTIVATE SHAREBACK

CHECK-OUT AS NORMAL

## Referring Friends



REFER YOUR FRIENDS

SHARE THE LINK

SEE YOUR REFERRED PURCHASES



# Size of US Opportunity

## Online Retail

**266 million**  
US ONLINE  
CONSUMERS<sup>2</sup>

**\$1.24 trillion**  
2023 US ONLINE SPEND<sup>1</sup>

**\$2,408**  
US HOUSEHOLD  
SPEND IN Q4 23<sup>4</sup>



## Stock Ownership

**\$310k**  
AVERAGE BALANCE ACROSS SELF-  
DIRECTED BROKERAGE ACCOUNTS  
(401ks) IN 2023<sup>10</sup>

**44%**  
US CONSUMERS WITH  
STOCKBROKING  
ACCOUNTS<sup>3</sup>

**87%**  
OF HIGH INCOME US ADULTS  
(\$100K+ HOUSEHOLD INCOME)  
OWN STOCKS<sup>11</sup>

## Loyalty Programs

**85%**  
OF US ADULTS BELONG TO AT LEAST  
ONE LOYALTY PROGRAM (2024)<sup>9</sup>

**19**  
AVERAGE NUMBER OF LOYALTY  
PROGRAM MEMBERSHIPS PER US  
CONSUMER IN 2024<sup>9</sup>

**13.2%**  
EXPECTED CAGR FOR LOYALTY MARKET  
IN US (2025-2029)<sup>5</sup>

**48%**  
OF US CONSUMERS SIGN-UP TO LOYALTY  
PROGRAMS FOR DISCOUNTS ON PRODUCTS<sup>7</sup>

**77%**  
US CONSUMERS TRUST  
USER-GENERATED  
CONTENT<sup>6</sup>

## User-Generated Content

**53%**  
US CONSUMERS BELIEVE UGC  
IMPACTS THEIR PURCHASE  
DECISION<sup>6</sup>

**20%**  
OF ECOMMERCE SALES  
DRIVEN BY SOCIAL MEDIA  
IN Q4 2024<sup>12</sup>

<sup>1</sup> Online Shopping Statistics: US Online Spend, Capita One Shopping, February 2025

<sup>2</sup> Online Shopping Statistics: US Consumers, Capita One Shopping, February 2025

<sup>3</sup> Pollfish Survey - Extrapolated to Total US Adults, Pollfish Surveys, September 2024

<sup>4</sup> Online Shopping Statistics: Average Household Spend Q4 23, Capita One Shopping, February 2025

<sup>5</sup> United States Loyalty Programs Market Intelligence and Future Growth Dynamics, Research and Markets, January 2025

<sup>6</sup> Survey: The Ever-Growing Power of Reviews (2023 Edition), PowerReviews.com, April 2023

<sup>7</sup> Discounts are the leading reason consumers sign up for loyalty programs, eMarketer, April 2024

<sup>8</sup> The State of Retail Loyalty in 2024, Forrester, August 2024

<sup>9</sup> Average number of active and total loyalty program memberships in the US 2015-2024, Statista, March 2025

<sup>10</sup> US Stock Ownership is High but Unequally Distributed, Statista, August 2024

<sup>11</sup> Schwab Report: Self-Directed 401(k) Investor Balance Rises, Allocations Remain Steady in Fourth Quarter, Charles Schwab March 2024

<sup>12</sup> US Online Shopping Hit Record \$282bn during Holiday Season, Investopedia, January 2025



# Future Growth Opportunities





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