# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

# FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(D) OF THE SECURITIES EXCHANGE ACT OF 1934

DATE OF REPORT (DATE OF EARLIEST EVENT REPORTED): August 9, 2018

## **PFSweb**, Inc.

(Exact name of registrant as specified in its charter)

Delaware (STATE OR OTHER JURISDICTION OF INCORPORATION) 000-28275 (COMMISSION FILE NUMBER) 75-2837058 (IRS EMPLOYER IDENTIFICATION NO.)

505 MILLENNIUM DRIVE ALLEN, TX 75013 (ADDRESS OF PRINCIPAL EXECUTIVE OFFICES)

(972) 881-2900 (REGISTRANT'S TELEPHONE NUMBER, INCLUDING AREA CODE)

N/A

(FORMER NAME OR ADDRESS, IF CHANGED SINCE LAST REPORT)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

[] Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

[] Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

[] Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

[] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company  $\Box$ 

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.  $\Box$ 

### INFORMATION TO BE INCLUDED IN THE REPORT

#### ITEM 2.02. Results of Operations and Financial Condition

On August 9, 2018, PFSweb, Inc. issued a press release announcing its financial results for the quarter ended June 30, 2018. Attached to this current report on Form 8-K is a copy of the related press release dated August 9, 2018. The information in this Report on Form 8-K, and the exhibit hereto, shall not be deemed "filed" for purposes of Section 18 of the Exchange Act or otherwise subject to the liability of that Section.

#### ITEM 9.01. Financial Statements and Exhibits.

(d) *Exhibits*. The following exhibit is filed with this document:

Exhibit No.Description99.1Press Release Issued August 9, 2018

### SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

#### PFSweb, Inc.

Dated: August 10, 2018

By:

<u>/s/ Thomas J. Madden</u> Thomas J. Madden Executive Vice President, Chief Financial and Accounting Officer

# **PFSweb Reports Second Quarter 2018 Results**

Allen, TX – August 9, 2018 – PFSweb, Inc. (NASDAQ: PFSW), a global commerce services company, is reporting results for the second quarter ended June 30, 2018.

#### Second Quarter 2018 Summary vs. Same Year-Ago Quarter

- Total revenues were \$77.1 million compared to \$78.1 million.
- Service fee equivalent (SFE) revenue (a non-GAAP measure defined below) was \$53.6 million compared to \$55.1 million.
- Service fee gross margin increased 310 basis points to 37.3%.
- Net loss improved to \$0.6 million or \$(0.03) per share, compared to a loss of \$2.6 million or \$(0.14) per share.
- Adjusted EBITDA (a non-GAAP measure defined below) increased 22% to \$5.3 million.

#### **Management Commentary**

"Our second quarter results continued to reflect the positive momentum from our profitability initiatives implemented in 2017," said Mike Willoughby, CEO of PFSweb. "Our high level of execution in supporting our clients and the benefit of project activity led to strong growth in service fee gross margin and adjusted EBITDA. In fact, adjusted EBITDA was a Q2 record, increasing 22% over the prior year quarter.

"In our PFS business, we continued to experience a benefit from higher transactional volumes with certain clients, as well as incremental project work and other activity that generated favorable gross margin contribution. This was the busiest PFS second quarter on record as we shipped more than 4.2 million orders, a 27% increase from last year.

"We also performed at a high level for clients in our LiveArea business, and continue to expect growth to accelerate in the back half of the year as we ramp delayed project launches and operate new retainer engagements from the first two quarters. New bookings from LiveArea were strong in Q2 as well. While project launches were somewhat slower than expected, we are encouraged by the bookings mix in Q2 which reflects a greater percentage of retainer agreements, where revenue is recognized over a 12-month period and is typically recurring in nature, as opposed to project bookings, which are typically recognized in a 4-6 month period and are often one-time in nature.

"With an overall strong first half of the year, we are reiterating our 2018 corporate SFE revenue and adjusted EBITDA guidance. On a segmented basis, however, we expect a slight shift in revenue mix, with incremental SFE revenue expected to be generated from our PFS business unit given its strong performance, and less service fee revenue from LiveArea as a result of the timing of recognized revenue. Overall, we plan to continue executing at a high level for our clients, while continuing to build upon our position in the marketplace as an established leader in the commerce industry."



#### Second Quarter 2018 Financial Results

Total revenues in the second quarter of 2018 were \$77.1 million compared to \$78.1 million in the same period of 2017. Service fee revenue in the second quarter was \$53.1 million compared to \$54.7 million last year. Product revenue from the company's last remaining client under this legacy business model was \$8.8 million compared to \$9.9 million in the same period of 2017.

SFE revenue was \$53.6 million compared to \$55.1 million in the year-ago quarter. The decline was driven by expected client transitions, including certain lower margin engagements, partially offset by new and expanded client relationships.

Service fee gross margin in the second quarter of 2018 increased 310 basis points to 37.3% compared to 34.2% in the same period of 2017. The increase was due to a focus on higher-margin engagements and service offerings, benefits from client project work, as well as improved operational efficiency and the transition of certain lower-margin engagements.

Net loss in the second quarter of 2018 improved significantly to \$0.6 million or \$(0.03) per share, compared to a net loss of \$2.6 million or \$(0.14) per share in the same period of 2017. Net loss in the second quarter of 2018 included \$1.4 million of stock-based compensation expense, \$0.4 million in amortization of acquisition-related intangible assets, \$0.5 million of acquisition-related, restructuring and other costs, and \$0.1 million deferred tax expense related to goodwill amortization. This compares to \$1.2 million of stock-based compensation expense, \$0.8 million in amortization of acquisition-related intangible assets, \$1.1 million of acquisition-related, restructuring and other costs, and \$0.2 million deferred tax expense related to goodwill amortization in the same period of 2017.

Adjusted EBITDA increased 22% to \$5.3 million compared to \$4.4 million in the year-ago quarter. As a percentage of SFE revenue, adjusted EBITDA increased 210 basis points to 10.0% compared to 7.9% in the year-ago quarter, primarily due to the aforementioned increase in service fee gross margin and prudent cost management.

Non-GAAP net income in the second quarter of 2018 increased significantly to \$1.7 million compared to \$0.6 million in the second quarter of 2017.

At June 30, 2018, net debt (defined as total debt less cash and cash equivalents) was \$32.2 million compared to \$28.2 million at December 31, 2017. Cash and cash equivalents totaled \$13.6 million compared to \$19.1 million at December 31, 2017. Total debt at June 30, 2018 decreased to \$45.9 million compared to \$47.3 million at the end of last year.

#### 2018 Outlook

PFSweb continues to expect 2018 SFE revenue to range between \$237 million and \$247 million, reflecting up to 5% growth from 2017. The company also continues to expect adjusted EBITDA to range between \$24 million and \$26 million, reflecting up to 13% growth from 2017.

The company now expects PFS SFE revenue to range between \$149 million and \$155 million (previously \$142 million to \$147 million) and LiveArea service fee revenue to range between \$88 million and \$92 million (previously \$95 million to \$100 million).



#### **Conference Call**

PFSweb will conduct a conference call today at 5:00 p.m. Eastern time to discuss its results for the second quarter ended June 30, 2018.

PFSweb CEO Mike Willoughby and CFO Tom Madden will host the conference call, followed by a question and answer period.

Date: Thursday, August 9, 2018 Time: 5:00 p.m. Eastern time (2:00 p.m. Pacific time) Toll-free dial-in number: 1-888-254-3590 International dial-in number: 1-323-994-2093 Conference ID: 1068632

Please call the conference telephone number 5-10 minutes prior to the start time. An operator will register your name and organization. If you have any difficulty connecting with the conference call, please contact Liolios Group at 1-949-574-3860.

The conference call will be broadcast live and available for replay <u>here</u> and via the investor relations section of the company's website at <u>www.pfsweb.com</u>.

A replay of the conference call will be available after 8:00 p.m. Eastern time on the same day through August 23, 2018.

Toll-free replay number: 1-844-512-2921 International replay number: 1-412-317-6671 Replay ID: 1068632

#### About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is a global commerce services company that manages the online customer shopping experience on behalf of major branded manufacturers and retailers. Across two business units – <u>LiveArea</u> for strategy consulting, creative design, digital marketing, and web development services, and <u>PFS</u> Operations for order fulfillment, contact center, payment processing/fraud management, and order management services – they provide solutions to a broad range of Fortune 500® companies and household brand names such as Procter & Gamble, L'Oréal USA, Canada Goose, PANDORA, T.J. Maxx, the United States Mint, and many more. PFSweb enables these brands to provide a more convenient and brand-centric online shopping experience through both traditional and online business channels. The company is headquartered in Allen, TX with additional locations around the globe. For more information, please visit <u>www.corporate.pfsweb.com</u>.

#### **Non-GAAP Financial Measures**

This news release contains certain non-GAAP measures, including non-GAAP net income (loss), earnings before interest, income taxes, depreciation and amortization (EBITDA), adjusted EBITDA and service fee equivalent revenue.

Non-GAAP net income (loss) represents net income (loss) calculated in accordance with U.S. GAAP as adjusted for the impact of non-cash stock-based compensation expense, acquisition-related,



restructuring and other (income) costs, amortization of acquisition-related intangible assets and deferred tax expense for goodwill amortization.

EBITDA represents earnings (or losses) before interest, income taxes, depreciation, and amortization. Adjusted EBITDA further eliminates the effect of stock-based compensation, as well as acquisition-related, restructuring and other costs.

Service fee equivalent revenue represents service fee revenue plus the gross profit earned on product revenue and does not alter existing revenue recognition.

Our service fee equivalent revenue target for 2018 includes an estimated gross margin on product sales of approximately \$2 million (based on targeted product revenue of \$33 million to \$37 million) plus a targeted range of between \$235 million to \$245 million of service fee revenue.

The adjusted EBITDA outlook for 2018 has not been reconciled to the company's net loss outlook for the same period because certain items that would impact interest expense, income tax provision (benefit), depreciation and amortization (including amortization of acquisition-related intangible assets), stock-based compensation, and acquisition-related, restructuring and other costs, all of which are reconciling items between net loss and adjusted EBITDA, cannot be reasonably predicted. Accordingly, reconciliation of adjusted EBITDA outlook to net loss outlook for 2018 is not available without unreasonable effort.

Non-GAAP net income (loss), EBITDA, adjusted EBITDA and service fee equivalent revenue are used by management, analysts, investors and other interested parties in evaluating our operating performance compared to that of other companies in our industry. The calculation of non-GAAP net income (loss) eliminates the effect of stock-based compensation, acquisition-related, restructuring and other costs, amortization of acquisition-related intangible assets, and deferred tax expense for goodwill amortization, and EBITDA and adjusted EBITDA further eliminate the effect of financing, remaining income taxes and the accounting effects of capital spending, which items may vary from different companies for reasons unrelated to overall operating performance. Service fee equivalent revenue allows client contracts with similar operational support models but different financial models to be combined as if all contracts were being operated on a service fee revenue basis.

PFS believes these non-GAAP measures provide useful information to both management and investors by focusing on certain operational metrics and excluding certain expenses in order to present its core operating performance and results. These measures should be considered in addition to results prepared in accordance with GAAP, but should not be considered a substitute for, or superior to, GAAP results. The non-GAAP measures included in this press release have been reconciled to the GAAP results in the attached tables.

#### **Forward-Looking Statements**

The matters discussed herein consist of forward-looking information under the Private Securities Litigation Reform Act of 1995 and is subject to and involves risks and uncertainties, which could cause actual results to differ materially from the forward-looking information. PFS' Annual Report on Form 10-K for the year ended December 31, 2017 identifies certain factors that could cause actual results to differ materially from those projected in any forward looking statements made and investors are advised to review the Annual Report of the company and the Risk Factors described therein. PFS

# PFSW

undertakes no obligation to update publicly any forward-looking statement for any reason, even if new information becomes available or other events occur in the future. There may be additional risks that we do not currently view as material or that are not presently known.

## **Company Contact:**

Michael C. Willoughby Chief Executive Officer Or Thomas J. Madden Chief Financial Officer 972-881-2900

## **Investor Relations:**

Sean Mansouri or Scott Liolios Liolios Investor Relations 949-574-3860 <u>PFSW@liolios.com</u>



# <u>PFSweb, Inc. and Subsidiaries</u> Condensed Consolidated Balance Sheets (In Thousands, Except Share Data)

	໌ Ju	(Unaudited) June 30, 2018				
ASSETS						
CURRENT ASSETS: Cash and cash equivalents Restricted cash Accounts receivable, net of allowance for doubtful accounts of \$393 and	\$	13,622 214	\$	19,078 214		
\$373 at June 30, 2018 and December 31, 2017, respectively Inventories, net of reserves of \$296 and \$342 at June 30, 2018 and		53,387		72,062		
December 31, 2017, respectively Other receivables		5,677 4,460		5,326 5,366		
Prepaid expenses and other current assets		6,470		6,633		
Total current assets		83,830		108,679		
PROPERTY AND EQUIPMENT, net		21,758		24,178		
IDENTIFIABLE INTANGIBLES, net GOODWILL		2,535 45,424		3,371 45,698		
OTHER ASSETS		45,424 3,636		45,098		
Total assets		157,183		185,787		
LIABILITIES AND SHAREHOLDERS' EQUITY						
CURRENT LIABILITIES:						
Trade accounts payable	\$	30,910	\$	45,070		
Accrued expenses		22,532		29,074		
Current portion of long-term debt and capital lease obligations Deferred revenues		5,537 5,397		9,460 7,405		
Performance-based contingent payments		-		3.967		
Total current liabilities		64,376		94,976		
LONG-TERM DEBT AND CAPITAL LEASE OBLIGATIONS, less current portion		40,329		37,866		
DEFERRED REVENUES, less current portion		2,869		4,034		
DEFERRED RENT OTHER LIABILITIES		5,129		5,464		
Total liabilities		2,245 114,948		2,150 144,490		
		114,940		144,490		
COMMITMENTS AND CONTINGENCIES						
SHAREHOLDERS' EQUITY:						
Preferred stock, \$1.00 par value; 1,000,000 shares authorized; none issued or outstanding		_		-		
Common stock, \$0.001 par value; 35,000,000 shares authorized;						
19,291,559 and 19,058,685 shares issued at June 30, 2018 and						
December 31, 2017, respectively; and 19,258,092 and 19,025,218 shares outstanding						
at June 30, 2018 and December 31, 2017, respectively Additional paid-in capital		19 153,429		19 150,614		
Accumulated deficit		(110,376)		(109,281)		
Accumulated other comprehensive income		(712)		(105,201)		
Treasury stock at cost, 33,467 shares		(125)		(125)		
Total shareholders' equity		42,235		41,297		
Total liabilities and shareholders' equity	\$	157,183	\$	185,787		

<u>PFSweb, Inc. and Subsidiaries</u> Unaudited Condensed Consolidated Statements of Operations (In Thousands, Except Per Share Data)

	Three Months Ended					Six Months Ended				
	June 30,			June 30,						
	2018			2017		2018	2017			
REVENUES:	<u>^</u>		<u>_</u>		<u>,</u>	100.000	<u>,</u>			
Service fee revenue	\$	53,141	\$	54,700	\$	109,628	\$	111,965		
Product revenue, net		8,847		9,947		18,612		21,265		
Pass-through revenue		15,063	-	13,419		27,232		23,604		
Total revenues	5	77,051	\$	78,066		155,472		156,834		
COSTS OF REVENUES:										
Cost of service fee revenue	\$	33,294	\$	35,977		68,902		75,561		
Cost of product revenue		8,403		9,505		17,719		20,230		
Cost of pass-through revenue		15,063		13,419		27,232		23,604		
Total costs of revenues	\$	56,760	\$	58,901		113,853		119,395		
Gross profit		20,291		19,165		41,619		37,439		
SELLING, GENERAL AND ADMINISTRATIVE EXPENSES		19,756		20,735		40,415		42,453		
Income (loss) from operations		535		(1,570)		1,204		(5,014)		
INTEREST EXPENSE, NET		585		710		1,190		1,347		
Income (loss) before income taxes		(50)		(2,280)		14		(6,361)		
INCOME TAX EXPENSE		576		316		1,389		1,091		
NET LOSS	\$	(626)	\$	(2,596)	\$	(1,375)	\$	(7,452)		
NON-GAAP NET INCOME (LOSS)	\$	1,712	\$	648	\$	2,281	\$	(85)		
			<u> </u>		<u> </u>	, -				
NET LOSS PER SHARE:										
Basic	\$	(0.03)	\$	(0.14)	\$	(0.07)	\$	(0.40)		
Diluted	\$	(0.03)	\$	(0.14)	\$	(0.07)	\$	(0.40)		
WEIGHTED AVERAGE NUMBER OF SHARES OUTSTANDING:										
Basic		19,174		18,870		19,160		18,804		
Diluted		19,174		18,870		19,160		18,804		
EBITDA	\$	3,514	\$	2,086	\$	7,161	\$	2,551		
ADJUSTED EBITDA	\$	5,340	\$	4,381	\$	9,755	\$	8,035		
			<u> </u>	.,	-		-			

#### <u>PFSweb, Inc. and Subsidiaries</u> Unaudited Reconciliation of Certain Non-GAAP Items to GAAP (In Thousands)

	Three Months Ended June 30,				Six Months Ended June 30,			
	2018		2017		2018			2017
NET LOSS Income tax expense Interest expense, net Depreciation and amortization	\$	(626) 576 585 2,979	\$	(2,596) 316 710 3,656	\$	(1,375) 1,389 1,190 5,957	\$	(7,452) 1,091 1,347 7,565
EBITDA Stock-based compensation Acquisition-related, restructuring and other costs	\$	3,514 1,360 466	\$	2,086 1,237 1,058	\$	7,161 2,006 588	\$	2,551 1,761 3,723
ADJUSTED EBITDA	\$	5,340	\$	4,381	\$	9,755	\$	8,035
		Three Mon June		ded	Six Months Ended June 30,			
		2018		2017		2018		2017
NET LOSS Stock-based compensation Amortization of acquisition-related intangible assets Acquisition-related, restructuring and other costs Deferred tax expense - goodwill amortization	\$	(626) 1,360 395 466 117	\$	(2,596) 1,237 772 1,058 177	\$	(1,375) 2,006 833 588 229	\$	(7,452) 1,761 1,542 3,723 341
NON-GAAP NET INCOME (LOSS)	\$	1,712	\$	648	\$	2,281	\$	(85)
	Three Months Ended June 30,						ths Ended e 30,	
	. <u> </u>	2018		2017		2018		2017
TOTAL REVENUES Pass-through revenue Cost of product revenue	\$	77,051 (15,063) (8,403)	\$	78,066 (13,419) (9,505)	\$	155,472 (27,232) (17,719)	\$	156,834 (23,604) (20,230)
SERVICE FEE EQUIVALENT REVENUE	\$	53,585	\$	55,142	\$	110,521	\$	113,000



PFSweb, Inc. and Subsidiaries Unaudited Consolidated Segment Information and Reconciliation of Certain Non-GAAP Items to GAAP (In Thousands)

Effective January 1, 2018, the company changed its organizational structure in an effort to create more effective and efficient operations and to improve client and service focus. As a result, the company is now presenting supplemental financial data below based on the reportable operating business segments of its PFS Operations and LiveArea Professional Services units, which are comprised of strategic businesses that are defined by the types of service offerings they provide. In addition, certain costs that are not fully directly allocable to a business unit are presented as Corporate selling, general, and administrative expenses.

The segment financial data for the three and six months ended June 30, 2018, reflects the financial performance for each of the segments based on the current financial presentation reviewed by the company's Chief Operating Decision Makers. The company is continuing to evaluate its segregation of costs among the business units, including an effort to further allocate certain Corporate costs into the two operating business units to enhance cost focus and responsibility.

The segment financial data for the three and six months ended June 30, 2017, reflects the company's current assessment for that period by business segment as if the PFS Operations and LiveArea Professional services segmentation had occurred as of the beginning of that period.

Three Months Ended June 30,					Six Months Ended June 30,				
	2018		2017		2018		2017		
PFS Operations									
Revenues:									
Service fee revenue	\$	33,194	\$	32,634	\$	68,116	\$	69,641	
Product revenue, net		8,847		9,947		18,612		21,265	
Pass-through revenue		14,574		13,079		26,374		22,990	
Total revenues	\$	56,615	\$	55,660	\$	113,102	\$	113,896	
Costs of revenues:									
Cost of service fee revenue	\$	22,964	\$	25,254	\$	48,303	\$	54,623	
Cost of product revenue		8,403		9,505		17,719		20,230	
Cost of pass-through revenue		14,574		13,079		26,374		22,990	
Total costs of revenues	\$	45,941	\$	47,838	\$	92,396	\$	97,843	
Gross profit		10,674		7,822		20,706		16,053	
Direct operating expenses		4,186		2,796		7,886		6,119	
Direct contribution		6,488		5,026		12,820		9,934	
Depreciation and amortization		1,703		1,751		3,245		3,687	
ADJUSTED EBITDA	\$	8,191	\$	6,777	\$	16,065	\$	13,621	
TOTAL REVENUES	\$	56,615	\$	55,660	\$	113,102	\$	113,896	
Pass-through revenue		(14,574)		(13,079)		(26,374)		(22,990)	
Cost of product revenue		(8,403)		(9,505)		(17,719)		(20,230)	
SERVICE FEE EQUIVALENT REVENUE	<u>\$</u>	33,638	\$	33,076	\$	69,009	\$	70,676	



<u>PFSweb, Inc. and Subsidiaries</u> Unaudited Consolidated Segment Information and Reconciliation of Certain Non-GAAP Items to GAAP (In Thousands)

	Three Months Ended June 30,					Six Months Ended June 30,		
		2018		2017		2018	2017	
LiveArea Professional Services								
Revenues:								
Service fee revenue	\$	19,948	\$	22,066	\$	41,513	\$	42,324
Pass-through revenue		488		340		857		614
Total revenues	\$	20,436	\$	22,406	\$	42,370	\$	42,938
Costs of revenues:								
Cost of service fee revenue	\$	10,331	\$	10,723	\$	20,600	\$	20,938
Cost of pass-through revenue		488		340		857		614
Total costs of revenues	\$	10,819	\$	11,063	\$	21,457	\$	21,552
Gross profit		9,617		11,343		20,913		21,386
Direct operating expenses		6,707		8,820		15,034		16,809
Direct contribution		2,910		2,523		5,879		4,577
Depreciation and amortization		554		994		1,245		1,986
ADJUSTED EBITDA	<u>\$</u>	3,464	\$	3,517	\$	7,124	\$	6,563
Corporate								
Selling, general and administrative expenses	\$	(8,863)	\$	(9,119)	\$	(17,495)	\$	(19,525)
Depreciation and amortization		722		911		1,467		1,890
EBITDA	\$	(8,141)	\$	(8,208)	\$	(16,028)	\$	(17,635)
Stock-based compensation		1,360		1,237		2,006		1,761
Acquisition-related, restructuring and other costs		466		1,058		588		3,723
ADJUSTED EBITDA	\$	(6,315)	\$	(5,913)	\$	(13,434)	\$	(12,151)