

January 2020

P F S W

# PFSW GLOBAL COMMERCE SOLUTIONS

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LiveArea



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# IMPORTANT CAUTIONS REGARDING FORWARD LOOKING STATEMENTS

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The matters discussed in this presentation, particularly information regarding future revenue, earnings, business plans and goals, consist of forward-looking information within the meaning of **Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934** and are subject to the safe harbor created by these sections and involve risks and uncertainties, which could cause actual results to differ materially from the forward-looking information. Such statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. These statements are based on assumptions and estimates that management believes are reasonable based on currently available information; however, management's assumptions and the Company's future performance are both subject to a wide range of business risks and uncertainties, and there is no assurance that these goals and projections can or will be met. Any number of factors could cause actual results to differ materially. The Company undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking information contained herein is subject to the risk factors and uncertainties described in the Company's filings with the Securities and Exchange Commission, which risk factors and uncertainties are incorporated by reference as though fully set forth herein.

This presentation contains certain non-GAAP measures including **Service Fee Equivalent Revenue, Non-GAAP Net Income (Loss), EBITDA and Adjusted EBITDA**. Service fee equivalent revenue represents service fee revenue plus the gross profit earned on product revenue and does not alter existing revenue recognition. 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 (including certain client related bankruptcy 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 (income) costs. Service Fee Equivalent Revenue, Non-GAAP Net Income (Loss), EBITDA, and Adjusted EBITDA are used by management, analysts, investors and other interested parties in evaluating our operating performance compared to that of other companies in our industry, as the calculation of Non-GAAP Net Income (Loss) eliminates the effect of non-cash stock-based compensation, acquisition-related, restructuring and other costs (including certain client related bankruptcy costs), amortization of acquisition related intangible assets and deferred tax expense for goodwill amortization. EBITDA eliminates the effect of financing, income taxes, and the accounting effects of capital spending, and the amortization of acquisition-related intangible benefits, and Adjusted EBITDA further eliminates non-cash stock-based compensation and acquisition-related, restructuring and other costs, 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. The non-GAAP measures are not intended to be considered in isolation of, as a substitute for or superior to our GAAP financial information. We have included reconciliations later in this presentation of the non-GAAP measures to the nearest GAAP measure.

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# Key Stats<sup>1</sup>

## TRADING DATA @ (1/8/20)

Stock Price  
**\$4.56**

\$2.03/\$6.74  
52 WEEK LOW/HIGH

42,304  
AVG. DAILY VOL. (3 MO.)

19.4M  
SHARES OUTSTANDING

78%  
PUBLIC FLOAT, EST.

81%  
INSTITUTIONAL/STRATEGIC  
OWNER HOLDINGS

## VALUATION MEASURES @ (1/8/20)

Enterprise Value  
**\$111.9M**

\$88.6M  
MARKET CAP

0.5x  
EV/TTM SFE REVENUE<sup>2</sup>

5.9x  
EV/TTM ADJ. EBITDA<sup>2</sup>

## FINANCIAL HIGHLIGHTS (TTM @ 9/30/19)

Adjusted EBITDA<sup>2</sup>  
**\$19.0M**

\$301.6M  
TOTAL REVENUE

\$220.8M  
SERVICE FEE  
EQUIVALENT REVENUE<sup>2</sup>

\$6.6M  
NON-GAAP NET INCOME<sup>2</sup>

\$13.5M  
CASH & EQUIVALENTS<sup>3</sup>

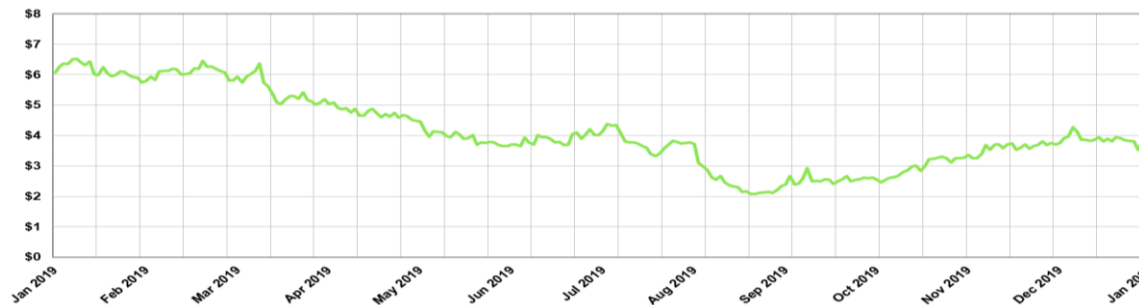
\$183.0M  
TOTAL ASSETS<sup>3</sup>

\$36.8M  
TOTAL DEBT<sup>3</sup>

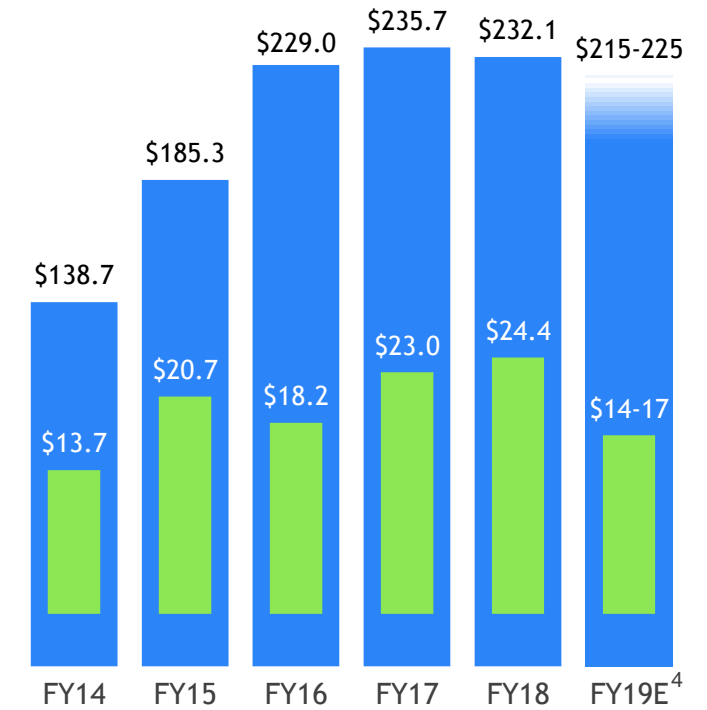
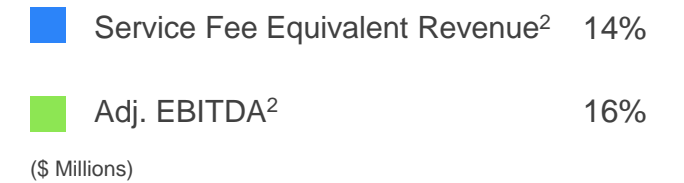
\$138.6M  
TOTAL LIABILITIES<sup>3</sup>

\$44.4M  
TOTAL EQUITY<sup>3</sup>

## STOCK TREND



## 4 Year CAGR (2014-2018)



1. Source: Capital IQ

2. Service fee equivalent (SFE) revenue, Adjusted EBITDA and Non-GAAP net income are non-GAAP financial measures. See Appendix for a reconciliation to the most comparable GAAP financial measure.

3. As of the third quarter ended September 30, 2019.

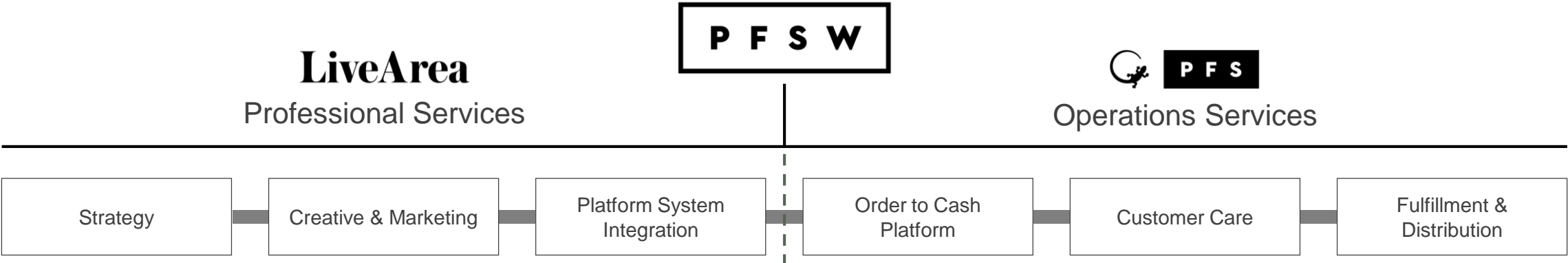
4. Reflects company guidance effective 11/11/2019.

# WHO WE ARE

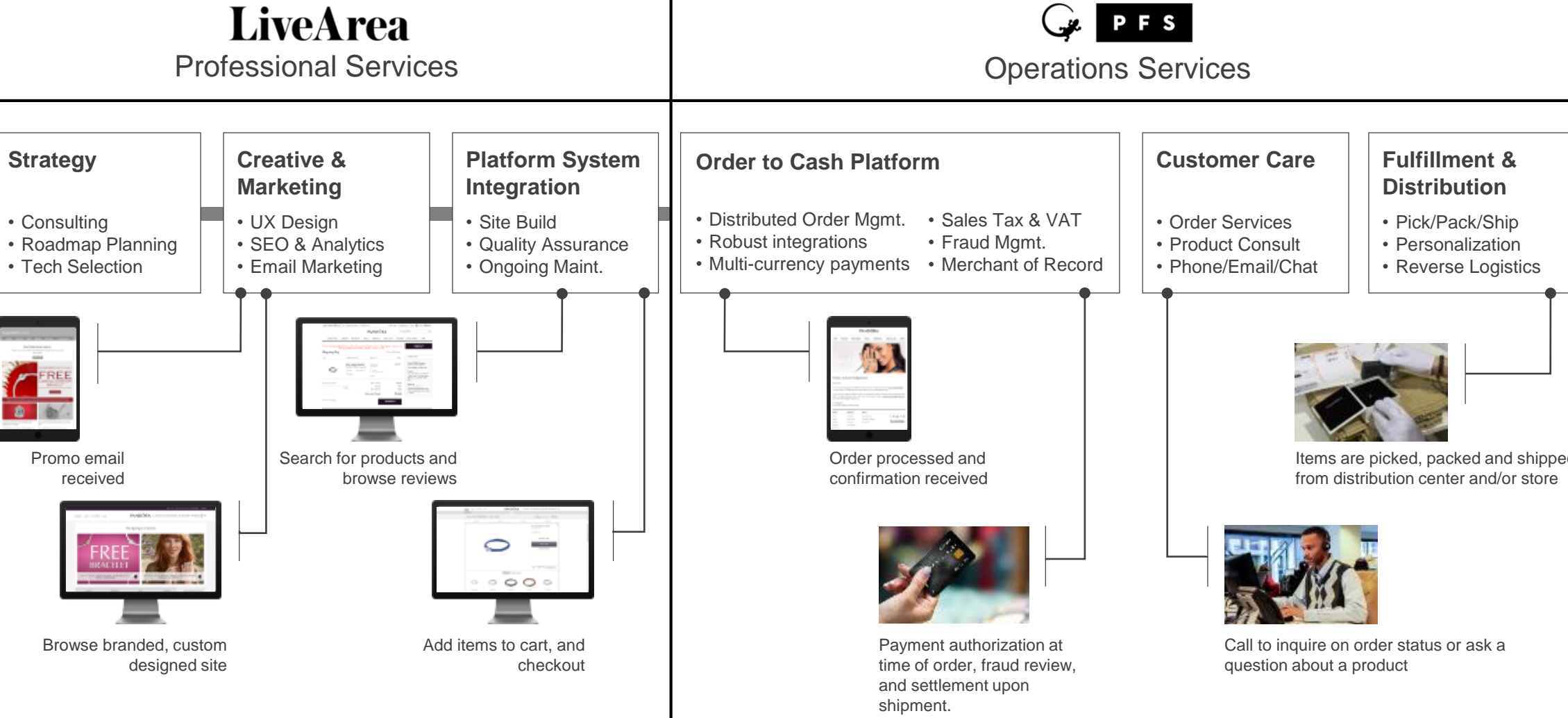
**PFSW is a Global Commerce Services Company.**

**PFSW manages the entire online customer shopping experience for major branded manufacturers and retailers. We do this through two business units:**


- The Professional Services unit, **LiveArea**, provides services related to the digital experience of shopping online.
- The Operations Services unit, **PFS**, provides services related to the physical experience of customer service, payment and receiving/returning product.
- Together, these two units provide the full range of eCommerce services that brands need to create a distinctive shopping experience.



# A COMPLETE CUSTOMER EXPERIENCE



# SELECTED CLIENT PORTFOLIO

PANDORA			GIORGIO ARMANI fragrances & beauty			
LANCÔME PARIS	LAURA MERCIER PARIS   NEW YORK	BCBGMAXAZRIA	URBAN DECAY	 KENDRA SCOTT		YVES SAINT LAURENT collection
KÉRASTASE PARIS	 The Safety Company	RALPH LAUREN		thrive <sup>™</sup> causemetics		
 SINCE 1851	clarisonic	MAGGIANO'S LITTLE ITALY	 UNITED STATES MINT	 Elizabeth Arden NEW YORK	PartyCity	DULUTH TRADING CO.
 GANDER OUTDOORS.	GO <sup>®</sup> RE <sup>®</sup> WEAR	 Lexmark	PENDLETON		 clé de peau BEAUTÉ	CLARINS
SHISEIDO		 OLEHENRIKSEN	MARC JACOBS BEAUTY	 SITKA	xerox 	ANASTASIA BEVERLY HILLS

# WHY WE WIN

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Market experience, a complete end-to-end solution and an innovative, brand-centric approach separate us from our competition.

**While PFS and LiveArea each compete against a variety of companies, our competitive advantages align in our combined ability to create exceptional branded digital and physical shopping experiences.**

- Vertical expertise includes DTC and B2B brand manufacturers with a focus on health & beauty, fashion, jewelry and collectables, activewear, and premier CPG brands.
- Differentiated from retail marketplaces and general merchandise retailers – everything from website design services to personalized products and branded packaging during order fulfillment.
- Flexible approach to solutions that serve highly customized enterprise implementations, as well as plug and play integrations for SMBs.
- Global footprint that spans three continents and enables clients to cost effectively expand into new geographies.
- Innovative use of technology and software development to create products and productized service offerings which expand our market beyond traditional business process outsourcing and systems integration.

# STATE OF THE BUSINESS



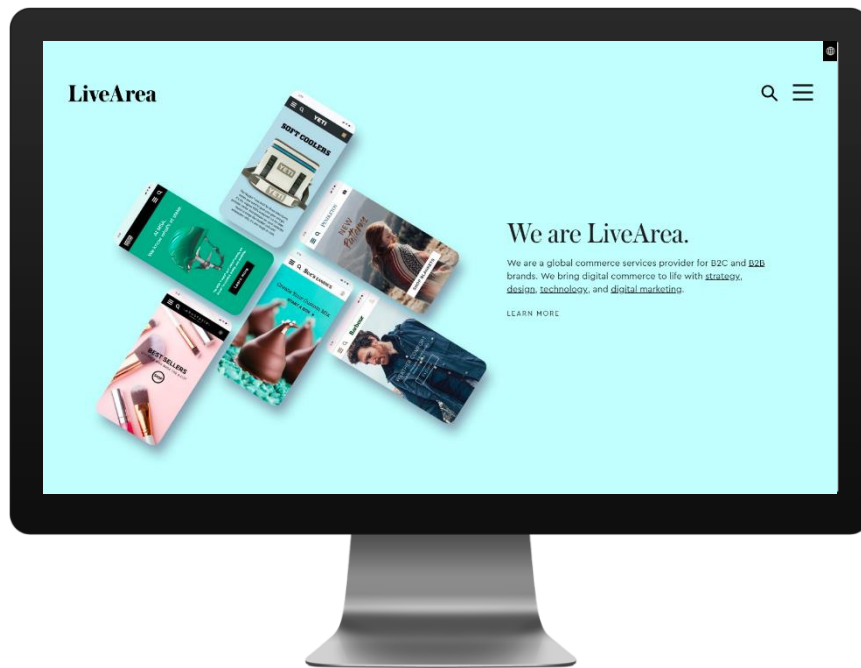
**2019 has been one of the strongest years of new sales/bookings in PFS history, but this year's results are offset by two unexpected client bankruptcies**

- We now have a renewed focus on our core, proven verticals of Fashion/Apparel, Health/Beauty, Jewelry/Collectables & CPG, which is predominantly where our new sales have been.
- Also focusing on strong mid-market brands with high growth potential.
- Several new product offerings will further diversify revenue and enhance margin profile.
- 2019 bookings expected to contribute over \$25 million in annual contract value once implemented with a continued strong pipeline into 2020.
- Long term service fee growth objective of 5-10%.



# STATE OF THE BUSINESS

## LiveArea



**Continue to perform very well for current client base, but we had our challenges in the first half of 2019 with new client sales**

- We managed our costs accordingly to mitigate impact from lower sales in 2019.
- In mid-2019 appointed new executive and sales leadership to revitalize growth.
- Proven industry veterans are underway with rebuilding sales pipeline.
  - 2<sup>nd</sup> half 2019 bookings strong
- Expect sales and profitability improvements in 2020.
  - Focus expansion on capabilities, deeper/wider core partnerships, new channels, new verticals, and new markets
- Long term service fee growth objective of 10-15%.

# INCREMENTAL GROWTH OPPORTUNITIES

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# SMB MARKET

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**The forecasted growth rate of the SMB platform market is high due to their inherent benefits.**

- Forrester estimates that the SMB platforms market will grow 26% annually over the next five years, reaching \$3.2 billion globally by 2021<sup>1</sup>.
- SMB platforms are affordable, faster to implement, and still have many of the DTC and B2B features of more complex high-cost enterprise platforms.

**As brands pivot, opportunities open for LiveArea and PFS.**

- Many LiveArea clients and prospects are initiating platform re-evaluation projects to move to SMB platforms while also leveraging the Amazon marketplace as a channel.
- As implementation costs are lowered, client spending on commerce services can be redirected to digital marketing and tech services to grow their online businesses.
- Standard, prebuilt SMB platform integrations with the PFS Order to Cash service also creates a complete ecosystem solution that scales with client growth.
- End-to-End accelerators combine LiveArea's SMB services and a standardized multi-tenant SMB offering from PFS to create a single source solution for emerging brands.

The logo for Shopify Plus, featuring the word "shopify" in a dark grey sans-serif font and "plus" in a lighter, italicized sans-serif font, with a small orange plus sign.The logo for BigCommerce, featuring a stylized blue and grey geometric icon to the left of the word "BIGCOMMERCE" in a bold, uppercase sans-serif font.The Amazon logo, featuring the word "amazon" in a lowercase sans-serif font with a curved orange arrow underneath it.The Magento logo, featuring an orange and grey geometric icon to the left of the word "Magento" in a sans-serif font, with "An Adobe Company" in a smaller font below it.

1. Source: Forrester Data: Commerce Platform Technology Forecast, 2016 To 2021 (Global)

# FULFILLMENT AS A SERVICE (FaaS)

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## What is FaaS?

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FaaS enables pick-pack-ship services outside the traditional outsourcing model. By bundling our fulfillment technology, lightweight infrastructure, and operations management we create flexible, alternative fulfillment methods.

## What problems does FaaS solve for the brand/retailer?

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While each product offers its own unique value proposition, brands and retailers overall gain flexibility in their supply chain and store operations. Specific examples include:

- Scale during specific seasonal or promotional peak periods.
- Support temporary pop-up shops with technology and services.
- Enable omni-channel services.
- Reduce shipping time and cost, and open up new shipping options.
- Improve operational efficiency while lowering the price to entry.

## What does PFSW gain by offering FaaS products?

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Our objective with FaaS is to provide strategic value to our clients and solve complex operational challenges. This value translates back to PFS in the following areas:

- Increase percentage of higher gross margin activity.
- Enable add-on services to existing client accounts.
- Increase client stickiness by enabling post-outsourcing model services if a client moves in-house.
- Improve resource utilization on capitalized projects to fund future R&D innovations.



# FaaS: RETAILCONNECT



**RetailConnect<sup>SM</sup> is PFS's answer to store-fulfillment problems.**

With PFS fulfillment technology deployed into stores, retailers open up omni-channel offerings to their customers with minimal disruption to their store operations.

Two models contingent on retailers' goals and existing omni-channel capabilities:

- **Store Edition:** PFS fulfillment technology and infrastructure is deployed inside a retailer's store to optimize the pick/pack/ship process. Retailers gain efficiency and accuracy for their ship from store and in store pick up (BOPIS) orders. Pilot program implemented in Q4 2019 in two stores for a Dallas Fort Worth area retailer. Pilot program includes integration with their Shopify site.
- **Depot Edition:** PFS fulfillment technology is deployed into Simon retail center locations to enable omnichannel for surrounding retail stores. Retailers gain improved same stores sales and overall margins while shaving delivery times.





# FAAS: CLOUDPICK



## New FaaS product increases fulfillment picking efficiency.

CloudPick<sup>SM</sup> Brands is a turn-key, cloud-based order fulfillment picking solution designed to be deployed into any distribution center. With Netherlands based Pcddata as the hardware partner, the carts are manufactured by PFS with our proprietary software for a simple Wi-Fi integration.

- Purchase or lease the bundled pick carts and cloud-based picking software with an ongoing support contract. Could be bundled with complementary PFS services.
- Retailer Advantages:
  - Cart delivery in as fast as a few weeks, with very simple onsite setup.
  - Improve pick accuracy and productivity while reducing operating expenses.
- Product interest has been strong at recent industry tradeshows. Pilot clients are expected to go live in 2020.





# FINANCIAL OVERVIEW



LiveArea

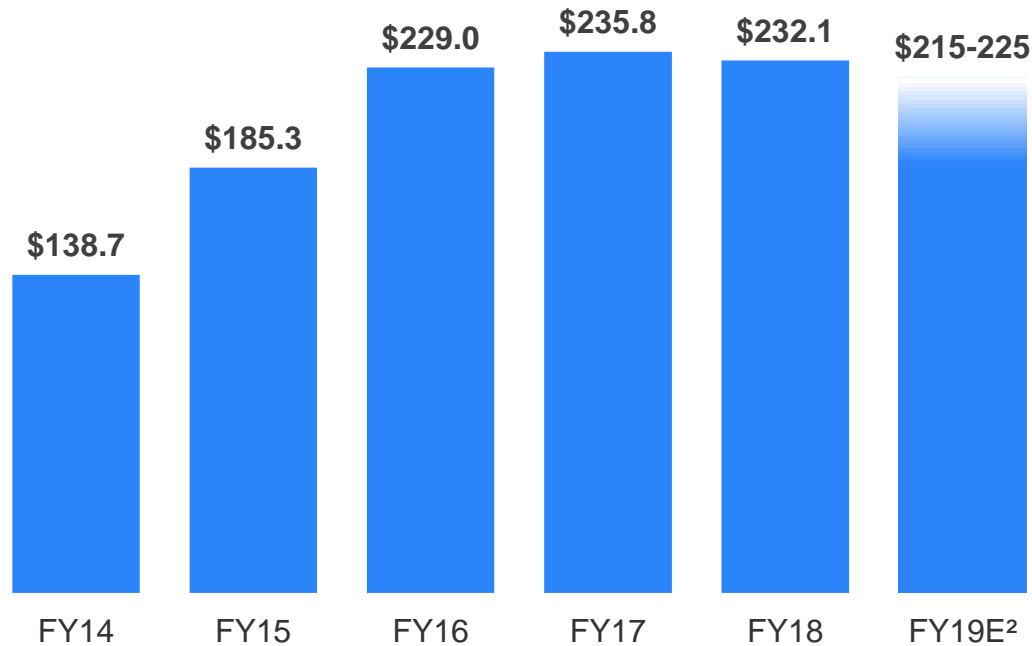


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# SFE<sup>1</sup> REVENUE BREAKDOWN

(\$ Millions)

Service Fee Equivalent Revenue<sup>1</sup>



Recurring FY19 Service Fee Equivalent Revenue ~65%

## Profitable Revenue Growth Driven by:

- New and expanded client relationships.
- Accelerated professional services growth including benefit from acquisitions in 2014 – 2016.
- Implementing new strategies to accelerate growth. Overall mid-to-high single digit growth targeted in 2020<sup>2</sup>.
  - PFS: New products (RetailConnect & CloudPick), traction from sales & marketing investments
  - LiveArea: Leadership changes, go-to-market adjustments
- 2019 Business Unit SFE Revenue Outlook<sup>2</sup>
  - PFS: \$141-144M
  - LiveArea: \$74-75M

1. Service Fee Equivalent Revenue is a non-GAAP financial measure. See Appendix for a reconciliation to the most comparable GAAP financial measure.

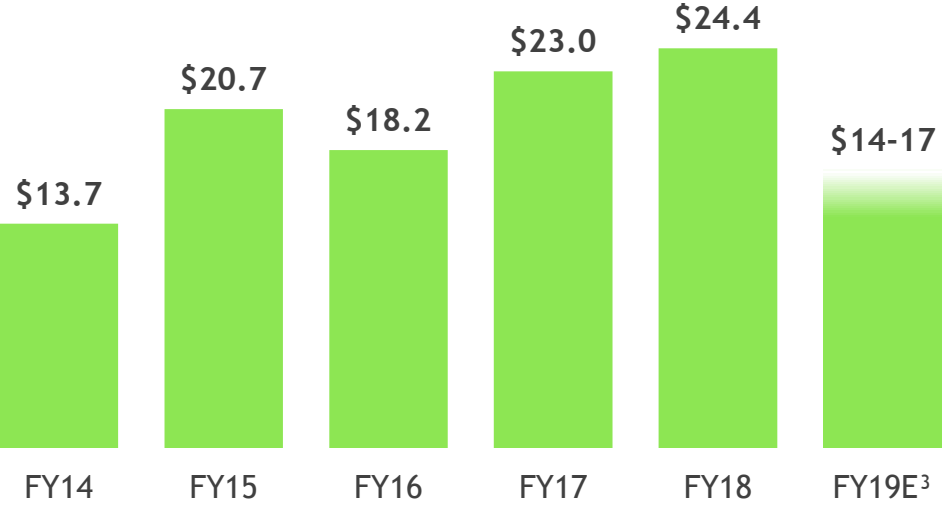
2. Company guidance issued and effective on 11/11/2019 only.



# ADJUSTED EBITDA BREAKDOWN

(\$ Millions)

Adjusted EBITDA<sup>1</sup>



Margin <sup>3</sup>	9.9%	11.2%	7.9%	9.8%	10.5%	7%
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Long-Term Margin Objective: 12-13%

Adjusted EBITDA and margin expansion driven by:

- Emphasis on higher-margin service fee business and new products.
- Leveraging global infrastructure.
- Continuous cost control initiatives and operating efficiencies.
- Overcoming PFS client bankruptcies and LiveArea sales under-performance in 2019.
- Targeting Adjusted EBITDA margin expansion in 2020<sup>3</sup>.

1. Service Fee Equivalent Revenue and Adjusted EBITDA are non-GAAP financial measures. See Appendix for a reconciliation to the most comparable GAAP financial measure.  
2. AEBITDA Margin reflects percentage of Adjusted EBITDA to Service Fee Equivalent Revenue  
3. Company guidance issued and effective on 11/11/2019 only

# BALANCE SHEET

(\$ Millions)

Select Balance Sheet Items	Dec 31, 2018	Sep 30, 2019
Cash & Restricted Cash	\$15.6	\$13.7
Accounts Receivable	72.4	50.6
Inventories	6.1	4.1
Property & Equipment, Net	21.5	19.5
Goodwill & Intangibles	47.0	46.2
Operating Lease Right-Of-Use Assets	-	36.3
Other	14.5	12.6
<b>Total Assets</b>	<b>\$177.1</b>	<b>\$183.0</b>
Accounts Payable	\$47.6	\$33.0
Accrued Expenses & Other	40.9	26.8
Operating Lease Liabilities	-	42.0
Debt	42.0	36.8
<b>Total Liabilities</b>	<b>\$130.5</b>	<b>\$138.6</b>
<b>Total Shareholders' Equity</b>	<b>\$46.6</b>	<b>\$44.4</b>

## September 2019 Highlights

- \$13.7M cash
- \$36.8M debt
- Net debt position of \$23.1M
- Amended senior bank facility in Nov 2018 (\$60M capacity). Five year agreement with improved rate structure and terms.

# INVESTMENT HIGHLIGHTS

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**We are uniquely positioned as a leader in global commerce. 2019 has become a transition year, but our core strengths and value proposition remain in-tact with strong expectations for 2020.**

- We benefit from the shift in consumer shopping behavior requiring brands and retailers to provide a seamless, brand-differentiated, high-touch customer experience.
- We operate a global footprint spanning three continents and a diversified client portfolio of brands to provide a strong foundation for growth.
- We have a strong reputation for client execution and a renewed focus on our core verticals with new and energized executive leadership committed to growth.
- We enjoy multiple avenues for growth and margin expansion as we implement several new initiatives and introduce technology products which require limited PFS facility, operations infrastructure and labor support costs.



**LiveArea**



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Professional services business  
unit providing full suite of digital  
experience commerce solutions.

Operations services business  
unit providing full suite of post-  
click commerce services.

# THANK YOU

**P F S W**

**Company Contact:** Tom Madden | CFO | [tmadden@pfsweb.com](mailto:tmadden@pfsweb.com)

**Investor Relations Contact:** Gateway Investor Relations | Sean Mansouri or Scott Liolios | 949-574-3860 | [PFSW@gatewayir.com](mailto:PFSW@gatewayir.com)



# BOARD OF DIRECTORS

<b>James Reilly</b> Chairman of the Board	<ul style="list-style-type: none"> <li>• BOD member since 1999</li> <li>• Managing Partner of Stonepine Advisors, LLC, an investment banking firm</li> </ul>
<b>Mike Willoughby</b> Chief Executive Officer	<ul style="list-style-type: none"> <li>• Promoted to CEO in March 2013</li> <li>• 20+ years of business development and digital marketing experience</li> </ul>
<b>David Beatson</b> Independent Director	<ul style="list-style-type: none"> <li>• BOD member since 2000</li> <li>• Chief Executive Officer of Ascent Advisors, LLC a logistics and supply chain consulting firm</li> </ul>
<b>Monica Luechtefeld</b> Independent Director	<ul style="list-style-type: none"> <li>• BOD member since 2014</li> <li>• Recognized leader in eCommerce and previously held various executive roles at Office Depot</li> </ul>
<b>Benjamin Rosenzweig</b> Independent Director	<ul style="list-style-type: none"> <li>• BOD member since 2013</li> <li>• Partner at Privet Fund Management LLC</li> </ul>
<b>Shinichi Nagakura</b> Independent Director	<ul style="list-style-type: none"> <li>• BOD member since 2013</li> <li>• Officer at transcosmos inc., a leading Japanese BPO company, for the last 15 years</li> </ul>
<b>Peter Stein</b> Independent Director	<ul style="list-style-type: none"> <li>• BOD member since 2016</li> <li>• Executive-in-residence at Lerer Hippeau Ventures, and previously Global CEO at Razorfish</li> </ul>
<b>Robert Frankfurt</b> Independent Director	<ul style="list-style-type: none"> <li>• BOD member since 2019</li> <li>• President and Founder of Myca Partners (“Myca”), and previously senior portfolio manager at Steel Partners and Sandell Asset Management</li> </ul>
<b>Mercedes De Luca</b> Independent Director	<ul style="list-style-type: none"> <li>• BOD member since 2019</li> <li>• CIO of Pebble Beach Company, and 20+ years experience in the eCommerce, consumer Internet and software industries.</li> </ul>

# LEADERSHIP TEAM

<b>Mike Willoughby</b> Chief Executive Officer	<ul style="list-style-type: none"><li>• Promoted to CEO in March 2013</li><li>• 20+ years of business development and digital marketing experience</li></ul>
<b>Tom Madden</b> Chief Financial Officer	<ul style="list-style-type: none"><li>• Appointed CFO in 1997</li><li>• 30+ years of finance and accounting experience</li></ul>
<b>Zach Thomann</b> EVP & PFS General Manager	<ul style="list-style-type: none"><li>• Promoted to EVP in January 2019, appointed as PFS GM in 2018</li><li>• 15+ years of client services, and order fulfillment operations experience</li></ul>
<b>Jim Butler</b> EVP & LiveArea General Manager	<ul style="list-style-type: none"><li>• Hired in June 2019</li><li>• 20+ years of technology and digital consulting experience, most recently served as president of Intersection and former president of Isobar</li></ul>
<b>Mark Fuentes</b> SVP & Chief Information Officer	<ul style="list-style-type: none"><li>• Promoted to CIO in April 2016</li><li>• 20+ years of IT development, operations and client services experience</li></ul>

# REVENUE & GAAP FINANCIALS

Why we measure Service Fee Equivalent Revenue

## Service Fee Revenue

- Service Fee Revenue represents our primary business activity across more than 160 clients
- **No inventory ownership required**
- Generates service fees based on recurring transaction-based activity and projects.

### FY 18 Activity:

~\$2B Client Merchandise Fulfilled

**= \$230M GAAP Service Fee Revenue or “Service Fee Equivalent Revenue”**

## Product Revenue

- Our Product Revenue activity relates to one client
- **Client requires us to take title of their inventory, and U.S. GAAP requires us to record the full value of their merchandise sold as Product Revenue**
- Gross profit of product revenue is therefore the best estimate of our service fees

### FY 18 Activity:

\$34.4M Client Merchandise Fulfilled

= \$34.4M GAAP Product Revenue

**= \$2M in Gross Profit or “Service Fee Equivalent Revenue”**

**\$230M + \$2M = \$232M Total Service Fee Equivalent Revenue**

# RECONCILIATION TABLES

(\$ Millions)

## Reconciliation of Net Income (Loss) to EBITDA, Adjusted EBITDA & Non-GAAP Net Income (Loss)

			2016					2017					2018					2019			
	2014 Cons	2015 Cons	March Cons	June Cons	Sept Cons	Dec Cons	FY Cons	March Cons	June Cons	Sept Cons	Dec Cons	FY Cons	March Cons	June Cons	Sept Cons	Dec Cons	YTD Cons	March Cons	June Cons	Sept Cons	YTD Cons
Net Income (Loss)	\$ (4.6)	\$ (7.9)	\$ (0.8)	\$ (2.2)	\$ (1.0)	\$ (3.5)	\$ (7.5)	\$ (4.9)	\$ (2.6)	\$ (0.1)	\$ 3.6	\$ (4.0)	\$ (0.7)	\$ (0.6)	\$ (0.7)	\$ 3.3	\$ 1.2	\$ (1.2)	\$ (1.0)	\$ (1.6)	\$ (3.8)
Income tax expense	(0.1)	1.5	0.5	0.2	0.3	1.3	2.3	0.8	0.3	0.5	0.2	1.8	0.8	0.6	0.8	0.6	2.8	0.2	0.3	(0.1)	0.4
Interest expense	0.8	1.8	0.5	0.6	0.7	0.5	2.3	0.6	0.7	0.8	0.7	2.8	0.6	0.6	0.6	0.7	2.5	0.5	0.4	0.5	1.4
Depreciation and amortization	11.5	12.0	2.8	2.9	2.6	3.1	11.4	3.1	2.9	2.8	2.8	11.6	2.5	2.6	2.4	2.3	9.8	2.5	2.4	2.5	7.4
Amortization of acquisition-related intangible assets	0.1	2.8	0.8	0.9	1.2	1.1	4.0	0.8	0.8	0.8	1.0	3.3	0.4	0.4	0.4	0.4	1.6	0.2	0.2	0.2	0.5
EBITDA	\$ 7.8	\$ 10.2	\$ 3.8	\$ 2.4	\$ 3.8	\$ 2.5	\$ 12.5	\$ 0.5	\$ 2.1	\$ 4.7	\$ 8.3	\$ 15.5	\$ 3.6	\$ 3.5	\$ 3.4	\$ 7.3	\$ 17.9	\$ 2.3	\$ 2.3	\$ 1.4	\$ 6.0
Stock-based compensation	3.1	4.6	0.8	0.6	0.3	0.4	2.1	0.5	1.2	0.8	0.8	3.3	0.6	1.4	1.1	1.0	4.0	0.7	0.7	0.9	2.2
Acquisition related, restructuring & other (income) costs	2.8	5.8	(0.8)	0.9	(0.5)	4.0	3.5	2.7	1.1	0.1	0.3	4.2	0.1	0.5	1.0	0.8	2.5	0.4	0.4	0.8	1.7
Adjusted EBITDA	\$ 13.7	\$ 20.7	\$ 3.8	\$ 3.9	\$ 3.6	\$ 6.9	\$ 18.2	\$ 3.7	\$ 4.4	\$ 5.6	\$ 9.4	\$ 23.0	\$ 4.4	\$ 5.3	\$ 5.5	\$ 9.1	\$ 24.4	\$ 3.3	\$ 3.4	\$ 3.1	\$ 9.9
Net Income (Loss)	\$ (4.6)	\$ (7.9)	\$ (0.8)	\$ (2.2)	\$ (1.0)	\$ (3.5)	\$ (7.5)	\$ (4.9)	\$ (2.6)	\$ (0.1)	\$ 3.6	\$ (4.0)	\$ (0.7)	\$ (0.6)	\$ (0.7)	\$ 3.3	\$ 1.2	\$ (1.2)	\$ (1.0)	\$ (1.6)	\$ (3.8)
Stock-based compensation	3.1	4.6	0.8	0.6	0.3	0.4	2.1	0.5	1.2	0.8	0.8	3.3	0.6	1.4	1.1	1.0	4.0	0.7	0.7	0.9	2.2
Amortization of acquisition - related intangible assets	0.1	2.8	0.8	0.9	1.2	1.1	4.0	0.8	0.8	0.8	1.0	3.3	0.4	0.4	0.4	0.4	1.6	0.2	0.2	0.2	0.5
Acquisition related, restructuring & other (income) costs	2.8	5.8	(0.8)	0.9	(0.5)	4.0	3.5	2.7	1.1	0.1	0.3	4.2	0.1	0.5	1.0	0.8	2.5	0.4	0.4	0.8	1.7
Deferred tax expense (income) - goodwill amortization	-	-	-	-	-	-	-	0.2	0.2	0.2	(0.4)	0.1	0.1	0.1	0.1	0.1	0.5	0.1	0.1	0.1	0.4
Non-GAAP Net Income (Loss)	\$ 1.4	\$ 5.4	\$ 0.0	\$ 0.2	\$ (0.1)	\$ 2.0	\$ 2.1	\$ (0.7)	\$ 0.6	\$ 1.8	\$ 5.3	\$ 7.0	\$ 0.6	\$ 1.7	\$ 1.9	\$ 5.6	\$ 9.8	\$ 0.2	\$ 0.4	\$ 0.4	\$ 1.0



# RECONCILIATION TABLES

(\$ Millions)

## Reconciliation of Total Revenue to Service Fee Equivalent Revenue - PFSW Consolidated Results

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Total revenue	\$ 247,048	\$ 288,269	\$ 334,643	\$ 326,825	\$ 326,160
Pass-through revenue	(37,379)	(47,435)	(59,783)	(52,582)	(61,326)
Cost of product revenue	<u>(71,019)</u>	<u>(55,587)</u>	<u>(45,883)</u>	<u>(38,504)</u>	<u>(32,710)</u>
Service Fee Equivalent Revenue	<u>\$ 138,650</u>	<u>\$ 185,247</u>	<u>\$ 228,977</u>	<u>\$ 235,739</u>	<u>\$ 232,124</u>

# RECONCILIATION TABLES

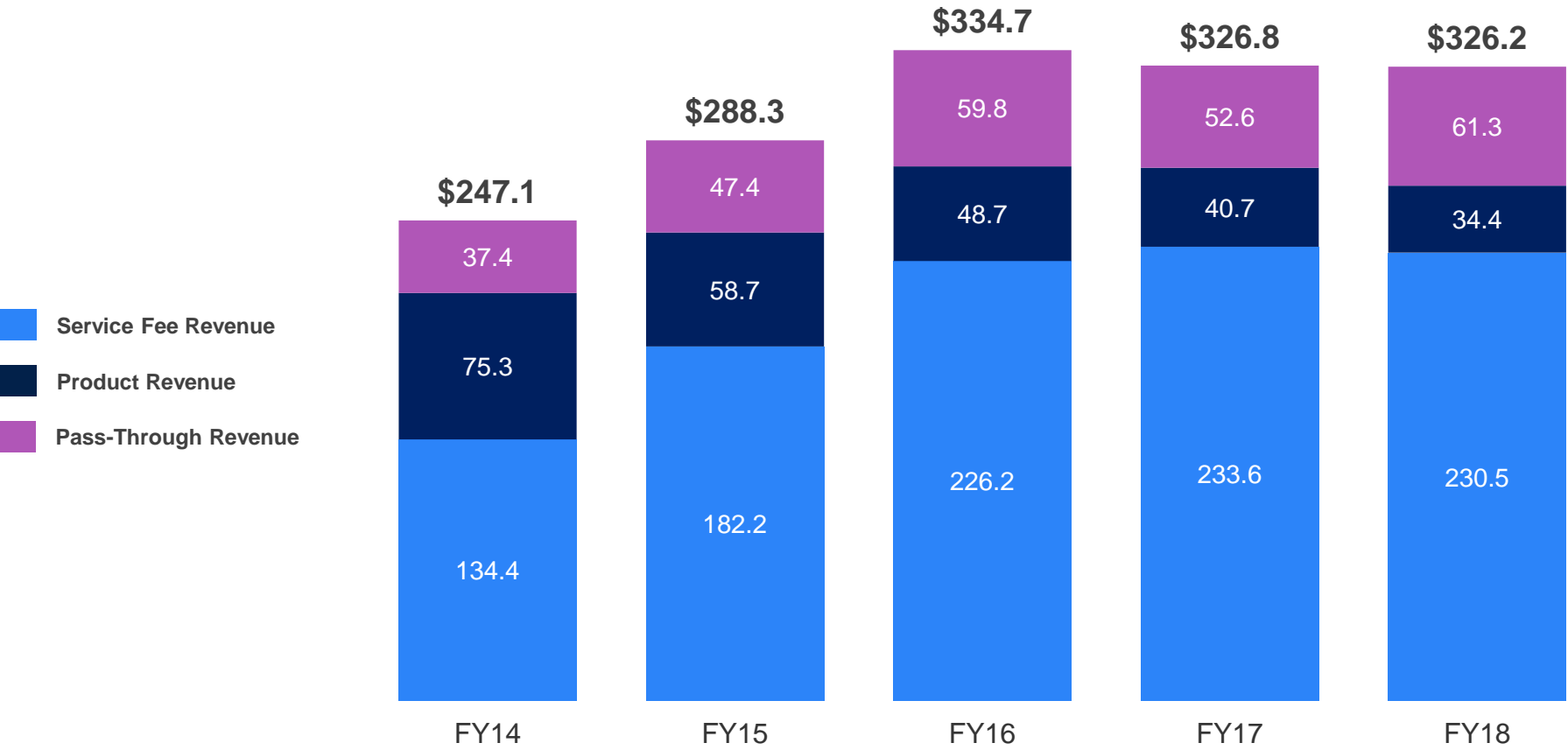
(\$ Millions)

## Reconciliation of Total Revenue to Service Fee Equivalent Revenue - PFS Operations Services

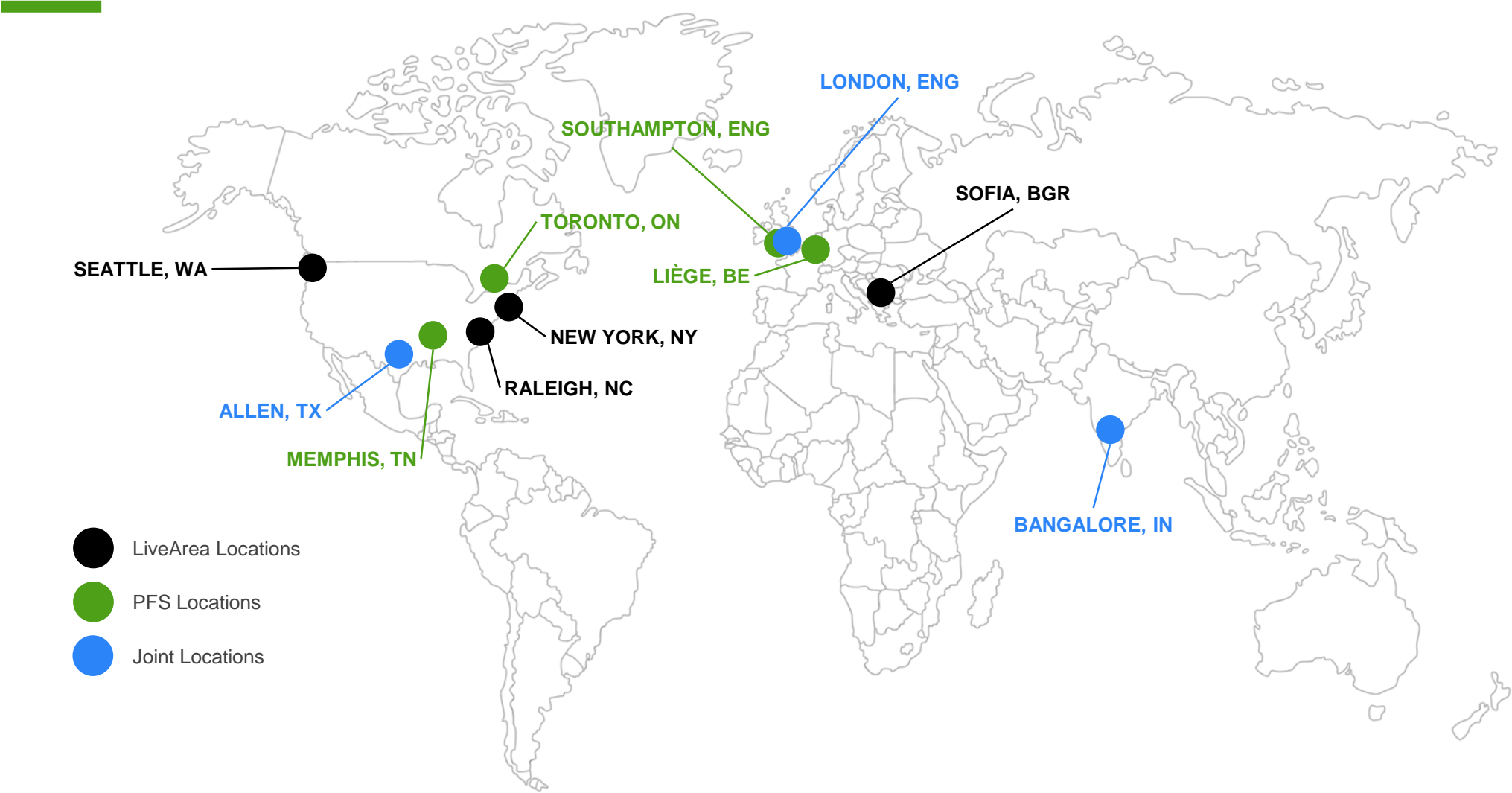
	2017					2018					2019			
	March Qtr	June Qtr	Sept Qtr	Dec Qtr	FY 2017	March Qtr	June Qtr	Sept Qtr	Dec Qtr	FY 2018	March Qtr	June Qtr	Sept Qtr	YTD 2019
<b>Total PFS Operations Revenue</b>	\$58,236	\$55,660	\$52,809	\$70,102	\$236,807	\$56,487	\$56,615	\$56,277	\$72,356	\$241,735	\$53,430	\$49,250	\$48,515	\$151,196
<b>Pass-through revenue</b>	(9,911)	(13,079)	(12,488)	(14,999)	\$(50,477)	(11,800)	(14,574)	(15,702)	(17,238)	(59,314)	(12,876)	(11,412)	(10,760)	(35,048)
<b>Cost of Product revenue</b>	(10,724)	(9,505)	(8,995)	(9,283)	\$(38,507)	(9,316)	(8,403)	(8,099)	(6,891)	(32,709)	(7,077)	(5,791)	(6,250)	(19,118)
<b>Service Fee Equivalent Revenue</b>	\$37,601	\$33,076	\$31,326	\$45,820	\$147,823	\$35,371	\$33,638	\$32,476	\$48,227	\$149,712	\$33,477	\$32,047	\$31,505	\$97,030

# TOTAL REVENUE BREAKDOWN

(\$ Millions)

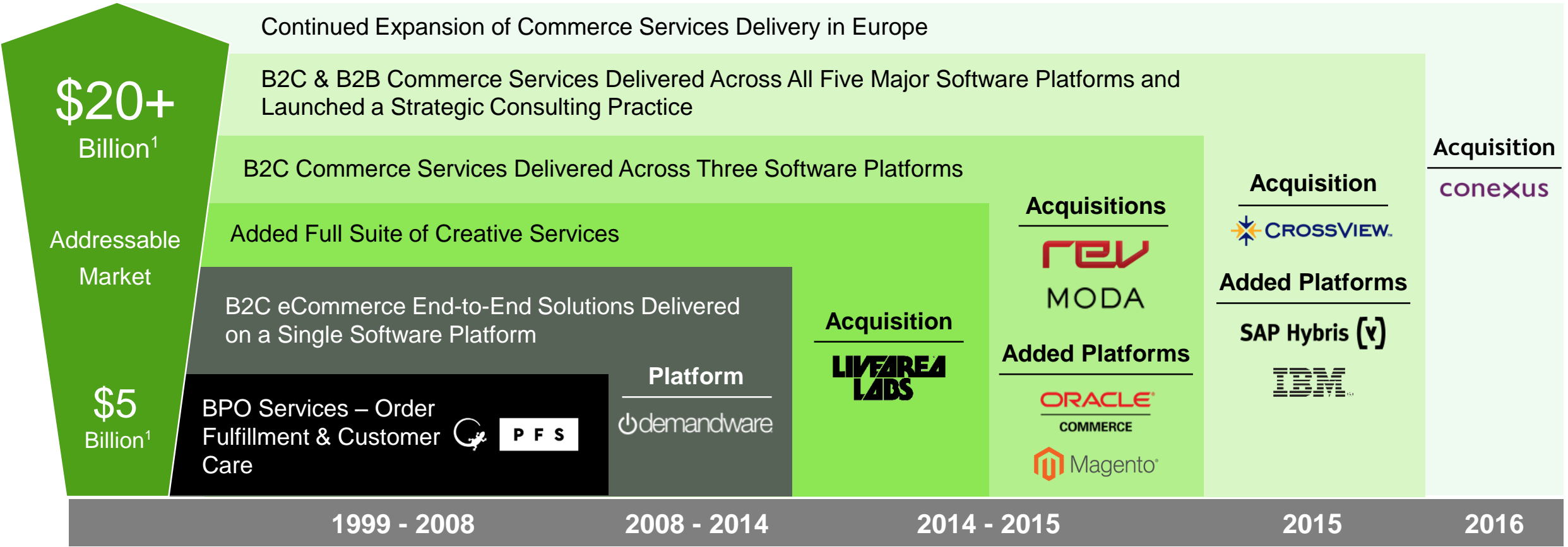


# GLOBAL LOCATIONS



# ADDRESSABLE MARKET EXPANSION

Build out of LiveArea professional services capabilities and geographic reach.



1. Combination of Three Sources: A) Order Fulfillment Services in the US: Market Research Report, IBISWorld, March 2015. Includes industry services such as storing goods, receiving orders, packaging and shipping the orders to end consumers, collecting payment for orders and handling returns and exchanges B) Forrester Research Commerce Platform Technology Forecast, 2014 To 2019 (US) C) Forrester Research Digital Marketing Forecast 2014 to 2019 (US); excludes all data but search, email and social media fees



# WHAT ABOUT amazon?

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## Does PFSW compete with Amazon?

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Amazon does not compete directly with PFSW, but rather our clients. The massive marketplace has disrupted the conventional online retail market by eating into our clients' direct sales and eroding their margins all from a platform they can't control.

## How is the PFS model different than Fulfillment by Amazon?

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The Fulfillment by Amazon service is primarily for Amazon marketplace sellers and at Amazon, they own the customer data and experience. Our clients own their customer data which provides valuable insights allowing them to more effectively market and grow customer value. Additionally, our clients have 100% brand control to create the shopping experience that differentiates themselves from Amazon.

## How is PFS evolving to help our clients compete against Amazon?

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We are working to help our clients close the gap by minimizing transportation costs and offering same/next day delivery order execution via store integration technologies. Additionally, we are helping premier and luxury brands widen the customer experience gap by offering customized content, branded packaging, gift wrapping, engraving, and other value-add services.

# BUSINESS UNIT REVENUE BREAKDOWN

