2021 YEAR IN REVIEW

Make Commerce Better for Everyone
2021 at a Glance

$4.6B Revenue
up 57% from 2020

$175B GMV
up 47% from 2020

- **Millions** of Merchants
- **10,000+** Employees
- **8,000+** Apps in App Store
- **40,000+** Partners who have referred at least one merchant to Shopify in the past 12 months
- **+$307B** Global economic activity enabled by Shopify in 2020
- **+55%** Growth in Research & Development from 2020

Key Achievements

- **Launched** Shopify Pay on Facebook
- **Launched** Shop Pay Installments in the U.S.
- **Launched** Shopify New York Space
- **Early access to** Shopify Markets
- **Launched** Shopify Global ERP Program
- **Launched** Shopify TikTok Shopping
- **Launched** Shopify Spotify Channel
- **Expanded** Shopify Shipping to the U.K.
- **Introduced** retail hardware with integrated payments to 6 countries

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1 At a Glance figures are as of December 31, 2021
2 Gross Merchandise Volume, or GMV, represents the total dollar value of orders processed on the Shopify platform and on certain apps and channels for which a revenue-sharing arrangement is in place in the period, net of refunds, and inclusive of shipping and handling, duty and value-added taxes.

2021 YEAR IN REVIEW
Shopify helped merchants reach millions of new buyers...

The growth of new buyers shopping online with a Shopify merchant remained strong as digital commerce tailwinds continued in 2021.

Added accelerated checkout, Shop Pay to Facebook and Instagram
Expansion of new retail POS hardware with integrated payments to 6 new markets
Launch of Spotify channel
Cross-border commerce with Shopify Markets (early access)

...wherever they are

...while enabling them to build strong customer relationships and own their brands

New Shop features
- Gift shop minis
- More curated lists
- Search beta
- Post purchase marketing
- Performance analytics

Continued to build simple, fast, and affordable fulfillment through Shopify Fulfillment Network

New features include demand forecasting, critical alerts, and product bundling, among others.
Entrepreneurship was alive and well in 2021, as millions of entrepreneurs around the world grew their businesses on Shopify. Shopify continued to make it easier for merchants to reach more buyers, build strong customer relationships, and own their brands.

In 2021, more merchants globally launched and started growing their businesses on Shopify, globally.

We increased our mix of merchants outside North America.

These merchants grew their sales faster than merchants in North America compared to 2020.

North America
Revenue 71%
Merchants 55%

EMEA
Revenue 17%
Merchants 25%

Latin America
Revenue 1%
Merchants 5%

APAC
Revenue 10%
Merchants 15%

More than 10,000+ employees around the world are helping to catalyze entrepreneurship everywhere.