

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

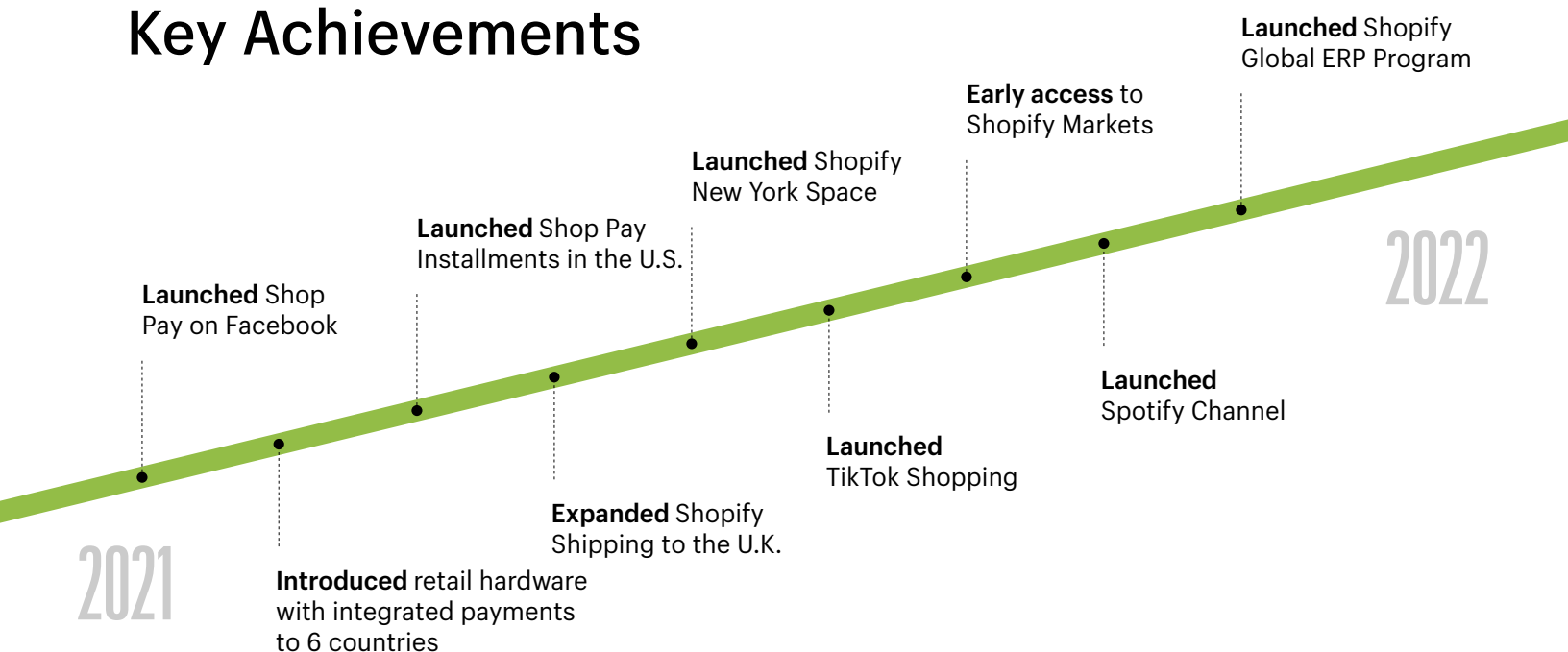
 **8,000+**
Apps in App Store

 **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

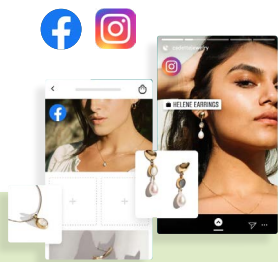
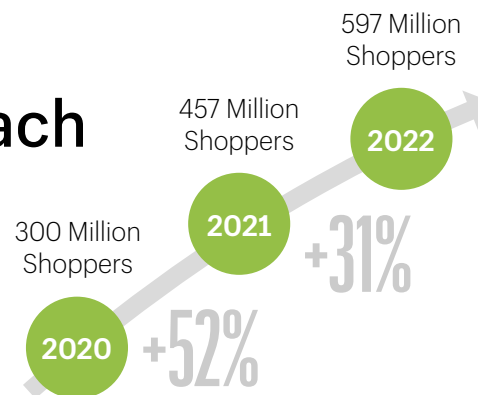


¹At a Glance figures are as of December 31, 2021

²Gross 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.

Shopify helped merchants reach millions of new buyers...

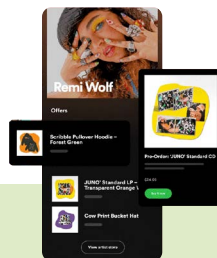
The growth of new buyers shopping online with a Shopify merchant remained strong as digital commerce tailwinds continued in 2021.



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

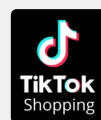
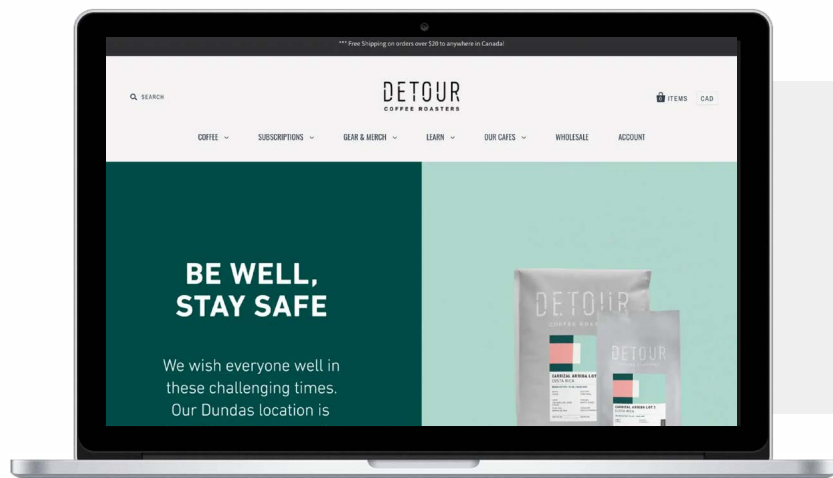
...while enabling them to build strong customer relationships and own their brands

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.



shop Pay

installments in partnership with **affirm**



shop

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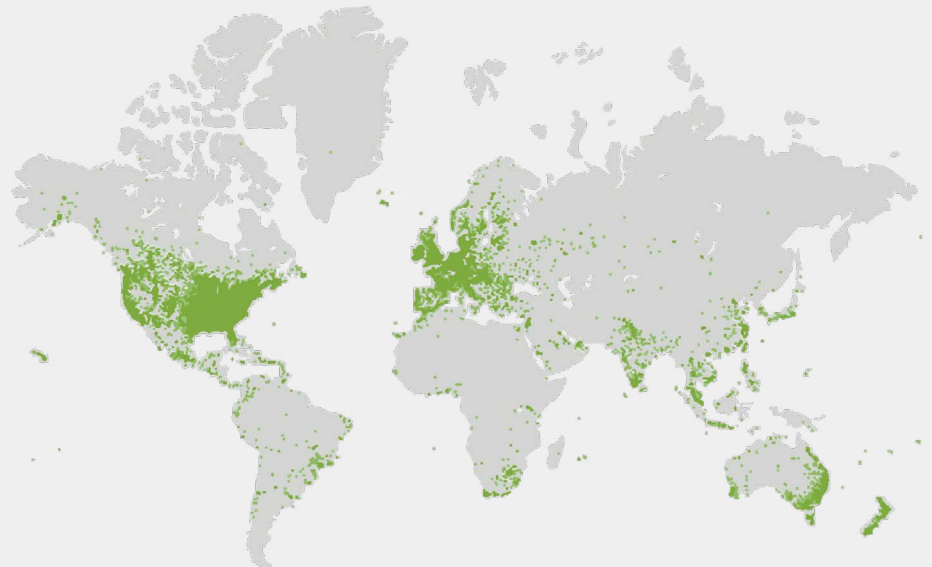
Entrepreneurship Strong

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**.

