



LightInTheBox Distributes 200,000 Free Medical Face Masks to 40,000 Families in Malaysia in Partnership with Kerry Logistics

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BEIJING, April 9, 2020 /PRNewswire/ -- LightInTheBox Holding Co., Ltd. (NYSE: LITB) ("LightInTheBox" or the "Company"), a cross-border e-commerce platform that delivers products directly to consumers around the world, today announced that it partnered with Kerry Logistics Network Limited ("Kerry Logistics") (Stock Code: 0636.HK), a leading logistics service provider in Asia, to distribute 200,000 free medical face masks to 40,000 families in Malaysia.

As soon as COVID-19 started to spread globally, LightInTheBox began working with suppliers and factories across China to secure a sizeable stock of medical face masks, safety goggles and other personal protection and health monitoring devices. Beginning last week, LightInTheBox launched a series of initiatives to help people in need as the COVID-19 pandemic accelerates globally. On March 30, the Company announced that it was adding one million medical face masks to parcels shipped via DHL or FedEx to customers in North America and Europe free-of-charge. Now, LightInTheBox has shifted its focus to Southeast Asia and partnered with Kerry Logistics to distribute 200,000 free masks to families in Malaysia. LightInTheBox created a website where families in need in Malaysia could submit their request and home delivery address. As of April 7, 2020, all 40,000 packs of free medical face masks had been ordered and shipped.

"Kerry Logistics is a leading logistics service provider with extensive operations and networks across ASEAN countries," commented Mr He Jian, CEO of LightInTheBox. "In order to distribute 200,000 free masks to 40,000 families in Malaysia within a week, we needed a strong last mile delivery partner. Kerry Logistics has a long and strong working relationship with our subsidiary Ezbuy since 2014 and was the perfect choice. Kerry Logistics were very supportive of our efforts both operationally and financially from the moment they became aware of our initiative. Their efforts in helping us to distribute free medical face masks to thousands of families in Malaysia in the shortest possible time have been invaluable."

"Everyone at LightInTheBox continues to work around the clock to ensure the smooth operational flow of protective medical supplies through our platform. We sincerely hope that the global economy will rebound rapidly and we will continue to do our best to provide stability to supply chains for our end customers and suppliers. We are all in this global fight against COVID-19 together and we will continue to help in any way we can."

About LightInTheBox Holding Co., Ltd.

LightInTheBox is a cross-border e-commerce platform that delivers products directly to consumers around the world. The Company offers customers a convenient way to shop for a wide selection of products at attractive prices through its www.lightinthebox.com, www.miniinthebox.com, www.ezbuy.com and other websites and mobile applications, which are available in 25 major languages and cover more than 140 countries.

For more information, please visit www.lightinthebox.com.

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Forward-Looking Statements

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "potential," "continue," "ongoing," "targets" and similar statements. Among other things, statements that are not historical facts, including statements about LightInTheBox's beliefs and expectations, the business outlook and quotations from management in this announcement, as well as LightInTheBox's strategic and operational plans, are or contain forward-looking statements.

LightInTheBox may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission (the "SEC"), in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: LightInTheBox's goals and strategies; LightInTheBox's future business development, results of operations and financial condition; the expected growth of the global online retail market; LightInTheBox's ability to attract customers and further enhance customer experience and product offerings; LightInTheBox's ability to strengthen its supply chain efficiency and optimize its logistics network; LightInTheBox's expectations regarding demand for and market acceptance of its products; competition; fluctuations in general economic and business conditions and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in LightInTheBox's filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and LightInTheBox does not undertake any obligation to update any forward-looking statement, except as required under

applicable law.

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