



## LightInTheBox Among Top 50 Kantar BrandZ Chinese Global Brand Builders for 2023

June 16, 2023

SINGAPORE, June 16, 2023 /PRNewswire/ -- LightInTheBox Holding Co., Ltd. (NYSE: LITB) ("LightInTheBox" or the "Company"), an apparel e-commerce retailer that ships products to consumers worldwide, announced today that it has been named one of Kantar and Google's Top 50 Kantar BrandZ Chinese Global Brand Builders for 2023, with its ranking rising to 46<sup>th</sup> this year compared with last year.

The Top 50 Kantar BrandZ Chinese Global Brand Builders list is one of the most influential brand rankings in Asia and other international markets, measuring how consumers perceive and value Chinese companies across the world. The 2023 rankings are based on research that surveyed consumers in 11 global markets and compared 234 candidate brands across 15 categories with brands in local markets.

"We are honored to be among this year's Top 50 Kantar BrandZ Chinese Global Brand Builders," commented Mr. Jian He, Chairman and CEO of LightInTheBox. "In particular, we have been included on the list for several years. This recognition validates our ability to build and expand our brand power, especially among overseas customers. We will continue to focus on improving the customer experience, strengthening our brand awareness, and earning trust among more customers."

### About LightInTheBox Holding Co., Ltd.

LightInTheBox is an apparel e-commerce retailer that ships products to consumers worldwide. With a focus on serving middle-aged and senior customers, LightInTheBox leverages its global supply chain and logistics networks, along with its in-house R&D and design capabilities to offer a wide selection of comfortable, aesthetically pleasing and visually interesting apparel that brings fresh joy to customers. LightInTheBox operates its business through [www.lightinthebox.com](http://www.lightinthebox.com), [www.miniinthebox.com](http://www.miniinthebox.com), [www.ezbuy.sg](http://www.ezbuy.sg) and other websites, as well as mobile applications that are available in more than 20 major languages and 140 countries and regions. The Company is headquartered in Singapore, with additional offices in California, Shanghai, and Beijing.

For more information, please visit [www.lightinthebox.com](http://www.lightinthebox.com).

### 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, its 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 developments, results of operations and financial condition; the expected growth of the global online retail market; LightInTheBox's ability to attract customers and further enhance its 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 statements, except as required under applicable law.

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