



Aterian Launches hOmeLabs, PurSteam, & Mueller Living Brands On Target+

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Expands Squatty Potty Product Offerings On Target+

Continues Omni-Channel Expansion Strategy

SUMMIT, N.J., Nov. 26, 2024 (GLOBE NEWSWIRE) -- Aterian, Inc. (Nasdaq: ATER) ("Aterian" or the "Company"), a technology-enabled consumer products company, today announced that it has begun selling products from its popular hOmeLabs, PurSteam, and Mueller Living brands on Target+, the online marketplace of Target Corporation. The Company expanded its product offerings from Squatty Potty on Target+ as well. This strategic expansion provides Aterian with a premium platform to reach millions of new online shoppers and underscores the Company's strategy to grow its omni-channel presence while maintaining flexibility and scalability in its operations.

Launched in 2019, Target+ is an invitation only marketplace for third party sellers that provides customers with premium, direct to consumer, and national brands. By offering a curated selection of high-demand products across its home, kitchen, and lifestyle categories, Aterian aims to strengthen its ability to meet consumers where they shop.

This move complements the Company's existing presence on Amazon.com, Walmart.com, and its direct-to-consumer websites, while also demonstrating its ability to adapt to the evolving e-commerce landscape.

"This milestone underscores our commitment to our omni-channel growth strategy," said Phil Lepper, Chief Revenue Officer of Aterian, Inc. "Partnering with Target+ offers an excellent platform to showcase our Squatty Potty, hOmeLabs, PurSteam, and Mueller Living brands to Target's loyal customers. By expanding our presence across diverse channels, we are able to strengthen our position in the marketplace and accelerate growth for our products and brands."

For more information about Aterian and its portfolio of brands, visit www.aterian.io.

About Aterian, Inc.

Aterian, Inc. (Nasdaq: ATER) is a technology-enabled consumer products company that builds and acquires leading e-commerce brands with top-selling consumer products in multiple categories, including home and kitchen appliances, health and wellness, and air quality devices. The Company sells across the world's largest online marketplaces, with a focus on Amazon and Walmart in the U.S., and on its own direct-to-consumer websites. Aterian's primary brands include Squatty Potty, hOmeLabs, Mueller Living, PurSteam, Healing Solutions, and Photo Paper Direct.

Forward Looking Statements

All statements other than statements of historical facts included in this press release that address activities, events or developments that we expect, believe or anticipate will or may occur in the future are forward-looking statements including, in particular, regarding our omni-channel expansion strategy, strengthening our position in the marketplace and growth for our brands' products. These forward-looking statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties and other factors, all of which are difficult to predict and many of which are beyond our control and could cause actual results to differ materially and adversely from those described in the forward-looking statements. These risks include, but are not limited to, those related to our ability to continue as a going concern, our ability to meet financial covenants with our lenders, our ability to maintain and to grow market share in existing and new product categories; our ability to continue to profitably sell the SKUs we operate; our ability to create operating leverage and efficiency when integrating companies that we acquire, including through the use of our team's expertise, the economies of scale of our supply chain and automation driven by our platform; those related to our ability to grow internationally and through the launch of products under our brands and the acquisition of additional brands; those related to consumer demand, our cash flows, financial condition, forecasting and revenue growth rate; our supply chain including sourcing, manufacturing, warehousing and fulfillment; our ability to manage expenses, working capital and capital expenditures efficiently; our business model and our technology platform; our ability to disrupt the consumer products industry; our ability to generate profitability and stockholder value; international tariffs and trade measures; inventory management, product liability claims, recalls or other safety and regulatory concerns; reliance on third party online marketplaces; seasonal and quarterly variations in our revenue; acquisitions of other companies and technologies and our ability to integrate such companies and technologies with our business; our ability to continue to access debt and equity capital (including on terms advantageous to the Company) and the extent of our leverage; and other factors discussed in the "Risk Factors" section of our most recent periodic reports filed with the Securities and Exchange Commission ("SEC"), all of which you may obtain for free on the SEC's website at www.sec.gov.

Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, even if subsequently made available by us on our website or otherwise. We do not undertake any obligation to update, amend or clarify these forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

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