



The Leading Consumer Product Platform

Sharpening the Tools of Trade

**SEPTEMBER 2021
INVESTOR PRESENTATION**



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This presentation includes “forward-looking statements” with the meaning of Section 27A of the U.S. Securities Act of 1933, as amended, and Section 21E of the U.S. Securities Exchange Act of 1934, as amended.

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For a full discussion of the Company’s risks, you should review the Company’s existing SEC filings including the Company’s most recent 10-K for the period ended December 31, 2020 and the most recently filed 10-Q for the quarterly period ended June 30, 2021.



Who Is Aterian?

Aterian is building *the* leading technology powered consumer product platform.

Our formula for scale:

Proprietary Market Analytics Software

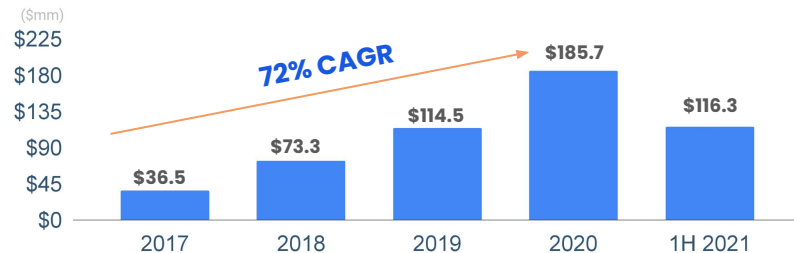
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Agile supply chain

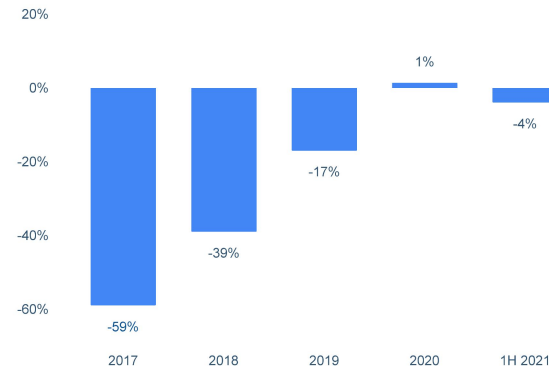
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Top selling Consumer Products

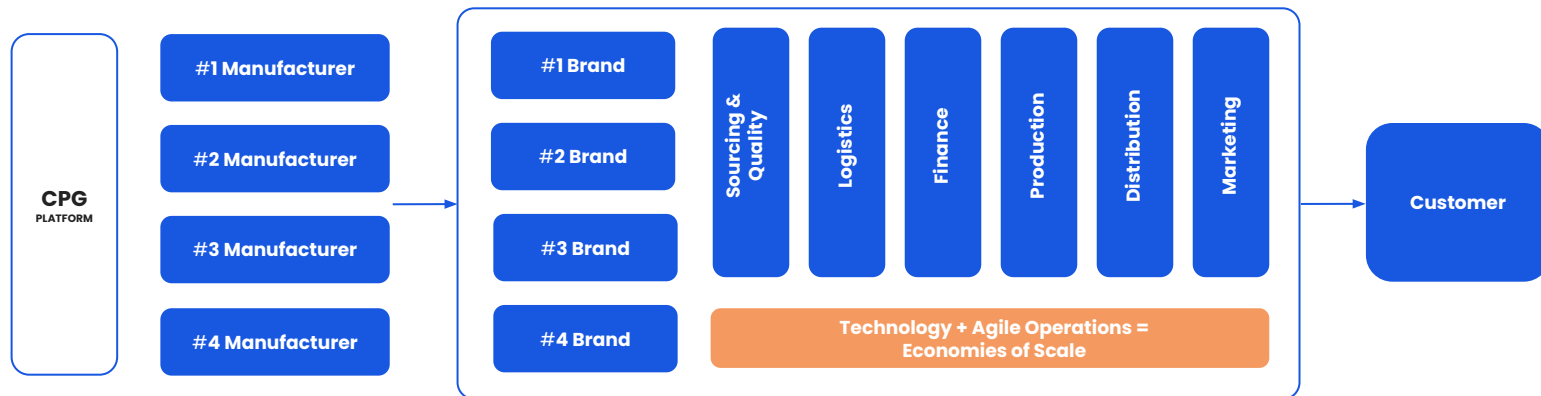
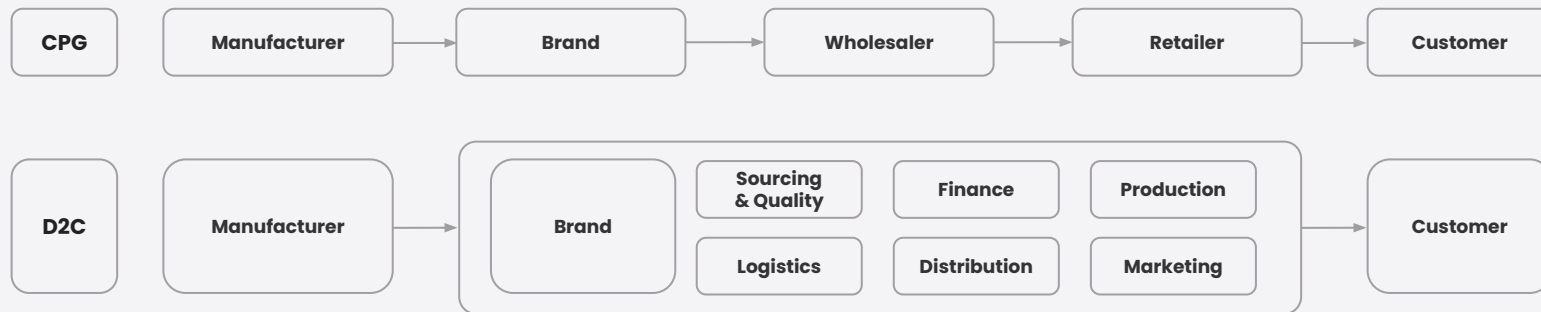
Net Revenue (Annual)



Adj. EBITDA⁽¹⁾ as % of Net Revenue (Annual)



Evolution to CPG Platform



Build

We **Build** products from the ground up, using Aimee™ to identify market opportunities and automate the sales of products across various eCommerce channels, from merchandising to fulfillment and everything in between

Acquire

We **Acquire** high caliber profitable CPG brands. We use Aimee™ to qualify existing products to forecast future growth and automate the management of the assets once acquired

Partner

We offer our **Platform as a Service** (PaaS). Brands use Aimee™ as a turnkey way to effectively manage their sales across eCommerce channels and drive better unit economics across their product portfolio

home™

vremi™

holonix™

RIF

xtava™



AUSSIE HEALTH CO



Pur Steam

SPIRALIZER

Müller™

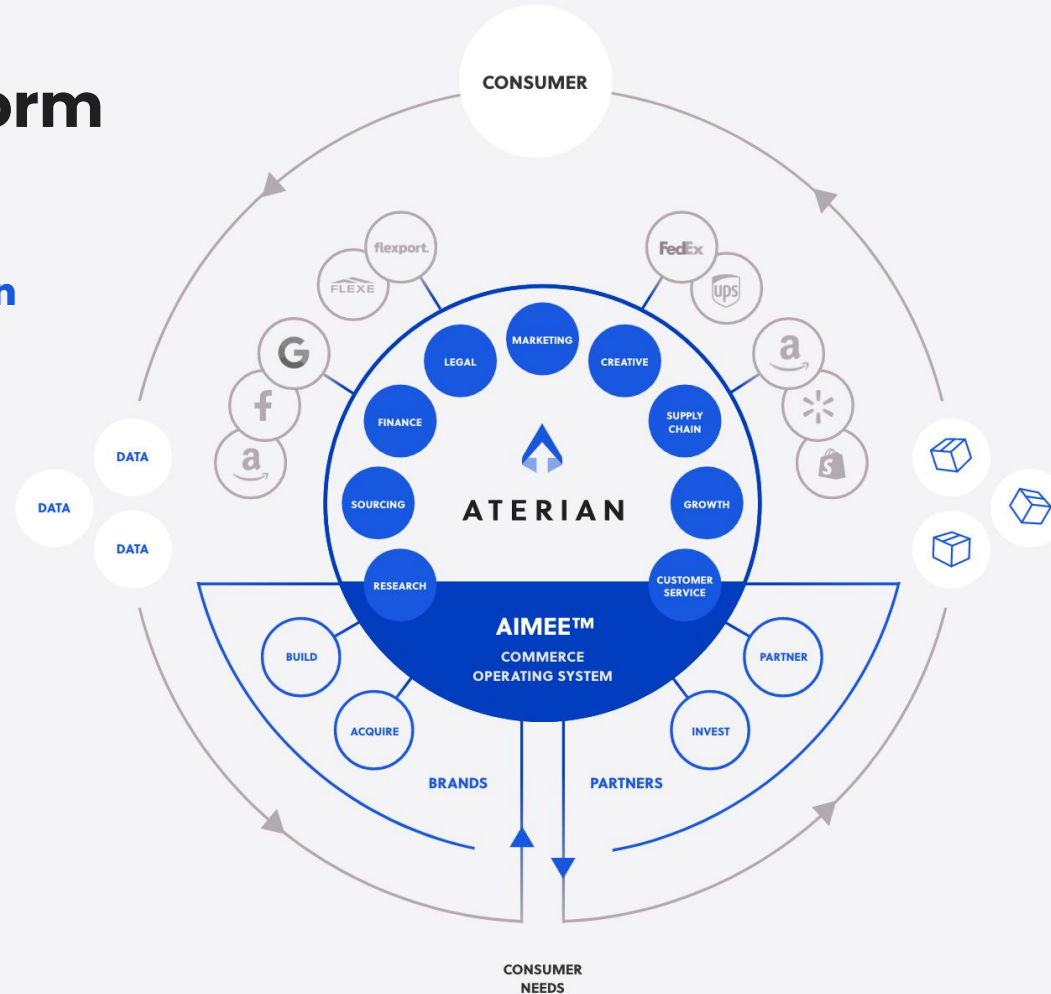
ppd
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POHL & SCHMITT
SWITZERLAND



NUTRUS

eureka®



Say Hello to AIMEE™

Commerce Operating System

An end to end cloud based solution providing real time data, ML powered automation and access to operational services to streamline the management of thousands of products at scale across various channels.

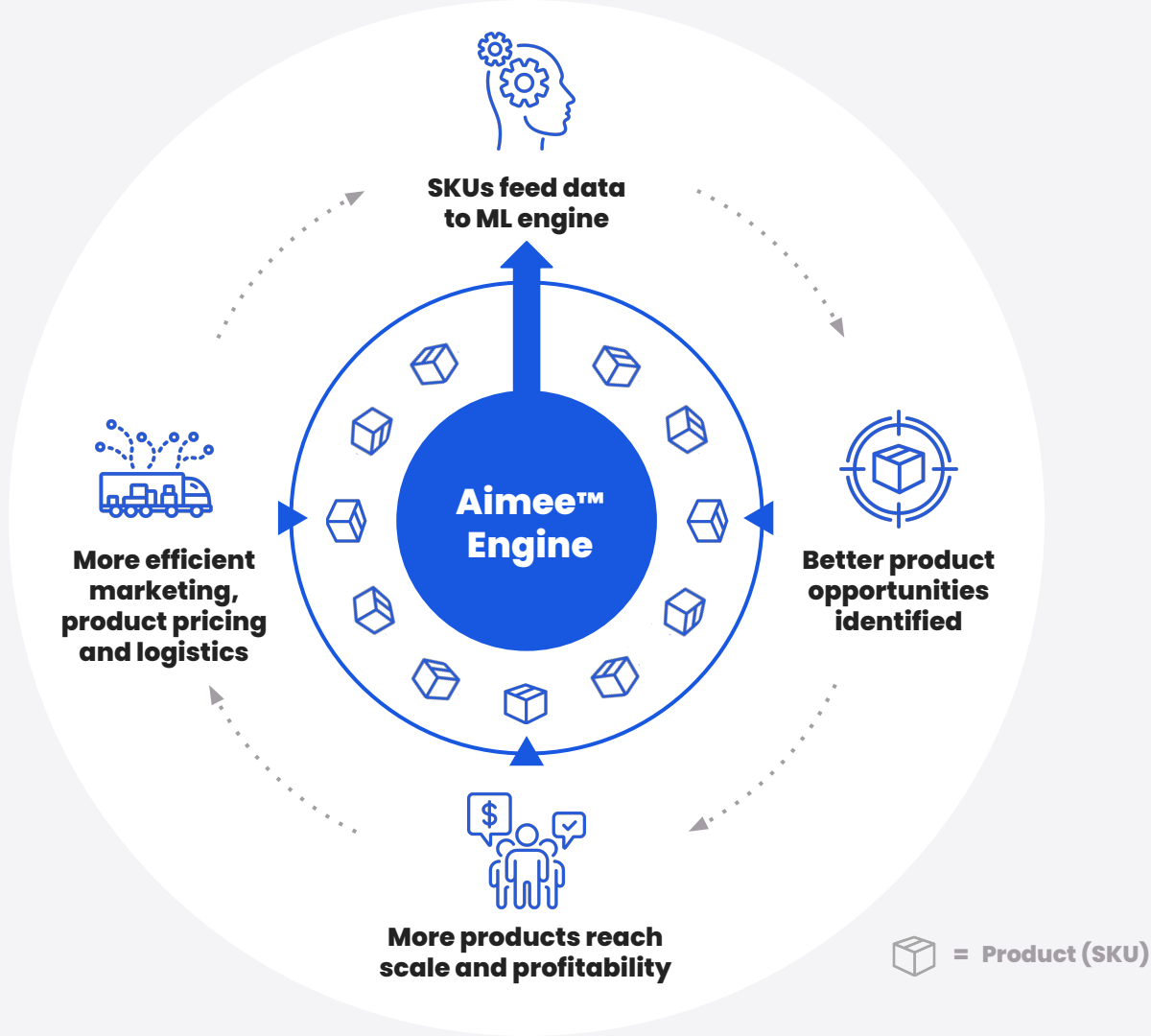


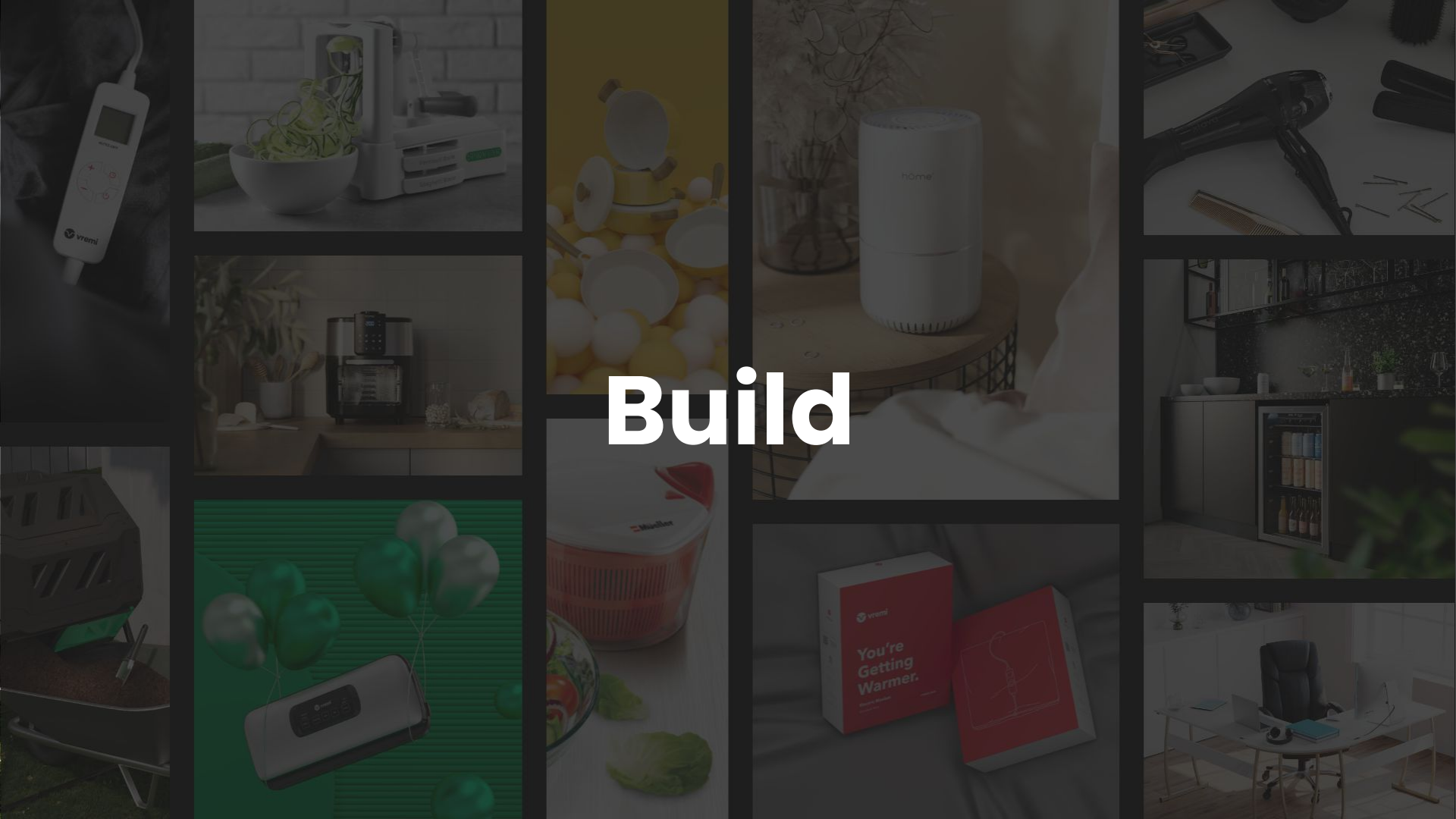
AIMEE™ Platform Flywheel



**3,000+ SKUs under
Management**

~\$350 million GMV





Build



home

**Home
Appliances**



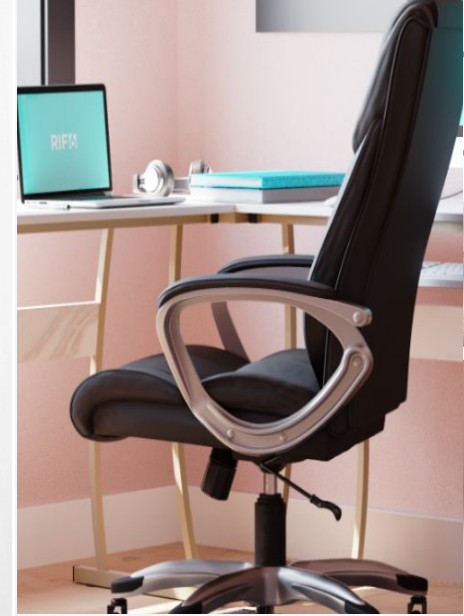
vremi

**Home & Kitchen
Appliances**



xtava

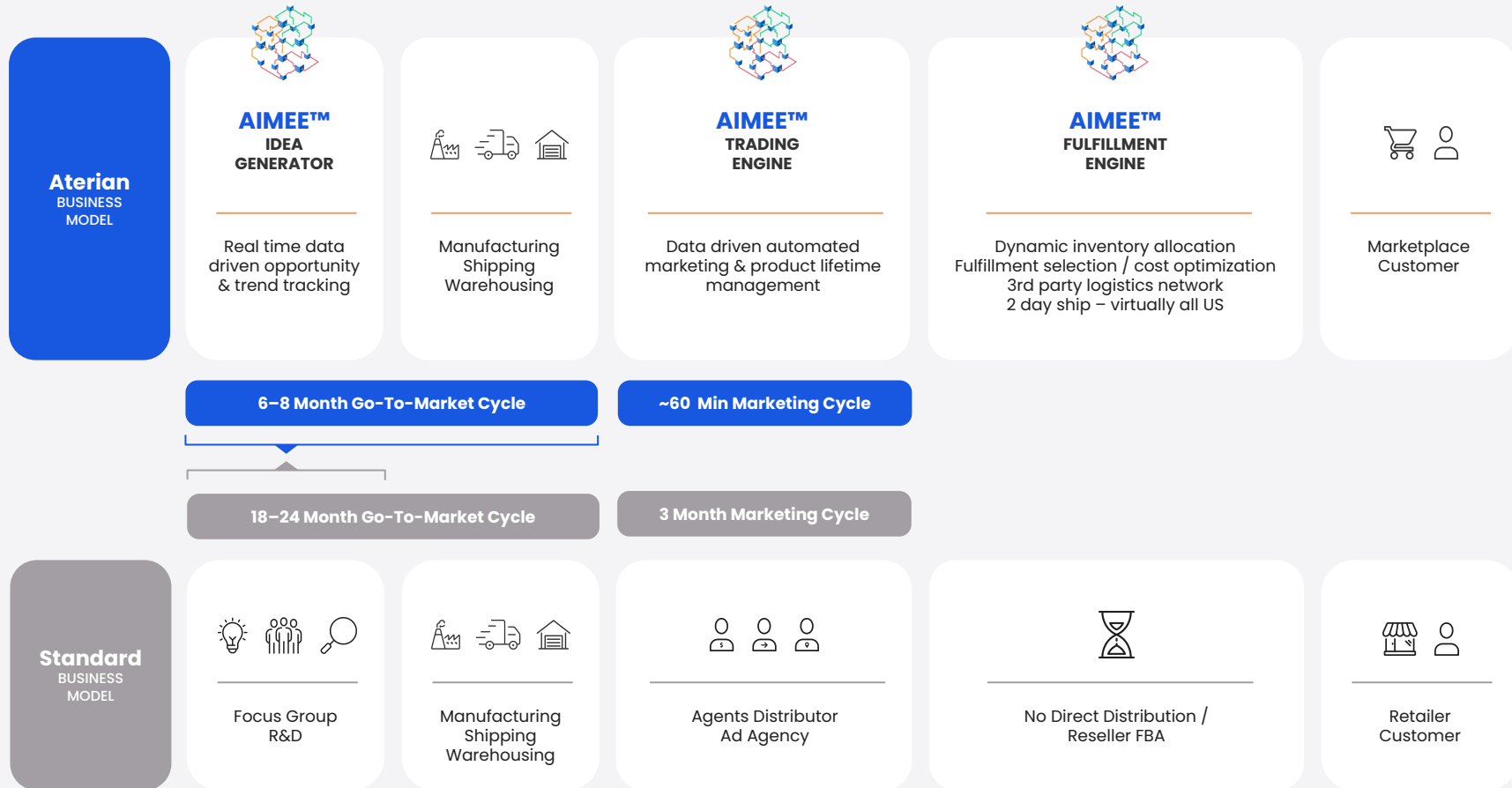
**Beauty
Products**



RIFA

**Consumer
Electronics**

Aterian Significantly Shortens Go-To-Market Timing





Acquire



MüllerTM
AUSTRIA

**Kitchen
Appliances**



POHL+SCHMITT
SWITZERLAND

**Home & Kitchen
Appliances**



**Squatty
Potty**

**Health
& Wellness**



HealingSolutions

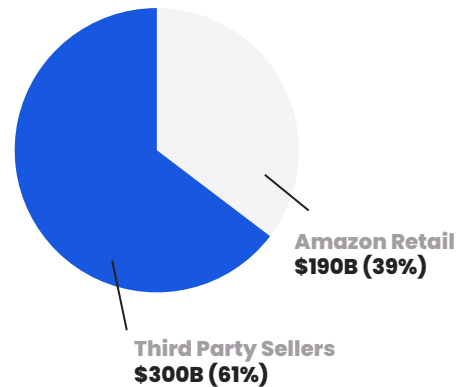
**Essential
Oils**

M&A Opportunity

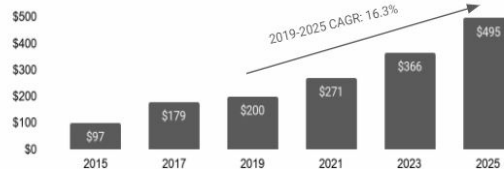
\$300B Market on Amazon

- 3+ million Amazon sellers
 - Who lack technology & scalability
 - Limited managerial experience
 - Limited working capital
 - Have built strong and sustainable businesses

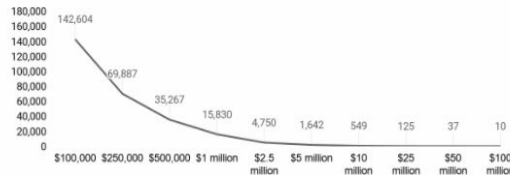
The Amazon Third-Party Seller market is larger than meets the eye, and it is growing quickly



3PS GMV Forecast - analysts expect between \$500 - 600bn by 2025



The market is as disparate today as it was in 2017 (data below); sellers with 100K+ in sales grew 4x since 2015



There is no sign of a slowdown - Net Sales from online stores and 3PS services continued to grow in Q3 2020

In millions

Segment	Q3'19	Q3'20	YoY growth
Online stores	\$35,039	\$48,350	37.9%
Physical stores	4,192	3,788	-9.6%
3PS Services	13,212	20,436	54.7%
Subscription Services	4,957	6,572	32.6%
AWS	8,995	11,601	29.0%
Other (mostly ads)	3,586	5,398	50.53%

M&A Strategy

Growth at Accretive Multiples

- Continued focus on US market, plus expansion to other international marketplaces
- Continue to acquire 3rd party sellers with long term sustainable products
 - Strong social proof / High quality product
 - Unit economics
 - Limited innovation
 - Addressing a real need
- Acquire larger targets that have strong marketplace and retail businesses
- Focus on acquiring other aggregators who have hit inflection points in lifecycle
- Generally only purchasing: listing, IP, assets, manufacturer and retail relationships
- Limited headcount addition for Aterian (post-transition) for FBA businesses + quick integration - AIMEE onboarding

M&A Strategy: Competitive Landscape

Notable Competitors who Raised Capital to Acquire Amazon Brands

Company	Amt. Raised	Stage	Revenue
<u>Thrasio</u>	\$1,750M	Series D	\$500M
<u>HeyDay</u>	\$175M	Series A	?
<u>Perch</u>	\$134M	Series C	?
<u>SellerX</u>	\$118M	Series A	?
<u>Boosted Commerce</u>	\$87M	Series A	?
<u>Heroes</u>	\$65M	Series A	?

*Sources: [Crunchbase](#), [Marketplace Pulse](#), [Forbes](#)

Cumulative Cash Raised by Amazon Acquirers 2020



Notable Debt and Equity Investors



Asset
Management

BLACKROCK



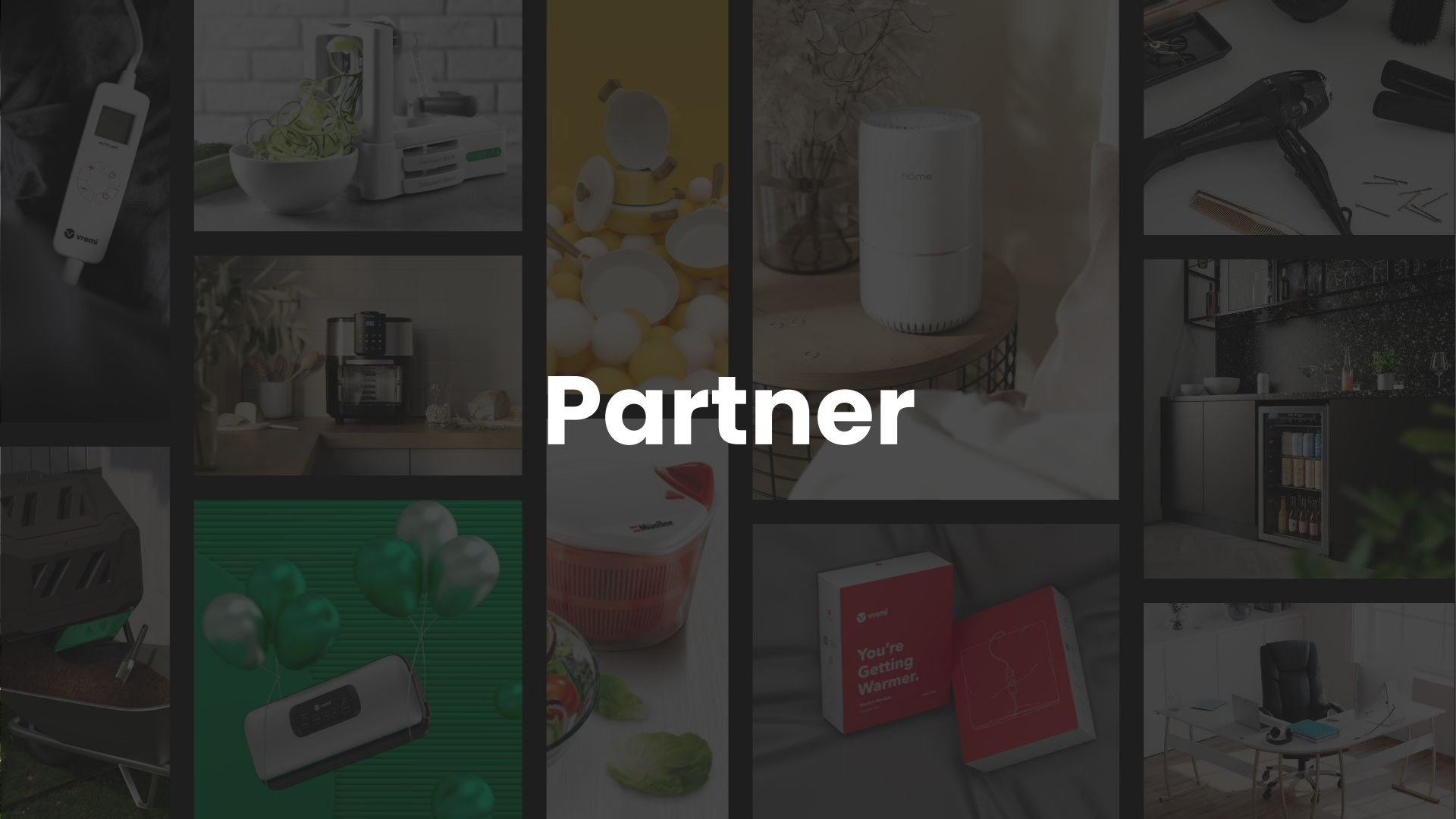
J.P.Morgan



GENERAL  CATALYST

khosla ventures

 BainCapital



Partner

Turnkey platform for eCommerce brands

The AIMEE™ platform automates sales and drives performance across the largest e-commerce channels & marketplaces



E-commerce Logistics at Scale

Optimized for oversized Products

97% 

Aterian Fulfillment Network ensures 2 days delivery to 97% of the US and 1 day delivery to 76% of the US





Thank you

aterian.io

Massive And Rapidly Expanding Market

**Worldwide E-Commerce
Sales are expected to
grow to:**

\$4.3 trillion

2020

**\$6.4
trillion⁽¹⁾**

2024

⁽¹⁾ eMarketer estimates

CAGR 13.8 %

RETAIL ECOMMERCE SALES WORLDWIDE & % OF TOTAL RETAIL SALES⁽¹⁾

● Sales
● % of Total Retail Sales

\$tn

