By the Numbers: A long-term partnership built on results

"It is time for decisive action. Companies have punted too many promises to their stakeholders on the environment, social causes, and who they are building for.

By dual-listing on the Long-Term Stock Exchange, we are codifying the critical relationship between ThredUp and our long-term stakeholders and ensuring our success is their success."

— James Reinhart, CEO and Co-Founder, ThredUp

While over 4,000 public companies are listed on U.S. exchanges today, the Long-Term Stock Exchange estimates less than 10% to 15% demonstrate a verified commitment to long-term value*, and most of those companies aren't getting the credit they deserve.

The benefits for ThredUp were quickly realized, as illustrated by ThredUp's investor base which improved in long-term quality, held less high-risk capital, and demonstrated long-term investment behavior after ThredUp's listing on the Long-Term Stock Exchange in 2023.

LTSE methodology drives best-in-class long-term investor quality

Listing on the Long-Term Stock Exchange allows qualifying companies to authentically communicate their vision with stakeholders who share a focus for long-term value creation. These companies exemplify leadership and distinguish themselves as trailblazers of a new era, with like-minded investors helping them take the next step forward, as demonstrated by ThredUp:

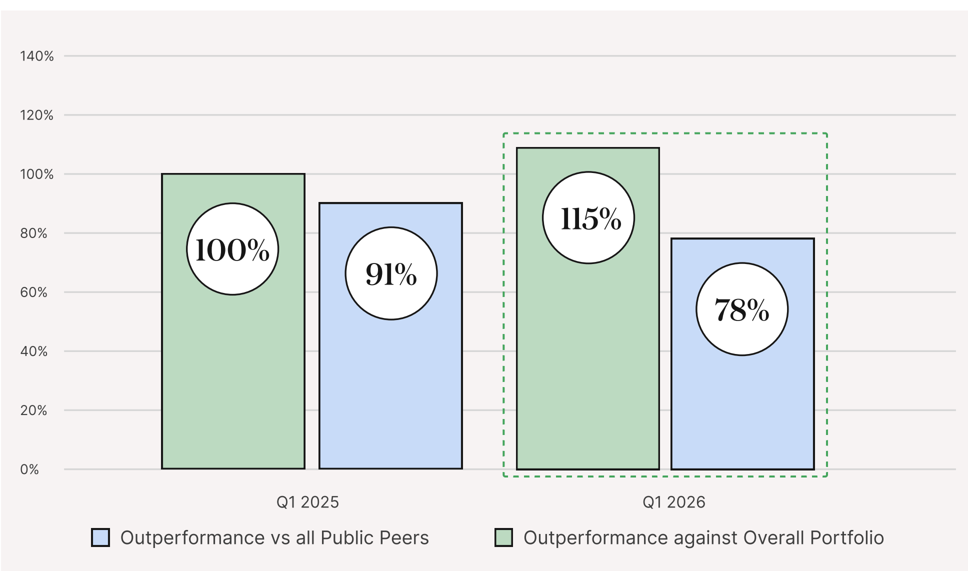
115%

Outperformance of ThredUp's long-term investor quality vs all public peers since listing on the Long-Term Stock Exchange in 2023[1]

78%

Greater long-term investor quality in ThredUp in comparison to the investment behavior across the entirety of these investors' portfolio holdings[1]

ThredUp long-term investor quality outperformance[1]



360%

Outperformance of YTD 2025 annual goal to bring in **qualified long-term investor ownership**. All investors rank in ThredUp's Top 25 actively managed ownership[2]

Co-branded campaigns with LTSE increased consumer action and further positioned ThredUp as a long-term company

LTSE and ThredUp collaborated on three national campaigns to demonstrate the differentiation the partnership creates among long-term values-aligned consumers.

2023 Results

270%

Outperformance on customer purchases[3]

267%

Lower cost-per-acquisition (CPA)[3]

2024 Results

1,317%

Outperformance on customer purchases[4]

93%

Lower customer cost-per-acquisition (CPA)[4]

2025 Results

28%

Outperformance on customer lift for bag requests[5]

338%

Lower customer cost-per-incremental-action (CPIA)[5]

Raised awareness of ThredUp's long-term value and leadership

405 Media outlets covered ThredUp's listing on the Long-Term Stock Exchange, including:

WSJ, CNBC, crunchbase news, yahoo! finance, Seeking Alpha, The New York Times, CNN, Forbes, FORTUNE

Sources:
*Based on an internal analysis conducted by LTSE Services, Inc. in January 2024.
1. Measured via LTSE Long-Term Score℠ as applied to LTSE proprietary data-sets, FactSet, and relevant SEC filings, as of Q1 2026
2. Based on LTSE and ThredUp tracking data, as of Q1 2026
3. Statistics versus Google-provided benchmark for ThredUp X LTSE Co-branded Campaign May-July 2023
4. Statistics versus ThredUp target goal for ThredUp x LTSE Co-branded Campaign Summer 2024
5. Statistics versus ThredUp Target Goal for ThredUp x LTSE Co-Branded August 2025 Campaign

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