

“The
Ultimate
Vintage App”

VOGUE

“Revolutionizing
Online
Vintage”

NYLON

“The Finds
are
Amazing”

domino

“One of the best-kept
secondhand
shopping secrets”

BAZAAR



Object Limited

Resale for the sustainability generation

Resale is now its own fashion market

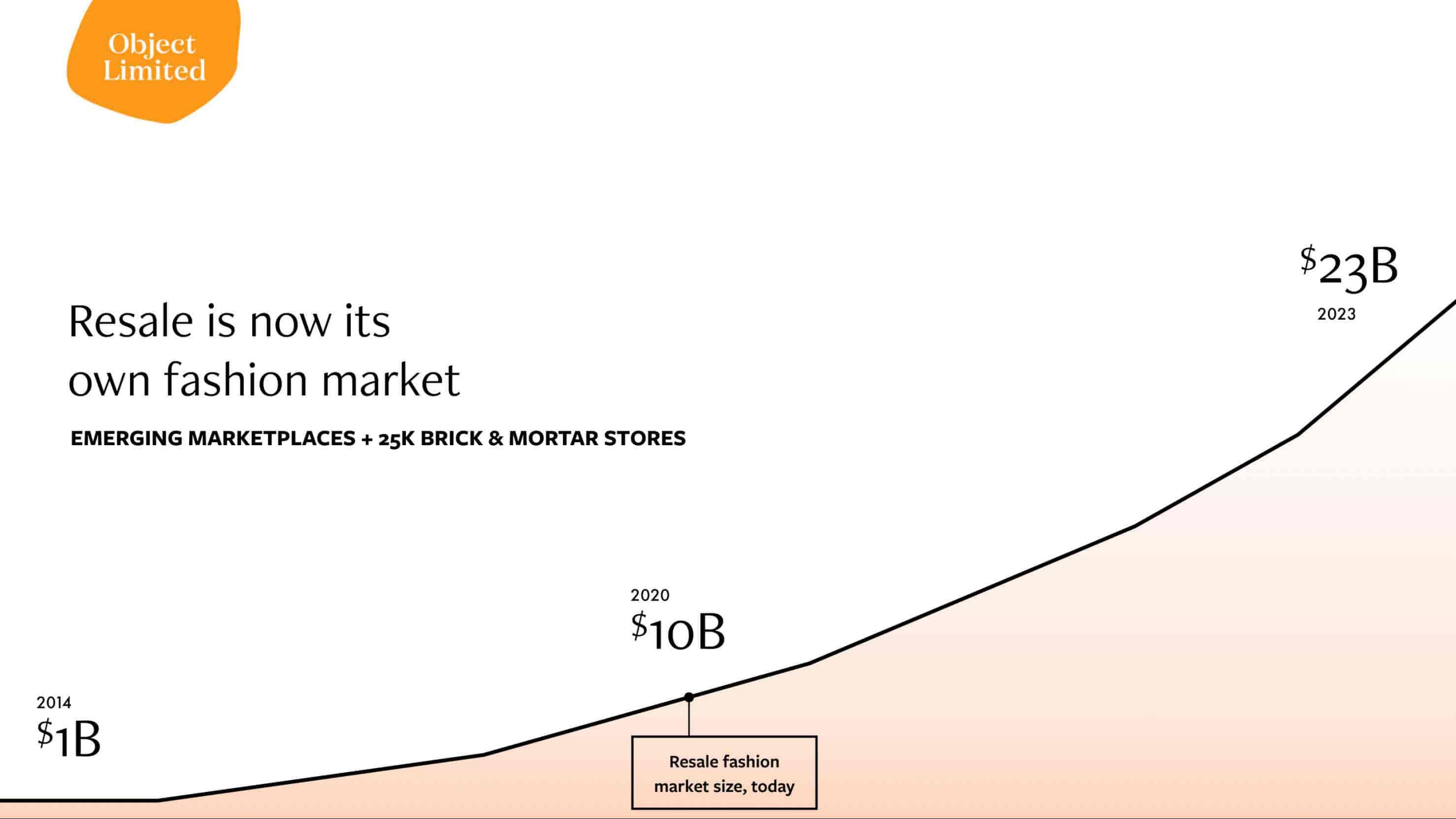
EMERGING MARKETPLACES + 25K BRICK & MORTAR STORES

2014
\$1B

2020
\$10B

Resale fashion
market size, today

\$23B
2023





Buying resale is how shoppers express their style & beliefs

64%

Bought or willing to buy secondhand
45% in 2017

37%

Gen-Z will buy vintage in 2020
26% in 2017

74%

Prefer to buy sustainable

Retail brands are attempting to integrate resale into their supply

patagonia

Neiman Marcus

URBAN OUTFITTERS

RICHEMONT

STELLA/McCARTNEY

FARFETCH

NET-A-PORTER

NORDSTROM

EILEEN FISHER

Reformation

Walmart 

BUT TRADITIONAL RETAIL IS STRUGGLING TO ADAPT

Resale is a completely different way of shopping & selling

- There's a massive abundance of time-sensitive, SKU-less resale inventory
- Not suitable for SKU-centric, traditional retail processes
- Labor-intensive to pick quality resale from the rest
- Resale is traditionally sold by owners, not by brands



For resale buyers and sellers, managed marketplaces fall short

- Focused on a small segment of resale fashion (SKU'ed branded goods)
- Disempower sellers
- Pay pennies on the dollar

TheRealReal



THREDUP



GOAT

As do traditional peer-to-peer marketplaces

- Mix authentic resale with low quality knockoffs
- Overwhelming mix of product categories
- Low-quality product selection
- Poor product, seller discovery

Etsy

depop

OfferUp

ebay™

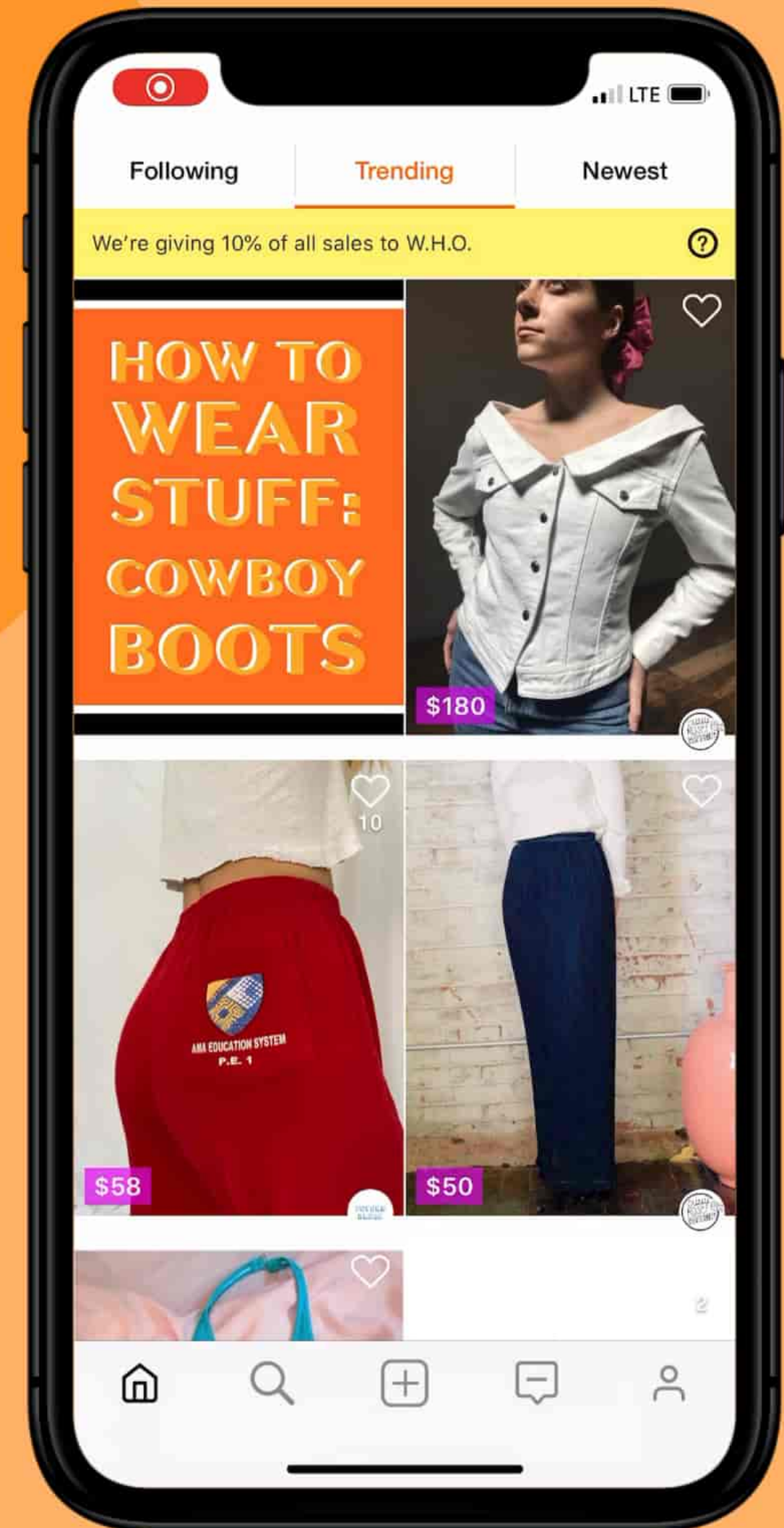

POSHMARK

MERCARI

SOLUTION

We're building the world's
premier resale market

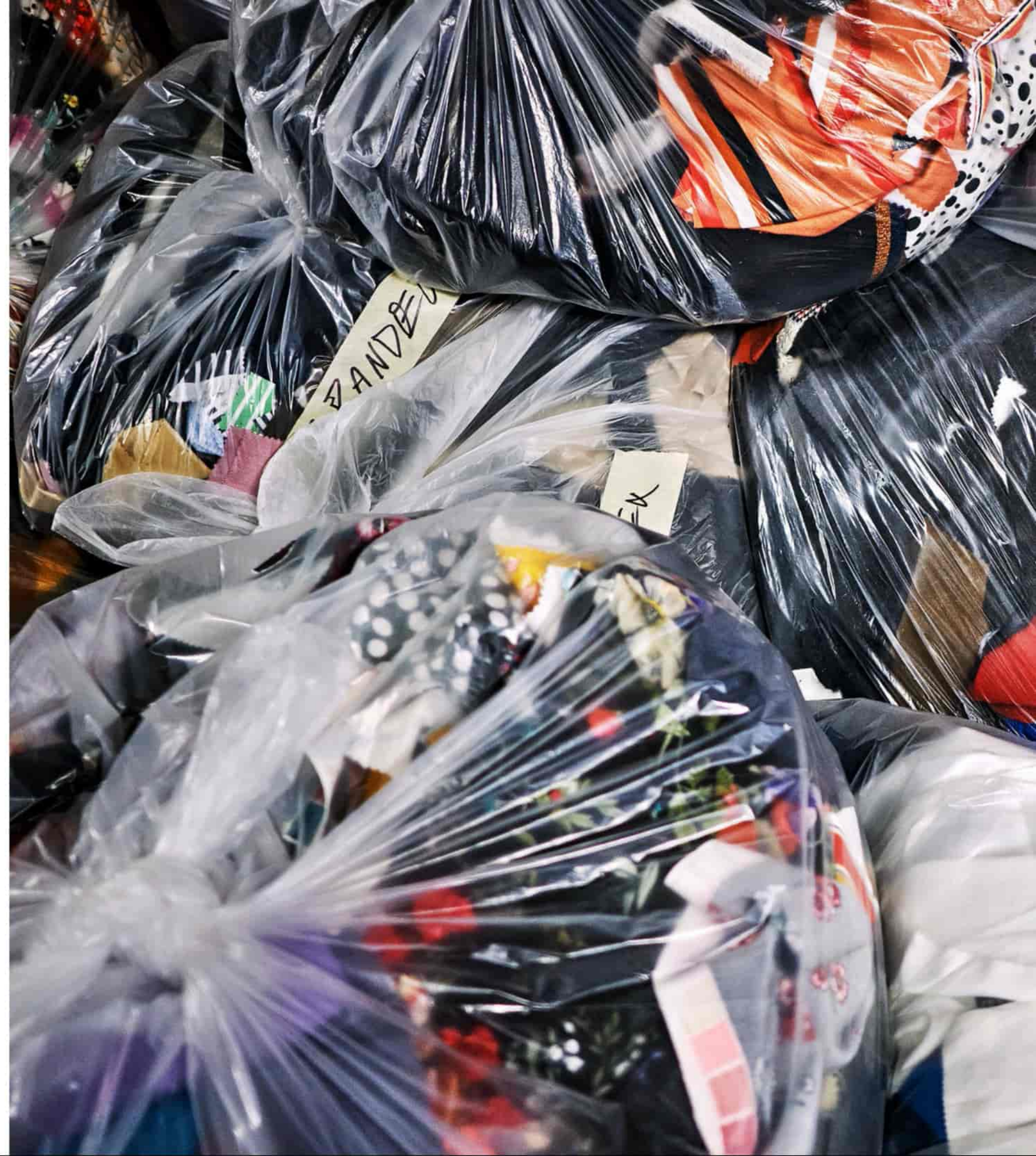
- Premium selection, peer-to-peer
- Resale-only, one-of-a-kind goods
- Fashion-focused



WITH OUR BRAND AND TECH

Object Limited will scale resale

- Hyper-engaged shoppers fuel our algorithm, serving as curators for new inventory
- Our algorithm picks high quality inventory and sells it quickly
- Low-cost moderation ensures consistency and elevated branding
- Super-easy listing, self-service selling and shopper-to-seller conversion ensure constant flow of new supply

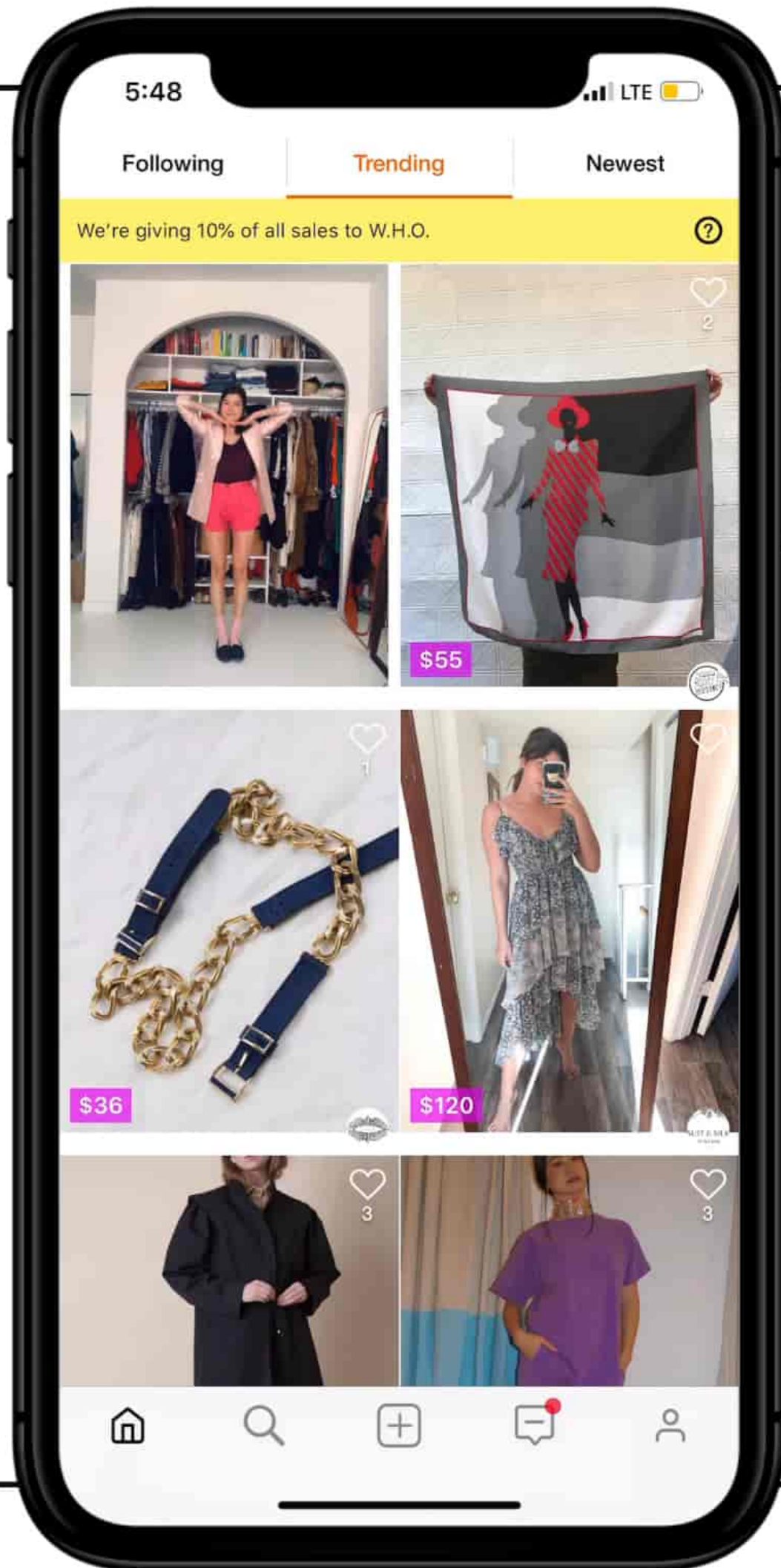




Object Limited is well-positioned for growth

- No inventory, no factories, no leases
- Self-service, no need to leave home
- Vendors earn supplemental income in challenging times





“Object Limited is my
love language”

- Alexis N., vendor

VENDORS LOVE:

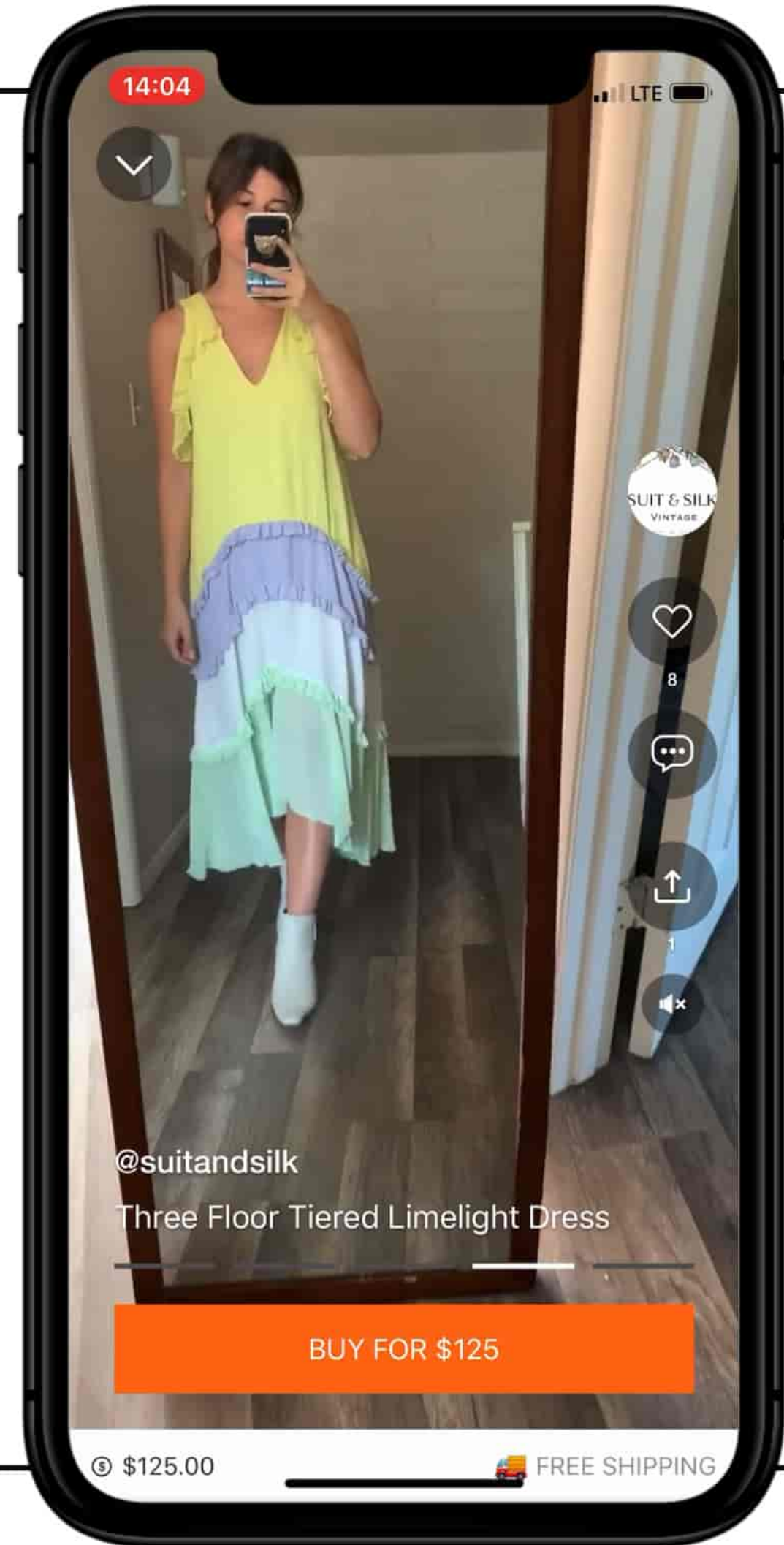
- Quick, social listings
- Secondhand-only
- Community & big-brand access

“All my favorite pieces
in my closet are from
Object Limited”

- Ana F., shopper

SHOPPERS LOVE:

- Immersive, social content
- Quality inventory
- Resale opportunities



PARTNERSHIPS

Brands want what we've got

- Access to premium inventory, vendors & content
- Easy sustainability marketing
- Plug-n-play platform
- Hyper-engaged community

Object Limited

PREVIOUS PARTNERSHIPS

MAN REPELLER ^{x2}

2.4m followers

VEDA



Reformation TheRealReal

1.6m followers

420k+ followers



760k+ followers

WE'VE GATHERED A COMMUNITY OF

Hyper-engaged shoppers and vendors with no marketing budget

4k+

MONTHLY ACTIVE
APP USERS

23%+

D30+
RETENTION
(23X E-COMM AVG.)

27+

PRODUCT CLICKS
PER WAU
(9X E-COMM AVG.)

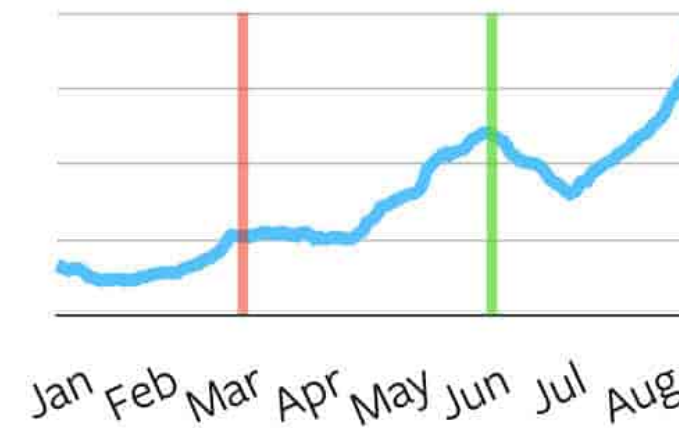
\$65

AVG. ITEM PRICE
(2X RESALE AVG.)

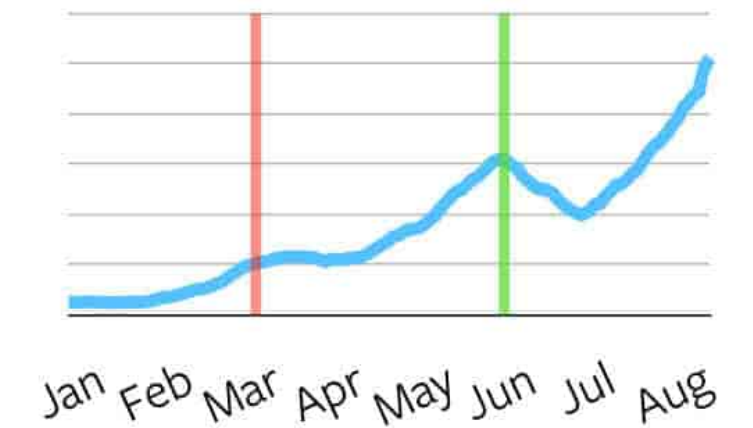
15%+

PLATFORM
TAKE RATE

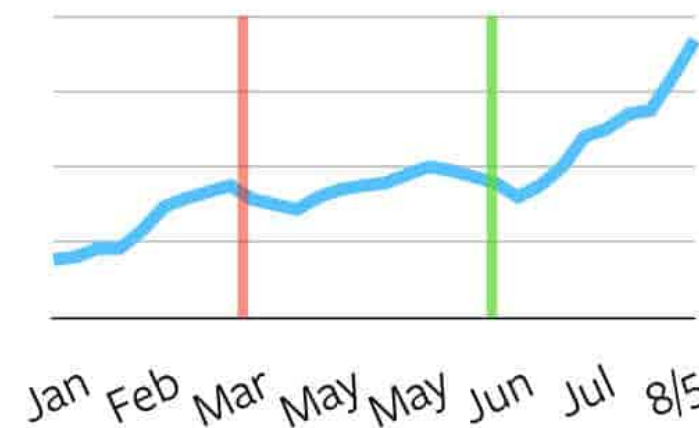
MAUs



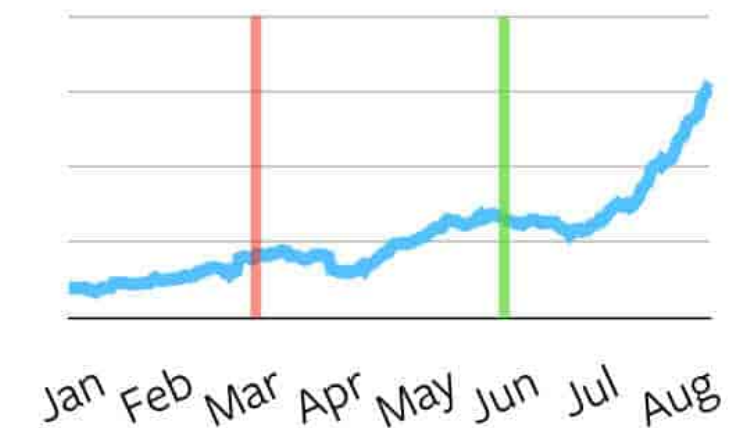
Product clicks/mo



Active Vendors/mo



GMV/mo



— COVID lockdowns start

— BLM protests start

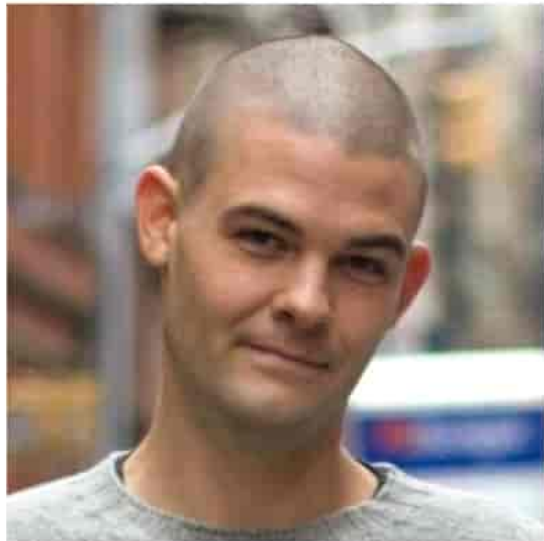
RIGHT NOW

There is a historic opportunity in resale fashion

- Traditional retail brands are in trouble
- Brick & mortar shops will be reinvented
- SKU-centric resale operations are pulling back
- Economic uncertainty is driving resale growth



The Right Team



Rudd Taylor
CO-FOUNDER &
CEO



Anna Gray
CO-FOUNDER &
DIR. OF PARTNERSHIPS

HOMEPOLISH

GIRLS I KNOW

MAN REPELLER

OPENING CEREMONY



Will Nathan
CO-FOUNDER &
EXECUTIVE DIRECTOR

HOMEPOLISH

BuzzFeed



Maggie Lanham
OPERATIONS ASSOCIATE



Rocky Tang
SOFTWARE ENGINEER



Maxwell Ainatchi
SOFTWARE ENGINEER



Object Limited

The modern platform for “SKU-less” goods

TODAY
Women’s Clothing

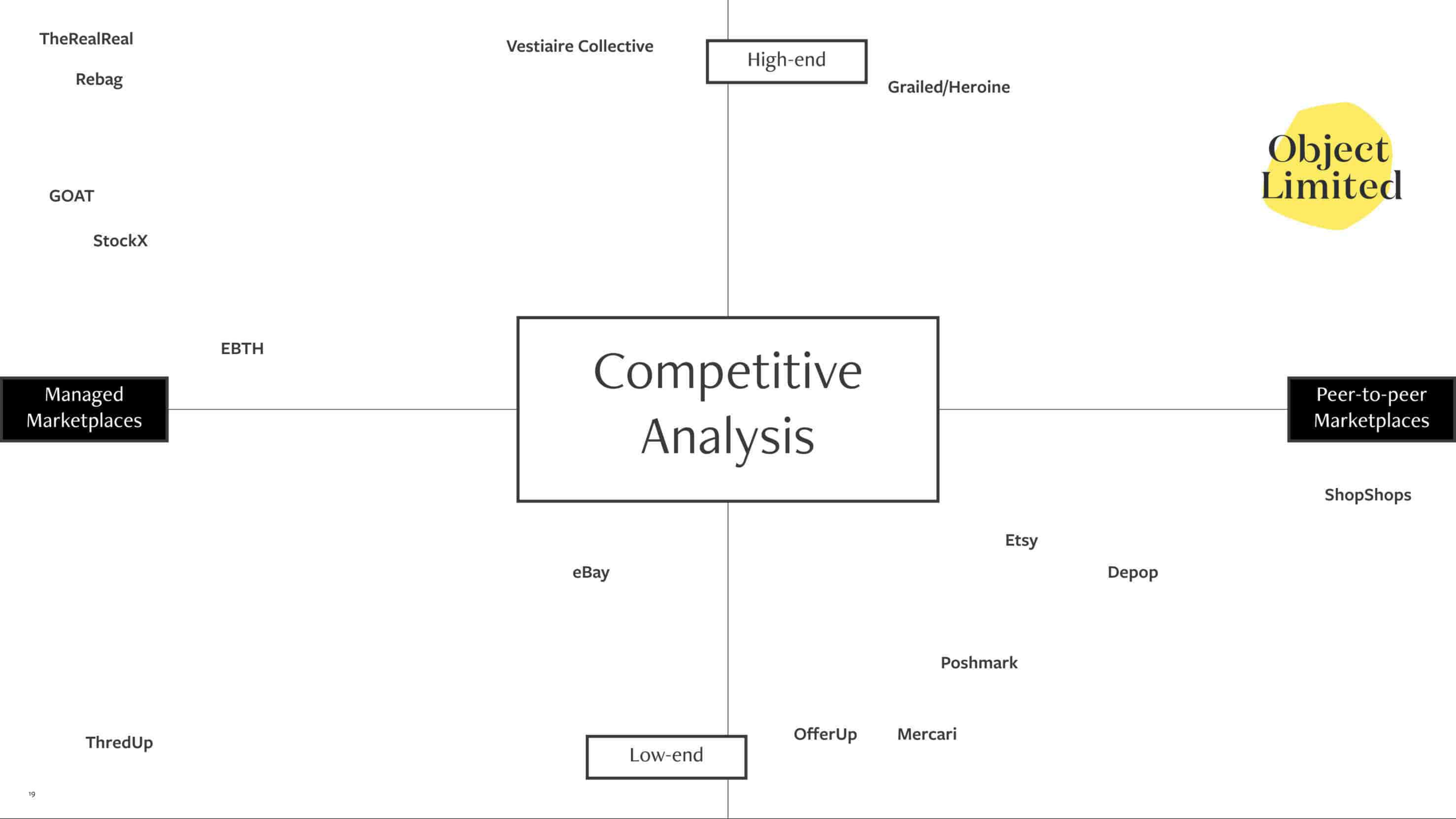
Men’s Clothing

Collectibles

Antiques

Furniture

Appendix



TheRealReal

Rebag

GOAT

StockX

EBTH

Managed Marketplaces

Vestiaire Collective

High-end

Grailed/Heroine



Peer-to-peer Marketplaces

ShopShops

Competitive Analysis

eBay

Etsy

Depop

Poshmark

ThredUp

Low-end

OfferUp

Mercari

Thank You