



Global-e saw a 53% YoY uplift in Black Friday-Cyber Monday weekend cross-border e-commerce sales

December 1, 2023

PETAH-TIKVA, Israel, Dec. 1, 2023 /PRNewswire/ -- [Global-e](#) (NASDAQ: GLBE), the world's leading platform enabling and accelerating global, direct-to-consumer cross-border e-commerce, announced today a record **53% increase** in sales over Black Friday Cyber Monday (BFCM) weekend from the previous year.

YoY increase in sales over the 2023 BFCM weekend was seen across many markets worldwide. Standout markets include: United Kingdom, United States, Canada, Italy, France, Mexico, Australia, Japan and Saudi Arabia.

Cross-border e-commerce shopping peaked throughout November, with an uptick in sales beginning already in the 2nd week of the month, earlier than the promotions and uptick started last year. Promotions continued throughout the month, leading to a peak in trading over the Black Friday weekend. The e-commerce sales made via Global-e's platform in November almost doubled compared to October. This is significantly higher than the uptick for the same period last year, indicating shoppers' stronger focus on promotions.

Black Friday itself (34% of total BFCM weekend sales) maintained an edge over Cyber Monday (22% of total BFCM weekend sales) as the strongest day for Global-e merchants during the BFCM weekend period.

"As we reflect on the numbers, it's evident that the global e-commerce market experienced strong growth, leading up to and during the Black Friday/Cyber Monday weekend," says Nir Debbi, Co-founder and President of [Global-e](#). "In fact, the surge in sales we saw started earlier, gaining momentum towards Black Friday, as shoppers across the globe eagerly embraced promotions initiated earlier in the month."

About Global-E Online Ltd.

Global-e (Nasdaq: GLBE) is the world's leading platform enabling and accelerating global, Direct-To-Consumer cross-border e-commerce. The chosen partner of over 1,000 brands and retailers across the United States, Europe and Asia, Global-e makes selling internationally as simple as selling domestically. The company enables merchants to increase the conversion of international traffic into sales by offering online shoppers in over 200 destinations worldwide a seamless, localized shopping experience. Global-e's end-to-end e-commerce solutions combine best-in-class localization capabilities, big-data best-practice business intelligence models, streamlined international logistics and vast cross-border experience, enabling international shoppers to buy seamlessly online and retailers to sell to, and from, anywhere in the world. For more information, please visit: www.global-e.com.

Cautionary Note Regarding Forward Looking Statements

Certain statements in this press release may constitute "forward-looking" statements and information, within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, including statements or information regarding Global-e's expectations, assumptions, and beliefs regarding future events and business performance. These forward-looking statements may be identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Global-e believes there is a reasonable basis for its expectations and beliefs, but they are inherently uncertain. Many factors could cause actual future events to differ materially from the forward-looking statements in this announcement, including but not limited to, market conditions, competition, technological developments, regulatory changes, economic conditions, and the other risks and uncertainties described in Global-e's Annual Report on Form 20-F for the year ended December 31, 2022, filed with the SEC on March 31, 2023 and other documents filed with or furnished by Global-e from time to time with the Securities and Exchange Commission (the "SEC"). The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors. These and other important risks and uncertainties could cause actual events and results to differ materially from those contained in the forward-looking statements. These statements reflect management's current expectations and speak only as of the date of this press release. Readers are cautioned not to put undue reliance on forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by applicable law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

Investor Contact:

Erica Mannion or Mike Funari
Sapphire Investor Relations, LLC

IR@global-e.com

+1 617-542-6180

Press Contact:

Headline Media

Garrett Krivicich

Globe@headline.media

+1 786-233-7684

 View original content: <https://www.prnewswire.com/news-releases/global-e-saw-a-53-yoy-uplift-in-black-friday-cyber-monday-weekend-cross-border-e-commerce-sales-302003194.html>

SOURCE Global-e