



Global-e Saw a 43% YoY Uplift in Black Friday-Cyber Monday Weekend Global E-commerce Sales

December 3, 2024

PETAH-TIKVA, Israel, Dec. 3, 2024 /PRNewswire/ -- [Global-e](#) (NASDAQ: GLBE), the platform powering global direct-to-consumer e-commerce, announced today record high sales, over Black Friday-Cyber Monday (BFCM) weekend, with a **43% increase** compared to the previous year.

Many markets around the world experienced a year-on-year increase in sales over the 2024 BFCM weekend, including Germany, France, United Kingdom, Canada, United States, United Arab Emirates, Japan, and Australia, reflecting the growing global nature of BFCM.

Global e-commerce shopping surged through November, with sales momentum building as early as the second week of the month, mirroring the early uptick in sales observed during the equivalent period last year. Promotions ran throughout the month, culminating in a high volume of transactions over the BFCM weekend. E-commerce sales through the Global-e platforms during the promotional season, starting two weeks prior to and including BFCM weekend, grew by 45% (even stronger than BFCM weekend growth) compared to the equivalent period last year. This highlights the growing importance of promotions leading up to BFCM weekend.

Black Friday (accounting for 33% of total BFCM weekend sales) outperformed Cyber Monday (23% of total BFCM weekend sales) as the top sales day for Global-e merchants over the BFCM weekend.

"By engaging global online consumers year-round in a localized manner, brands are fostering trust and driving sales before the holiday shopping season officially begins, while also achieving outstanding results during the BFCM weekend itself," said Nir Debbi, President of Global-e. "Moreover, merchants that have extended domestic promotions to global shoppers have seen a more significant uplift in global sales, as BFCM becomes an increasingly widespread shopping season, not just for domestic shoppers, but also for shoppers around the world."

About Global-e

Global-e (NASDAQ: GLBE) is the world's leading platform enabling and accelerating global, Direct-To-Consumer 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, 2023, filed with the SEC on March 28, 2024 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.

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