
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of November 2022
Commission File Number 001-37400

Shopify Inc.

(Translation of registrant's name into English)

**151 O'Connor Street, Ground Floor
Ottawa, Ontario, Canada K2P 2L8**

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): _____

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

DOCUMENTS INCLUDED AS PART OF THIS REPORT

Exhibit

99.1 Shopify Inc. - Cha-Ching! Shopify Merchants Break Black Friday Records with \$3.36 Billion in Sales

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: November 28, 2022

Shopify Inc.
(Registrant)

By: /s/ Jessica Hertz
Name: Jessica Hertz
Title: General Counsel and Corporate Secretary



Cha-Ching! Shopify Merchants Break Black Friday Records with \$3.36 Billion in Sales

Internet, Everywhere - November 26, 2022 - Shopify Inc. (NYSE, TSX:SHOP), a provider of essential internet infrastructure for commerce, announced a record-setting Black Friday with sales of **\$3.36*** billion from the start of Black Friday in New Zealand through the end of Black Friday in California. This marks a **17%** increase in sales over Black Friday in 2021 (19% on a constant currency basis). At its peak, merchants on Shopify saw sales of **\$3.5** million per minute at **12:01 PM EST** on Black Friday, collectively.

"Black Friday Cyber Monday has grown into a full-on shopping season. The weekend that started it all is still one of the biggest commerce events of the year, and our merchants have broken Black Friday sales records *again*," said Harley Finkelstein, President of Shopify. "Our merchants have built beloved brands with loyal communities that support them. This weekend, we're celebrating the incredible power of entrepreneurship on a global stage."

2022 Black Friday Global Highlights

- **Peak sales per minute: \$3.5 million USD** on Black Friday at **12:01 PM EST**
- **Top selling countries and cities where shoppers made purchases from: United States, United Kingdom and Canada**, with the top-selling cities on Black Friday including **London, New York, and Los Angeles**
- **Top product categories:** Apparel & accessories, followed by health & beauty, and home & garden
- **Average cart price: \$102.31 USD** or **\$105.10 USD** on a constant currency basis
- **15%:** Cross-border orders worldwide on Black Friday as a percentage of total orders
- **27%:** Growth in POS sales made by Shopify merchants globally over last year's Black Friday

Visit datastories.shopify.com to view **Shopify's annual Black Friday Cyber Monday Live Globe**, which captures the impact Shopify-powered stores have across the globe.

About Shopify

Shopify is a leading provider of essential internet infrastructure for commerce, offering trusted tools to start, grow, market, and manage a retail business of any size. Shopify makes commerce better for everyone with a platform and services that are engineered for reliability, while delivering a better shopping experience for consumers everywhere. Proudly founded in Ottawa, Shopify powers millions of businesses in more than 175 countries and is trusted by brands such as Allbirds, Gymshark, Heinz, Tupperware, FTD, Netflix, FIGS, and many more. For more information, visit www.shopify.com.

Forward-looking Statements

This press release contains forward-looking information and forward-looking statements within the meaning of applicable securities laws ("forward-looking statements"), including statements with regard to commerce trends. Words such as "expects", "anticipates" and "intends" or similar expressions are intended to identify forward-looking statements. These forward-looking statements are subject to the inherent uncertainties in predicting future results and conditions and no assurance can be given that these trends will continue. Shopify undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by law.

**Shopify's 2022 Black Friday data is based on sales by Shopify merchants around the world from November 24th 11:00 UTC to November 26th 8:00 UTC.*

All data presented here (including worldwide sales) is approximate and is based on various assumptions. All data is unaudited and is subject to adjustment. All financial figures are in USD.