

New Partnership with Ally Commerce

Phillips' Respiroics Colorado Already Live as First Merchant

Highlights

- New partnership agreement with US eCommerce provider, Ally Commerce to offer Splitit's instalment payment solution to its large enterprise merchants
- Leading sleep and respiratory care company, Philips' Respiroics Colorado is Ally Commerce's first live merchant to adopt Splitit's solution
- Philips' sleep and respiratory care business generated €1.7 billion (AU\$2.9 billion) in sales in 2018
- Aligns with Splitit's strategy to rapidly scale via partnerships with global organisations that provide access to multiple merchants and higher value transactions

Sydney, Australia, 19 August 2019 – [Splitit Payments Ltd](#) (ASX:SPT), a leading global monthly instalment payments solution business, today announced it has signed a new partnership agreement with [Ally Commerce](#), the Atlanta-based eCommerce as a Service solution provider, to offer Splitit's instalment payment solution to its large enterprise merchants.

Ally Commerce provides a platform for brand manufacturers to sell direct to consumers online. It offers product listing, pricing and promotion, analytics, inventory, fulfillment and shipping technology to large, high value merchants in the US. Ally Commerce is backed by global logistics leader, UPS, which is also a strategic investor in Ally Commerce.

Under the 5-year partnership, Ally Commerce will offer its merchants Splitit's interest and fee free monthly instalment payment solution as a payment method option for their online sales platforms. The first merchant to adopt Splitit's solution under the new partnership is Respiroics Colorado, part of leading sleep and respiratory care company Philips Respiroics which is 100% owned by Phillips.

Commenting on the new partnership, Gil Don, Splitit's CEO and Co-Founder said, "Ally Commerce is a key addition to our strategic partnerships and will accelerate the growth of our merchant customers in North America. Our unique solution enables smarter, more responsible buying with existing credit and the flexibility that consumers crave, in turn helping to increase sales for eCommerce retailers."

Rapidly Building Scale Through Strategic Partnerships

The new agreement is part of Splitit's growth strategy to rapidly scale via partnerships with large global organisations that provide access to multiple merchants and higher value transactions, without incurring significant additional operational costs. It follows recent partnerships with EFTPay and GHL. The Company also continues to focus on growing direct merchant agreements.

"Splitit is the only truly global instalment payment solution. For merchants and partners, it can be rapidly implemented in virtually any country or region, providing strong advantages for



global organisations that wish to provide a solution that is also fully compliant with responsible lending requirements,' Mr Don concluded.

About Splitit

Splitit is a payment method solution enabling customers to pay for purchases with an existing debit or credit card by splitting the cost into interest and fee free monthly payments, without additional registrations or applications. Splitit enables merchants to offer their customers an easy way to pay for purchases in monthly instalments with instant approval, decreasing cart abandonment rates and increasing revenue. Serving many of Internet Retailer's top 500 merchants, Splitit's global footprint extends to hundreds of merchants in countries around the world. Headquartered in New York, Splitit has an R&D center in Israel and offices in London and Australia.

About Ally Commerce

Ally Commerce is a complete eCommerce-as-a-service solution for brand manufacturers selling direct-to-consumers online. Our agile and scalable proprietary cloud-based technology and unmatched industry expertise drive profitable growth across all channels: ensuring stores, orders, inventory and fulfillment work seamlessly together - with no integration required.

For more information, please visit www.allycommerce.com

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