

Strong Black Friday Sales & Continued Operational Momentum

Highlights

- Record underlying sales over Black Friday and Cyber Monday long weekend, with 83% growth in key US market
- New partnerships with **Magento**, **iPay88** (over 15,000 merchants) and **BlueSnap**
- New merchant agreements with high-value product and service providers including **Dick Smith**, **Reds Baby**, **ReST**, **Plus Shop**, **Slabway**, **Later Gator** and **Mobvoi**

Sydney, Australia, 12 December 2019 – Splitit Payments Ltd (ASX:**SPT**, “**Splitit**” or the “**Company**”), a leading global monthly instalment payment solution, is pleased to provide an update on its global operations, including Black Friday and Cyber Monday sales trading, new strategic partnerships and new merchant agreements.

Brad Paterson, Splitit CEO, said: “Splitit performed very well over the important Black Friday and Cyber Monday holiday period, with record underlying sales, our first ever day of underlying merchant sales of more than \$1M day and strong growth in the US in particular. The higher average order value also shows consumers are increasingly using our service for higher value purchases, a major differentiator for our business.”

“Across our key markets we continue to make excellent progress in executing on our growth plans, adding new partners and merchants. This demonstrates the strong demand we are seeing for our unique solution, and it is anticipated that it will further strengthen our position in the BNPL market as customers increasingly prefer to use the credit they already have.”

Black Friday & Cyber Monday sales update

Splitit experienced strong performance over the four-day trading period incorporating Black Friday and Cyber Monday, with a record US\$3M in underlying merchant sales processed on its platform. On Cyber Monday, the Company recorded its first ever day of underlying merchant sales of more than US\$1M. The number of unique shoppers and initiated plans also grew significantly compared to the same period last year.

Growth was particularly strong in the US, a key market for Splitit, where underlying merchant sales grew 83% and initiated plans grew by 57% over the holiday weekend compared to last year.

For the majority of merchants in Splitit’s global network, sales grew during the period, with many of the Company’s newest merchants’ major contributors during the sales holiday. Consumer use of Splitit was popular across multiple categories including homewares, jewelry, electronics and luxury accessories.

The Average Order Value (**AOV**) for this period rose to US\$820, an increase on the Company’s year-to-date AOV of US\$644. Correlating with this AOV growth, the average



number of instalments per purchase also grew on the year-to-date average. Splitit expects the AOV to remain slightly higher than average during the holiday period, before it then normalises in January 2020.

New strategic partnerships with Magento, iPay88 and BlueSnap

The Company has signed an agreement with **Magento**, an Adobe company and leading provider of cloud commerce innovation to merchants, to become Magento Technology Partner. The new partnership builds on the existing integration with Magento, enabling Splitit's instalment payment solution to be actively promoted in the Magento community. Magento has hundreds of thousands of merchants, which offer over US\$155B in gross merchandise volume to consumers annually.

Under a new three-year partnership agreement with **iPay88**, an NTT Data company and the leading online payments solution provider in Malaysia, iPay88 will offer Splitit's instalment solution to more than 15,000 online merchants in Malaysia. It is expected Splitit will conduct the initial trial in Malaysia by mid 2020. Upon successful deployment in Malaysia, the partnership will look to expand to other markets iPay88 serves, namely the Philippines, Indonesia, Cambodia, Thailand and Bangladesh. iPay88 processes over RM11B (US\$2.7B) and 91 million online payment transactions per annum in Malaysia alone, representing over 60% of that nation's entire ecommerce market.

The Company has also signed an agreement with **BlueSnap**, a global payments technology company listed among *Inc Magazine's* fastest-growing privately held companies. BlueSnap helps B2B and B2C businesses increase sales and reduce costs for their merchants. Under the partnership, Splitit will integrate its instalment payment solution into BlueSnap's All-in-One Payment Platform.

Splitit will be actively promoted in the new partner communities, making it easier and faster for merchants to integrate the solution into their checkout experience. While the collective commercial contribution of these partnerships is dependent on transaction volumes, they are expected to accelerate Splitit's merchant acquisition in 2020.

New merchant agreements

Splitit has continued to grow its merchant network through new agreements with multiple brands across different consumer verticals in North America, Asia Pacific (**APAC**) and Europe, Middle East and Africa (**EMEA**), including:

- **ReST** - #1 smart bed in Editor's Picks in the upcoming Sleep Retailer Magazine (North America)
- **Plus Shop** - leading reseller of hype footwear and apparel (North America)
- **Yoga International** - one of the world's largest online yoga platforms servicing 500,000 users in 150 countries.
- **Slabway** - online retailer of luxury massage chairs (North America)
- **Dick Smith** - one of Australia's most recognisable electronic retail brands (APAC)
- **Reds Baby** - one of the largest and highly rated online baby retailers in Australia (APAC)
- **BecexTech** - a specialist Australian online electronics retailer (APAC)

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- **Buckley London** - an award-winning UK costume jewellery retailer (EMEA)
- **Mobvoi** - next generation AI smartwatches (EMEA)

All new merchants are either live, or have signed an agreement and are currently in the process of integrating Splitit.

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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 the need for 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 a number of countries around the world. Headquartered in New York, Splitit has an R&D centre in Israel and offices in London, with plans to establish itself in Australia for its expansion into the Asia-Pacific region.

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This announcement contains "forward-looking statements." These can be identified by words such as "may", "should", "anticipate", "believe", "intend", "estimate", and "expect". Statements which are not based on historic or current facts may be forward-looking statements. Forward-looking statements are based on:

- assumptions regarding the Company's financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and
- current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.

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