

# Key facts.

Afterpay is the global 'Buy Now, Pay Later' payments leader. Currently available in Australia, Canada, New Zealand, the United States and the United Kingdom, France, Italy and Spain (where it is known as Clearpay), Afterpay is on a mission to power an economy in which everyone wins. Afterpay is a wholly owned subsidiary of Block, Inc. [NYSE: SQ]



Afterpay by the numbers<sup>1</sup>

122k+ global merchants

19m+ global active consumers

98% payments made on time and do not incur late fees<sup>2</sup>

## Shop now. Pay later.

Afterpay enables merchants to offer a "buy now, pay later" service that does not require customers to enter into a traditional loan or pay upfront fees. The product is completely free for customers who pay on-time.

Unlike traditional credit products, the Afterpay product does not push customers into revolving and extended debt.

A late payment results in the customer being unable to use the service to make additional merchant purchases, so the customer cannot grow his or her debt. This helps encourage responsible spending.

## How it works.



1 Add your favourites to cart



2 Select Afterpay at checkout



3 Log in or create your account, with instant approval decision



4 Your purchase will be split into 4 payments, payable every 2 weeks

## Afterpay gets its revenue from the merchant.

Merchant partners receive the amount of each purchase from Afterpay (minus Afterpay's fee).

## The value of Afterpay.

With Afterpay, merchants gain access to a large and growing segment of shoppers who prefer not to incur credit card debt.

For this reason, Afterpay delivers:

- Increased conversion rate and incremental sales
- Increased customer engagement, higher customer satisfaction and repeat customers
- Lower return rates
- An average **1 million** merchant referrals generated globally per day from the Afterpay network<sup>3</sup>

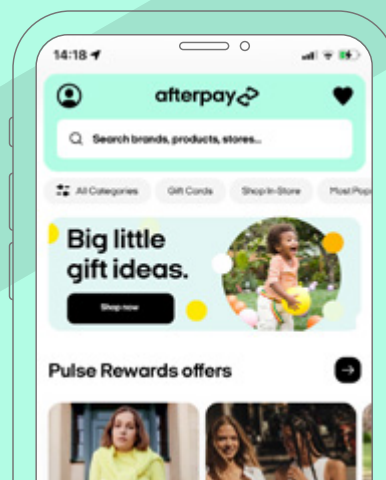
## About Afterpay. (ATG)

Founded by Nick Molnar and Anthony Eisen in 2014, Afterpay was built as a retail company (not a finance company) to be a simple way to connect the best brands in the world to new customers.

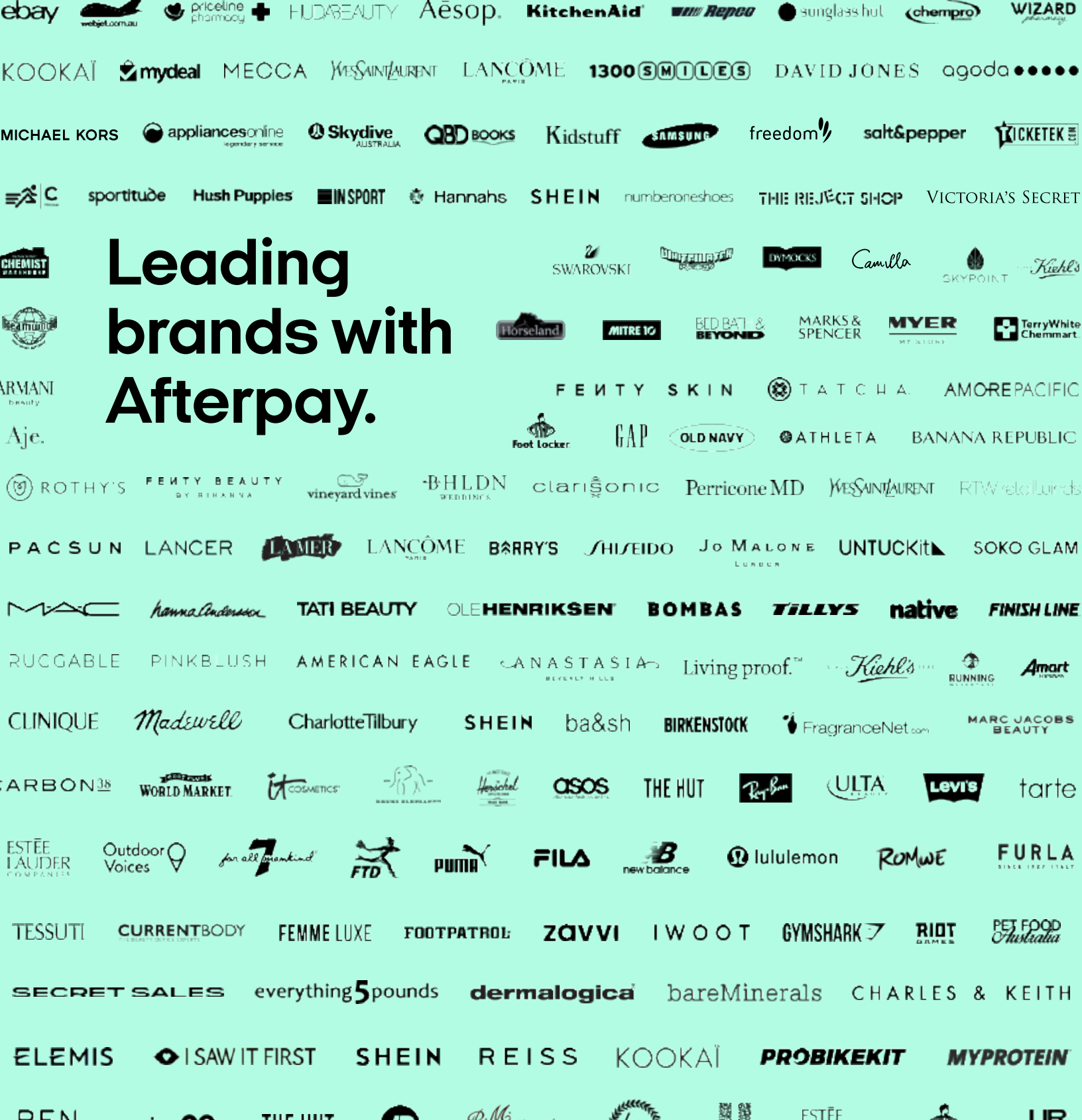
The founders based the company on the simple idea that Millennials prefer a cashless and credit-free lifestyle – a way to pay without incurring debt.

Since that day, Afterpay's mission has been to make purchasing feel great for customers around the world, in a way that is safe, transparent and consumer-friendly.

- In 2016, Afterpay debuted on the Australian public market, and today is ranked a top 20 ASX company, based on market valuation.
- In 2017, Afterpay hit 1 million customers and over 7,200 merchant partners as we launched in New Zealand.
- In 2018, Afterpay launched in the U.S. market.
- In 2019, Afterpay launched in the U.K. market, with the Clearpay name.
- In 2019, Afterpay was awarded 'Retail Technology Game Changer of the Year' at the World Retail Congress and 'Best Fintech Innovator of the Year' at the Australian Banking & Innovation Awards.
- In 2020, Afterpay reached 5 million active customers in the U.S., and, in June 2020, hit 1 million active customers in the U.K. market. Afterpay launched in Canada.
- In early 2021, Afterpay launched in Spain, Italy, and France.
- In 2022 Afterpay was acquired by Block, Inc. [NYSE: SQ].



1. Figures released in Block Q4 2021 results. As at end of December 2021. 2. Late fees may apply. Eligibility criteria apply. See [afterpay.com](https://afterpay.com) for full terms. 3. In H2 2021



# Leading brands with Afterpay.

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