

ASX ANNOUNCEMENT AND MEDIA RELEASE (ASX: LBY)

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Laybuy Experiences Stronger Growth in November

New Zealand Buy Now, Pay Later (**BNPL**) provider Laybuy says it has experienced stronger than expected growth throughout November, as increasing numbers of consumers make use of the company's innovative payment platform.

Laybuy Managing Director Gary Rohloff says purchases made using Laybuy reached NZ\$71 million in November 2020, an increase of 56 percent on October 2020.

The results exceeded forecasts made as part of the company's Half Year Results, released on 23 November 2020, which estimated November's GMV at NZ\$61 million.

"The results Laybuy experienced in November is a continuation of the very strong GMV growth we have been experiencing throughout the year, with GMV up 220 percent year-on-year to 30 November 2020," says Rohloff.

"While November is traditionally a strong retail month, with Black Friday and Cyber Monday signalling the start of the Christmas shopping period, the November results far exceeded our expectations."

Rohloff says Laybuy experienced strong growth in all three of the markets it operates, but the standout performer was the United Kingdom.

"Compared to October, purchases made using Laybuy in the month of November increased by 33 percent in both Australia and New Zealand, while sales surged by a staggering 79 percent in the United Kingdom," says Rohloff.

"The growth demonstrates the strong marketing strategy Laybuy is employing in the United Kingdom is having an impact – with recent sponsorship agreements with Manchester United and Manchester City and our



partnership with Arsenal, for example, helping increase Laybuy's brand recognition amongst those clubs millions of fans."

"The recent COVID-19 lockdown in the United Kingdom is also helping drive an online retail revolution, with increasing numbers making purchases online while retail stores are closed. Laybuy lends itself to online retail because it provides an easy and interest-free alternative to credit cards."

Rohloff says that in addition to GMV growth, Laybuy had also experienced a 19 percent increase in active merchants and a 14 percent increase in active customers over October and November.

"In the past eight weeks, we've seen 79,300 new customers sign-up and make use of Laybuy" says Rohloff.

"At Laybuy we have a goal of creating a global brand and the rapid growth we are experiencing is positioning the company well to be the leading Buy Now, Pay Later provider in the market."

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This announcement was approved for release by Steven Fisher, Chairman, and Gary Rohloff, Managing Director.

About Laybuy

Launched in 2017, Laybuy is a rapidly growing fintech company providing buy now, pay later services partnering with over 7,500 retail merchants. Laybuy is available in New Zealand, the UK and Australia. The unique, fully integrated payment platform is helping to revolutionise the way consumers spend. Laybuy is simple. Customers can shop now, receive their purchase straight away, and pay it off over six weekly payments without paying interest. For more information visit laybuyinvestors.com.

