

30 March 2021

ASX ANNOUNCEMENT

MEDIA RELEASE

Sezzle Inc. (ASX: SZL) (Sezzle) is pleased to provide the attached media release distributed in the US regarding the Company's certification as a B Corp.

This announcement was approved by the Company's CEO and Executive Chairman, Charlie Youakim, on behalf of the Sezzle Inc. Board.

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About Sezzle Inc.

Sezzle is a rapidly growing fintech company on a mission to financially empower the next generation. Sezzle's payment platform increases the purchasing power for almost 2.4 million Active Consumers by offering interest-free installment plans at online stores and select in-store locations. Sezzle's transparent, inclusive, and seamless payment option allows consumers to take control over their spending, be more responsible, and gain access to financial freedom. When consumers apply, approval is instant, and their credit scores are not affected. The increase in purchasing power for consumers leads to increased sales and basket sizes for the more than 29,200 Active Merchants that offer Sezzle.

For more information visit sezzle.com.

Sezzle's CDIs are issued in reliance on the exemption from registration contained in Regulation S of the US Securities Act of 1933 (Securities Act) for offers of securities which are made outside the US. Accordingly, the CDIs have not been, and will not be, registered under the Securities Act or the laws of any state or other jurisdiction in the US. As a result of relying on the Regulation S exemption, the CDIs are 'restricted securities' under Rule

144 of the Securities Act. This means that you are unable to sell the CDIs into the US or to a US person who is not a QIB for the foreseeable future except in very limited circumstances until after the end of the restricted period, unless the re-sale of the CDIs is registered under the Securities Act or an exemption is available. To enforce the above transfer restrictions, all CDIs issued bear a FOR Financial Product designation on the ASX. This designation restricts any CDIs from being sold on ASX to US persons excluding QIBs. However, you are still able to freely transfer your CDIs on ASX to any person other than a US person who is not a QIB. In addition, hedging transactions with regard to the CDIs may only be conducted in accordance with the Securities Act.

Sezzle Achieves B Corp Certification

Sezzle Flips the Payments Industry on its Head, Placing Purpose Alongside Profit

- Now certified a B Corp, Sezzle joins a movement of innovative socially-conscious brands collectively paving the way for future generations.
- Sezzle is one of only 3,500 companies worldwide to achieve the designation, while advancing social, environmental, and economic causes.
- Sezzle employees lean into significant societal and cultural shifts, ensuring internal and external focus on positive community impacts that benefit all stakeholders and shareholders.

MINNEAPOLIS, MN March 2021 -- Sezzle Inc. (ASX: [SZL](#)) (Sezzle or Company) // - [Sezzle](#) announced that it has received the certification required to achieve B Corp status; joining innovative leaders across the world intent on advancing important environmental, social, and economic causes. The milestone achievement strengthens Sezzle's position as the leading mission-driven payments platform in North America, with a growing presence in Asia and Europe.

Sezzle's mission is to 'financially empower the next generation', and to go beyond finance by supporting empowerment across many facets of users' lives, creating a better world for the next generation through ethical initiatives. New generations are set to inherit the environmental and social crises unfolding today. Sezzle and its community of B Corp brands prove that all industries - even payments - can do their part to provide solutions and make a positive impact today and into the future.

B Corps are businesses that meet the highest verified standards of social and environmental performance, transparency, and accountability to people and the planet; companies that are dedicated to using business as a force for good. Sezzle is proud to join a community of purpose-driven brands that includes such notables as Patagonia, Allbirds, and Athleta. Sezzle extends purpose beyond profitability, and aligns itself with like-minded companies. People want to work for, buy from, and invest in companies they believe in. The recent approval of filing requirements by [B Lab™](#) cements Sezzle's ethos of 'payments with purpose' into its governance structure.

"Becoming a certified B Corp empowers our entire team, but it is only the beginning. This designation ensures that we hold Sezzle to the highest of standards," said Sezzle CEO, Charlie Youakim. "Sezzle's

key differentiator among competition is our purpose-driven approach to business. With this designation, we will strengthen this advancement through the collective power of the B Corp community.”

Sezzle's leadership team and stakeholders strongly believe that the company's core commitment to financial education, credit building, and to helping all ages effectively manage personal finances without incurring high-interest finance charges, benefit the community at large, both socially and ethically. In addition to social good and financial wellness, Sezzle pursues green initiatives to support sustainability and environmental movements.

"We're excited to have such an innovative company like Sezzle join our B Corp Community," said Lindsey Wilson, B Lab's Business Development Manager, "This designation formally recognizes the efforts Sezzle has been doing across the company - encouraging sustainable, ethical, and social values among its employees and the community."

Sezzle proposed a full slate of 2021 B Corp initiatives on both a local and global scale, seen in the **following five commitments:**

1. **Planting a tree for every new, active user** in partnership with Trees for the Future.
2. **The commitment to be carbon neutral** with certification from Climate Neutral, reducing the company's carbon footprint. That also works with brands like REI, Ministry of Supply, and Allbirds.
3. **Giving a full annual scholarship** to the University of Minnesota to a disadvantaged student and launching a new national scholarship.
4. **Providing free financial literacy** and needed tools via Sezzle U.
5. **Creating a non-profit fund** to support causes as they arise that are in line with the company's social mission.

These initiatives coincide with the company's value-based marketing strategy and dedication to its partners with purpose program-collaborating with brands, partners, and retailers that are aligned in pursuing social good.

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