

ASX ANNOUNCEMENT (ASX: LBY)

16 April 2021

Laybuy strengthens management team to support growth ambitions

New Zealand Buy Now Pay Later (BNPL) provider Laybuy (ASX:LBY) today announces it has added two new management team roles to support Laybuy's significant growth ambitions.

Paul Shingles has been appointed as Chief Operating Officer (COO). Paul brings significant experience to Laybuy, having previously worked as COO at Clearlybusiness, a B2B SaaS innovation lab for Barclay's Business Bank in the United Kingdom.

Paul also worked as COO at Pushpay, where he was a key member of the executive team of this rapidly growing and publicly listed New Zealand company delivering donor management system services to the faith sector, non-profit organisations and education providers – predominantly in the United States.

In his current role as COO at Timely, a fast-growing salon and spa management platform, Paul has set a business strategy that has seen strong results. Paul will be based in Auckland, New Zealand.

Mathew Hayward has been appointed Chief Marketing Officer (CMO). Mathew is currently CMO at R.M. Williams, one of Australia's most iconic retail brands, where he helped scale brand and revenue growth between 2017 and 2020, delivering significant EBITDA growth.

Mathew has also worked as Head of Marketing at Deckers Brands and as VP Marketing & Global Creative Director at DC Shoes (Quicksilver) in the United States. He has previously held the role of Global Marketing Director at Sony Ericsson. Mathew will be based in Sydney, Australia.

Laybuy Manager Director Gary Rohloff says he is delighted at the breadth of experience the two new appointments bring to Laybuy's management team.

"Laybuy has grown rapidly in the past year, especially in the United Kingdom, where GMV growth of 504% has been achieved over the past year¹. These new appointments bring huge experience to the management team and will help ensure we continue to increase our dominant market share in New Zealand, increase market share in Australia as well as continue to accelerate growth in the United Kingdom where Laybuy is seen as a leading BNPL provider."

Both appointments start with Laybuy in May 2021.

For more information, please contact:

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This announcement was approved for release by 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 9,000 retail merchants. Laybuy is available in New Zealand, Australia, the UK and the USA. 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.

¹ Gross Merchandise Value (GMV) for the financial year to 31 March 2021 (FY21), compared to 31 March 2020 (FY20).

