

ASX ANNOUNCEMENT (ASX: LBY)

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Laybuy delivers record 'Mania' sales in April

Buy Now Pay Later (BNPL) provider Laybuy (ASX: LBY) is pleased to release an update for April 2021, which includes record sales across all regions during its Laybuy Mania.

Laybuy Mania ('Mania'), which was held in the last week of April, resulted in record sales in the United Kingdom, Australia and New Zealand when compared to previous Mania events.

Mania is a unique online and in-store sales event that occurs twice a year. During Mania, merchants offer exclusive deals and discounts to Laybuy customers for 48 hours in the United Kingdom, and 24 hours in Australia and New Zealand (ANZ).

In the United Kingdom, Laybuy recorded Gross Merchandise Value ('GMV') of NZ\$2.9m during the two-day Mania event. This was an increase of 70% on Mania April 2020 and an increase of 32% when compared to Mania November 2020¹.

In ANZ, Laybuy recorded GMV of NZ\$1.9m during the one-day event, an increase of 3% on Mania April 2020 and 11% on Mania November 2020.

Mania also resulted in Laybuy reporting its second highest daily GMV in ANZ, only behind last year's Black Friday, with several large merchants, including Cotton On, Hallensteins, JD Sports and Boohoo, reporting their highest trading day on the Laybuy platform.

Laybuy Managing Director Gary Rohloff says events such as Laybuy Mania have been an important part of Laybuy's strategy since the first Mania event was held in ANZ in 2018. The United Kingdom's first Mania first was held in 2020.

"Mania helps improve our appeal to merchants by helping them increase their sales. Of real value is our collaborative marketing approach, which sees the active promotion of discounts through both the merchant and Laybuy's marketing channels," says Rohloff.

"For Laybuy, Mania is also an important customer acquisition tool because it results in an increase in the number of customers signing up to Laybuy to take advantage of the discounts exclusively available to Laybuy users."

1. In April 2020 and November 2020, the UK event was a one-day event. For comparison purposes, the April 2021 two-day event is compared to the Mania event day in the prior period and includes the subsequent trading day.



Visitors to the Laybuy website and app were up 35% when compared to Mania November 2020. Traffic was also up 207% compared to an average Thursday (the day Mania was held). Referrals to merchants through the Laybuy shop directory were also up 135% when compared to an average Thursday.

Overall, Laybuy achieved GMV of NZ\$60.2 million in April 2021, an increase of 52% on prior comparative period and equating to annualised GMV² of NZ\$722.4m, and up 3% on March 2021.

In the United Kingdom, Laybuy recorded GMV growth of 85% compared to April 2020, with active customers also up 166% and active merchants up 436%.

“Laybuy Mania has contributed to another month of growth for Laybuy, with GMV up 52% on April 2020” says Rohloff.

ENDS

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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.

2. GMV for the month multiplied by twelve

