

## **ASX ANNOUNCEMENT (ASX: LBY)**

13 May 2021

### **Laybuy announces new GM role for UK to help drive continued growth**

New Zealand Buy Now Pay Later (BNPL) provider Laybuy (ASX:LBY) has today announced it has appointed John Gillian into a newly created role of General Manager UK and Europe.

Laybuy Managing Director Gary Rohloff says the appointment of John is an important step for Laybuy as it focuses on its growth in the United Kingdom.

The appointment follows Laybuy's continued rapid growth in the UK, with GMV growth of 504% in that market in FY21 compared to FY20. Laybuy is now recognised as one of leading providers in the UK market.

In the new role, John will be responsible for all UK operations, including day-to-day responsibility for developing and implementing strategy to deliver continued growth in that market.

John joins Laybuy from Criteo, a global adtech company, where he was the Vice President (VP) for Europe with responsibility for the performance and go-to-market strategy in the region. Prior to that, he spent nearly a decade at Google in various leadership roles where he led teams dedicated to driving digital transformation for Google's customers.

"John's proven track record in working with some of the largest merchants in the world at the most senior level, combined with his passion for championing the customer makes this appointment a particularly exciting one for Laybuy's growth plans," says Rohloff.

The appointment follows recent appointments to the new roles of Chief Operating Officer and Chief Marketing Officer and strengthen Laybuy's leadership team while the company continues to undergo rapid growth.

John will be based in London and commences his role this month.

**ENDS**



**For more information, please contact:**

Gary Rohloff  
Managing Director  
Email: [investors@laybuy.com](mailto:investors@laybuy.com)

**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](http://laybuyinvestors.com).

