

26 May 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 partnership with Lamps Plus.

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 2.6 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 34,000 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 Available on Lamps Plus for Buy Now, Pay Later Payment Option

Nation's Largest Specialty Lighting Retailer Pursues
Opportunities to Grow Sales Among Millennials and Gen Z

- *Recognized as a top 10 housewares/home furnishings retailer by Digital Commerce 360 in 2020, Lamps Plus selects Sezzle's payment solution to engage a younger audience and ease financial burdens of new homeowners.*

MINNEAPOLIS, MN May 25, 2021 -- Sezzle Inc. (ASX: [SZL](#)) – [Sezzle](#), a leading buy now, pay later company, today announced a new partnership with [Lamps Plus](#), the nation's largest specialty lighting retailer. As part of its initial roll out, Lamps Plus is now offering Sezzle exclusively as a flexible payment option to its online customers at LampsPlus.com, who can choose to pay for products in four interest-free installments over six weeks with no impact to their credit score.

Sezzle offers Lamps Plus a bridge to millions of shoppers who prefer an interest-free option over fee-bearing credit cards. Sezzle's Millennial and Gen Z shoppers represent a demographic that Lamps Plus is eager to grow. Lamps Plus also sees Sezzle's payment options appealing to all new homeowners who need a financial break while being saddled with large renovation and moving expenses.

"Lamps Plus chose Sezzle as a buy now, pay later financing option to offer customers flexibility through a myriad of payment options," Lamps Plus President Clark Linstone said. "Sezzle's payment flexibility makes Lamps Plus a more enticing shopping option for savvy, home image conscious Millennials and Gen Z customers."

"Lamps Plus offers a substantial value to Sezzle," said Sezzle President Paul Paradis. "Our customers will be excited to use Sezzle at Lamps Plus. Additionally, Sezzle attracts engaged shoppers, resulting in increased sales, larger basket sizes and higher conversion for Lamps Plus."

Sezzle's differentiation is in enabling users to budget responsibly, increase buying power and build credit via Sezzle Up, a feature that gives users the ability to report payment history to credit bureaus and build their credit scores. With Sezzle Up, Sezzle is offered as a way to provide resources for Sezzle users to learn how they can proactively and responsibly manage their personal finances through digital content.



Sezzle will feature Lamps Plus among retail partners in both its app and online shopping directory.

About Lamps Plus

Established in 1976 and headquartered in Los Angeles, Lamps Plus is the nation's largest specialty lighting retailer, operating a thriving e-commerce business along with 36 stores in the western United States. Lamps Plus carries a full range of lighting and home furnishings, including exclusive patented designs and artisan-made customizable shades and lamps. The company's American Lighting Association-trained staff provides expert advice.

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 millions of consumers by offering interest-free installment plans at more than 34,000 retailers. When consumers apply, approval is instant, and their credit scores are not impacted, unless the consumer elects to opt-in to a credit building feature, called Sezzle Up.

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