

ASX ANNOUNCEMENT (ASX: LBY)

8 July 2021

Laybuy Delivers Record Results for Q1 FY22

Laybuy Group Holdings (Laybuy) is pleased to provide an update on trading for the three months ended 30 June 2021 (Q1 FY22), ahead of its planned release of its Appendix 4C at the end of July.

All numbers are stated in New Zealand dollars (NZ\$) and comparisons relate to the three months ended 31 March 2021 (Q4 FY21 or QoQ) or the three months ended 30 June 2020 (Q1 FY21 or YoY), unless otherwise stated.

Q1 Results Highlights

- **Gross Merchandise Value (GMV) increased to a record NZ\$184m**, or annualised¹ GMV of NZ\$738m, up 58% YoY.
- **UK GMV more than doubled YoY**, reaching £49m or up 107%².
- **Active Customers³ up 356,000 YoY**, reaching 829,000. UK active customers up 143% YoY.
- **Active Merchants⁴ up 4,800 YoY**, reaching over 10,000. UK active merchants up 424% YoY.
- **743 UK merchants signed in Q1**, including Sports Bike Shop, The Fragrance Shop, Stichd, Oasis Stores and Warehouse Fashion.
- **1,126 ANZ merchants signed in Q1**, including JD Sports and Motor Trading Association (MTA) in NZ; Adore Beauty, Boardriders, City Beach, Stateside Sport, Colette and Missy Empire in Australia.
- Successfully completed a **capital raise of A\$40m** during the quarter to support acceleration of growth in the UK.
- **Strategic partnership with AWIN, Rakuten and Sovrn**, which will see Laybuy customers having access to over 5,000 merchants in the UK from Q2 onwards, including household brands ASOS, Nike, Marks & Spencer, Amazon, Boots, easyJet, Booking.com and eBay.
- **Laybuy Mania was held in April**, which produced record sales compared to previous Mania events.
- **Tap to Pay** digital instore solution launched in the UK in June.

Laybuy Managing Director Gary Rohloff says the first quarter of the new financial year has seen a continuation of accelerating growth across all regions, particularly in the United Kingdom.

“Our growth strategy is delivering, with record GMV in the first quarter of FY22, surpassing the traditional peak quarter of December 2020. Since June 2020, we are delighted to have added over 4,800 active merchants and more

¹ GMV for the quarter multiplied by four.

² Excluding impact of FX movements between NZD and GBP.

³ An ‘Active Customer’ is a customer who has made a purchase through the Laybuy platform within the 12 months prior to the relevant period.

⁴ An ‘Active Merchant’ is a merchant who has received payment for a purchase through the Laybuy platform within the 12 months prior to the relevant period.

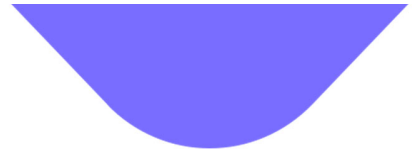
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than 356,000 new active customers which is driving strong growth across all regions, particularly in the UK market,” says Rohloff.

ENDS

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This announcement was approved for release by the Board of Directors of Laybuy Group Holdings Limited.

About Laybuy

Launched in 2017, Laybuy is a rapidly growing fintech company providing buy now, pay later services partnering with over 10,000 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.

