

ASX ANNOUNCEMENT (ASX:LBY)

14 September 2021

Laybuy's Affiliate Marketing Network exceeding expectations**Highlights**

- Laybuy launched its Affiliate Marketing Network in the UK at the end of August, ahead of schedule.
- Performance to date is already exceeding internal projections. Since launch, orders processed and Gross Merchandise Value (“GMV”) are over 5x our internal month one forecast.
- The Affiliate Marketing Network gives shoppers (using Laybuy) access to hundreds of new retailers, including some of the world’s leading and most iconic brands, including **Amazon, NET-A-PORTER, ASOS, eBay, Levi’s, Acne Studios** and **Marks & Spencer** to name just a few.
- Laybuy will undertake a further roll out of the Affiliate Marketing Network, with the platform forming a key part of Laybuy’s growth strategy.
- The Company remains committed to responsible Buy Now Pay Later (“BNPL”) lending and will continue to practise strict credit control and compliance procedures.
- **Shareholder and Investor Webinar** to be held today 14 September 2021 at 11:00am AEST https://janemorganmanagement-au.zoom.us/webinar/register/WN_Z7P2DTa4QpKj-Q1_xRfFPQ

Leading BNPL provider Laybuy Group Holdings Limited (“**Laybuy**” or the “**Company**”) (ASX: LBY) is pleased to announce the launch of the Affiliate Marketing Network is exceeding internal projections with both orders processed and GMV five times ahead of Laybuy’s internal one month forecast.

The network, which was launched at the end of August, gives UK shoppers the ability to pay with Laybuy at hundreds of new retailers, including at some of the world’s leading and most iconic brands, Amazon, NET-A-PORTER, ASOS, eBay, Levi’s, Acne Studios and Marks & Spencer to name just a few.



Laybuy's Affiliate Marketing Network is the Company's latest product innovation and, in conjunction with in-app exclusives, will create a whole new seamless and easy shopping experience, allowing consumers to pay with Laybuy across hundreds of retailers throughout the UK.

Laybuy Co-Founder and Managing Director, Gary Rohloff, commented:

"The new product, delivering in-app exclusives, is a key part of Laybuy's new affiliate platform and will introduce UK shoppers to even more brands, allowing them to buy more of the goods they want and love and spread the cost over six weeks, interest-free."

"The launch of the new in-app product and complementary platform will allow the Company to rapidly increase the number of merchants in the UK where Laybuy customers can pay with Laybuy. This will help drive significant increases in both the value and number of transactions made using the Company's services."

"Shoppers simply need to visit the Shop Directory in the Laybuy App and select the merchant that they wish to shop with. They then shop as normal but pay with the Laybuy Virtual Card, a single-use digital card that allows them to pay with Laybuy through the app. The "Virtual Card" will automatically be pre-populated into the relevant field on the merchant's checkout, creating a seamless experience via the existing integrated BNPL offering, effectively reducing the shopping journey to just one click."

Laybuy has been embraced by UK consumers. In the past financial year alone, the value of goods purchased using Laybuy has increased by more than 500% year on year, with the Company anticipating that this will continue to accelerate with the launch of the Affiliate Marketing Network.

The platform supports Laybuy's existing integrated BNPL offering through a new app-only browser experience using the tap to pay digital card functionality to complete the purchase.

Commented on the Affiliate Network, Laybuy's General Manager UK and Europe, John Gillan, said:

"Since launching in the UK in 2019, we have been leading a revolution in how consumers shop and pay, helping shoppers spread the cost of their purchases and free themselves from paying interest."

"However, we also know that having Laybuy as a payment option can help merchants increase their sales because it allows consumers to spread their payments and fit more into their budget. We are excited that those on our new platform can now enjoy the benefits of Laybuy."



ENDS

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This announcement was approved for release by Gary Rohloff, Managing Director 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.

Laybuy remains committed to responsible BNPL lending, and although the card will result in Laybuy being available in more places, the Company will continue to conduct credit checks for every new Laybuy customer, with strict set credit limits to ensure customers can afford the goods they purchase.

Laybuy exists to make life easier - easier for consumers by helping them manage their budgets and easier for merchants by providing them with a cost-effective and risk-free credit option.

For more information visit Laybuyinvestors.com.





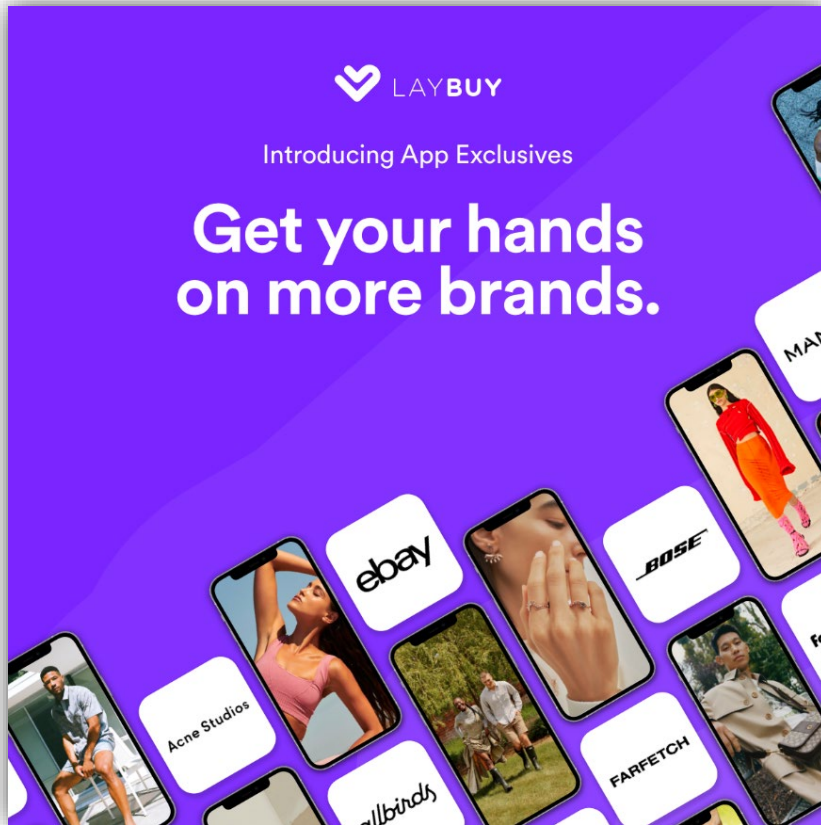
Laybuy (ASX:LBY)

Investor Webinar

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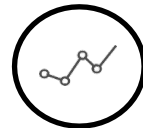
Affiliate Marketing Network launched



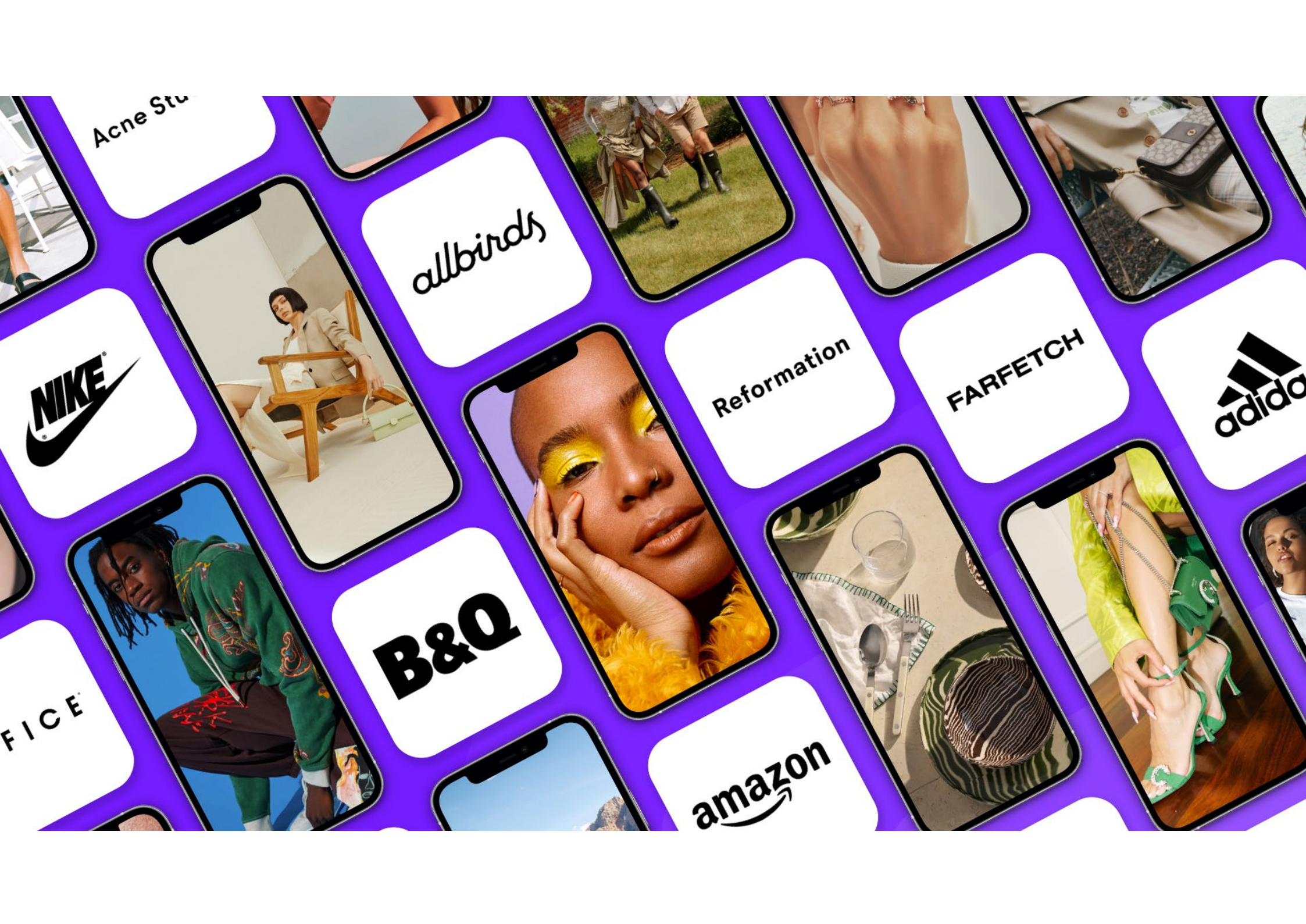
Access to hundreds of UK retailers through the Laybuy app



In-app exclusives with a seamless shopping experience



+160 merchants already active with 1,000s more to be added



Acne Stu

allbirds

NIKE

Reformation

FARFETCH

adidas

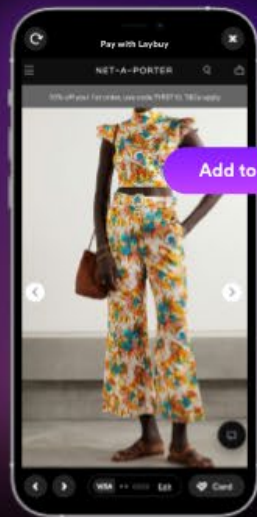
B&Q

amazon

FICE

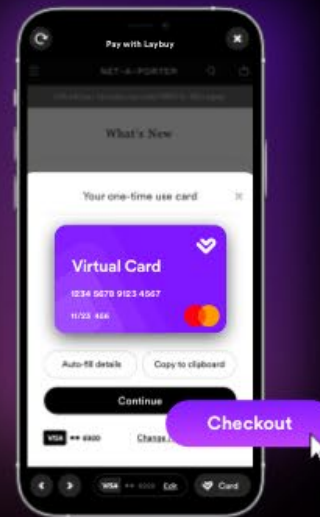


Affiliate network with hundreds of leading retailers



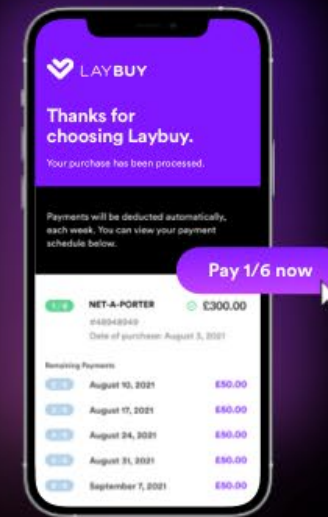
Step 1: Shop

Okay, we're pretty sure you've got this covered. Simply shop through the Laybuy app and checkout as normal.



Step 2: Checkout

Select 'Credit/Debit Card' at checkout. Laybuy will fill in your payment details with your virtual card. Easy.



Step 3: Pay in 6

Your order will be processed like normal, but you'll only be charged for your first instalment today.



Laybuy × Super Rugby.





Super Rugby sponsorship deal



Multi-year sponsorship deal with Blues, Chiefs, Crusaders and Highlanders



Official partner and exclusive BNPL provider



Spread the cost of tickets and merchandise over six interest-free weeks



Thank You



investors@laybuy.com | laybuy.com

