

AFTERPAY HOLDINGS LIMITED

(ASX: AFY)

ASX Announcement

9 May 2017

Premier Retail (ASX: PMV) to join the Afterpay platform

Afterpay Holdings Limited (Afterpay) is pleased to announce the execution of an online contract with Premier Retail. Afterpay is available online for Dotti and Portmans today and Peter Alexander tomorrow.

Afterpay will be implemented across the balance of Premier Retail's portfolio of iconic brands – including Just Jeans, Smiggle, Jacque E and Jay Jays – by July 2017. Premier Retail has over 1,100 retail stores operating across nine countries.

Afterpay has remained focused on maintaining the growth and adoption of its 'buy now, receive now, pay later' service by both Australian retailers and consumers. Growth across all key metrics continues to build momentum. Afterpay has surpassed 650,000 customers and 4,300 retail merchants and continues to strongly grow underlying sales through the platform.

Georgia Chewing, Group General Manager - Internet and Marketing for Premier Retail said "Our online sales channel is an important source of growth for the business as we target \$100m in annual sales by 2020. We see Afterpay as a new payment solution that will be well accepted by our customers and we look forward to being able to provide this to them"

Afterpay Managing Director, Nick Molnar, said "A partnership with Premier Retail is an incredible milestone for the Afterpay business. Premier Retail's brands are some of the most requested by our customer base and we are excited to have the Afterpay service associated with such Australian household names. Afterpay's progression reflects a key theme – our retail customer proposition aligns with today's retail market."

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About Afterpay:

Founded in 2014, Afterpay is a leading Australian retail payments innovator that facilitates commerce between retail merchants and their end-customers. Afterpay offers a 'buy now, receive now, pay later' service that does not require end-customers to enter into a traditional loan or pay any upfront fees or interest to Afterpay. Afterpay currently has over 650,000 customers and over 4,300 retail merchants and in May 2016, listed on the Australian Securities Exchange. For more information, visit www.afterpay.com.au.

About Premier Retail:

Premier Retail is a leading specialty retailer operating seven unique Australian brands and employing over 7,000 staff. The business has a rich Australian heritage, with the first Just Jeans store opening its doors on Chapel Street Melbourne in 1970. Today, the business has a strong presence in Australia and New Zealand and is rapidly expanding into new markets including the United Kingdom and Asia. The Premier Retail brands include Smiggle, Peter Alexander, Just Jeans, Jay Jays, Portmans, Jacqui E and Dotti. Premier Retail is part of Premier Investments Limited (ASX: PMV).