



Splitit Partners with Kogan.com to Offer Australian Customers Instalment Payments

First major Australian retailer to adopt Splitit's Payments Platform

Sydney, Australia, 1 July 2019 – [Splitit Payments Ltd.](#) (Splitit, ASX:SPT), today announced it has signed an agreement with [Kogan.com Limited](#) (Kogan.com, ASX:KGN), a portfolio of e-commerce businesses, to provide its unique instalment payment solution for online purchases in Australia through the Kogan.com website.

Kogan.com is a leading Australian consumer brand renowned for its price leadership through digital efficiency. It is the first major Australian retailer to adopt Splitit's solution, which is expected to go live on the coming days.

The new relationship with Kogan is aligned with Splitit's strategic vision of partnering with Australia's largest retailers and providing consumers a unique and frictionless way to pay for purchases in interest-and-fee-free monthly instalments using their existing credit cards. Customers receive instant approval, without the need for credit checks, application, or registration.

Commenting on the partnership, Gil Don, Splitit's CEO and Co-Founder, said, "Kogan.com is one of Australia's largest online businesses, with an active customer base of well over 1.5 million customers. It is the first major retailer in Australia to partner with Splitit, signaling our growth in the Asia Pacific region.

"We are seeing strong interest from major retailers around the world in offering our unique payment solution to their customers and it is great to have ecommerce platforms such as Kogan.com on board."

Ruslan Kogan, founder and CEO of Kogan.com, said, "Kogan.com is focused on making the most in-demand products and services affordable and accessible for Australians. We are excited to be able to offer Splitit's innovative solution to our customers in Australia, who will now have more flexibility in paying for their purchases."

About Splitit

Splitit is a payments business enabling customers to pay for purchases with an existing debit or credit card by splitting the cost into interest-and-fee-free monthly payments. Using the Splitit Payment Platform, customers receive instant approval and no registrations or applications are required. Merchants increase their revenue through lower cart abandonment rates, higher sales and average order values. Splitit's global footprint currently extends to more than 500 merchants in 27 countries around the world. Headquartered in New York, Splitit has an R&D center in Israel and offices in London and Australia.

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About Kogan.com

Kogan.com is a portfolio of retail and services businesses that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, Kogan Insurance, Kogan Money, Kogan Cars and Kogan Travel. Kogan is a leading Australian consumer brand renowned for price leadership through digital efficiency. The company is focused on making in-demand products and services more affordable and accessible.

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