



ASX Announcement

26 April 2023

Splitit Notice of Q1 FY23 Investor Webinar

Splitit Payments Limited (“Splitit” or the “Company”) (ASX:SPT), the only white-label instalment solution that allows consumers to pay over time with their existing credit on their credit cards, advises that it will host a Q1 FY23 investor update via webinar on Friday, 28 April 2023 at 9.30am Australian Eastern Standard Time (AEST).

CEO, Nandan Sheth and CFO, Ben Malone will provide an overview of the Company’s quarterly performance, followed by a Q&A session.

Investor Webinar Details

Date & Time: Friday 28 April 2023 at 9.30am (AEST)

Zoom link: https://us06web.zoom.us/webinar/register/WN_m31yaYVARj2wcxixFMmOvA

Replay: Will be available at www.splitit.com after the event.

About Splitit

Splitit powers the next generation of Buy Now, Pay Later (BNPL) through its merchant-branded Instalments-as-a-Service platform. Splitit is solving the challenges businesses face with legacy BNPL while unlocking BNPL at the point of sale for card networks, issuers and acquirers all through a single network API. Splitit’s Instalments-as-a-Service platform mitigates issues with legacy BNPL like the declining conversion funnel, clutter at the checkout and a lack of control of the merchant’s customer experience while putting the power back in the hands of merchants to nurture and retain customers, drive conversion and increase average order value. Splitit’s white-label BNPL is the easiest instalment option for merchants to adopt, integrate and operate while delivering an uncluttered, simplified experience embedded into their existing purchase flow. Headquartered in Atlanta, Splitit has an R&D centre in Israel and offices in London and Australia. Splitit is listed on the Australian Securities Exchange (ASX) under ticker code SPT and also trades on the US OTCQX under ticker SPTTY (ADRs) and STTTF (ordinary shares).

Splitit’s Key Points of Differentiation	
What is Splitit’s Instalments-as-a-Service?	<p>Splitit’s Instalments-as-a-Service platform is a new way to drive BNPL through a white-label, merchant-branded experience embedded within their existing checkout flow. Unlike legacy BNPL services that originate new loans, Splitit unlocks existing consumer credit on credit cards for 0% interest* instalments. Any consumer with available credit on their credit card is automatically pre-qualified to use Splitit for the value of that available credit. There’s no application, registration or redirects and no additional interest, hidden fees (credit card terms and conditions may apply) or credit checks, making it the most seamless and frictionless BNPL checkout experience for consumers online and in-store.</p> <p><i>* No interest is payable to Splitit. The cardholder may be liable to pay interest to the issuer of their payment card if the instalments are not paid in full by the due date.</i></p>



<p>Splitit is a consumer-friendly option for shoppers</p>	<p>Splitit offers a consumer-friendly solution with no new debt or credit checks, no application, no interest or late fees charged (credit card terms and conditions may apply). Splitit is the instalment offering that allows shoppers to use their issued but unused credit on major credit cards at the point of sale. It also allows shoppers to continue collecting perks like cash back, rewards and points as they would on normal credit card transactions, without any risk of damaging their credit profile.</p>
<p>Unique benefits for merchants</p>	<p>Splitit is highly integrated (shoppers don't need to leave the merchant's website), easy to implement and offers longer and flexible loans, reducing shopper friction and driving sales conversion rates. It also offers merchants the option of a funded or non-funded model. Splitit's white-label platform delivers one-click instalments embedded into the merchant's existing checkout flow. The merchant-branded experience reduces the clutter and confusion of multiple payment logos in the checkout, ensuring brand consistency while driving loyalty and repeat purchases.</p>
<p>Globally scalable model, boosted by white-labelling</p>	<p>Splitit is fundamentally a technology business leveraging the existing global credit card payment rails. This means its branded or white-label solution can be adopted in new markets without the need for an 'on the ground' presence, delivering strong operating leverage, enhanced scalability and a cost-effective pathway to profitability.</p>
<p>Already subject to existing credit card regulatory framework, and allows merchant surcharging</p>	<p>As a technology solution that operates within the highly regulated credit card industry, Splitit has a distinct advantage over legacy BNPL providers who are under increasing global regulatory scrutiny due to their consumer financing models. In addition, mounting sector-wide pressure to allow merchant surcharging will not impact Splitit, as merchants are already allowed to surcharge in accordance with credit card rules.</p>
<p>Unique IP</p>	<p>Splitit's protected IP secures the pre-authorisation on a consumer's credit card limits consumer defaults, as the transactions are secured by the credit card issuers. This unique business model provides operating leverage at scale and a pathway to future profitability without the same associated risk.</p>

The announcement has been approved and authorised to be given to ASX by Dawn Robertson, Chairman of the Board of Splitit.

Contact Information

Australian Media & Investors

Catherine Strong
 Citadel-MAGNUS
 cstrong@citadelmagnus.com
 +61 2 8234 0111

US Media

Lyndal Newman
 Global Marketing Director, Splitit
 Email: lyndal.newman@splitit.com