

AFTERPAY HOLDINGS LIMITED

(ASX: **AFY**)

ASX Announcement

29th November 2016

Super Retail Group latest addition to Afterpay platform

Innovative retail platform, Afterpay Holdings Ltd (**Afterpay**) (ASX: **AFY**), today announced the execution of a contract with Super Retail Group (ASX: **SUL**), one of Australia's largest retailers. Super Retail Group's five core retail brands have been integrated onto Afterpay's online payments platform and will be live from 29th November 2016 on a 12-month pilot basis.

Super Retail Group, owner of iconic Australian brands including Amart Sports, BCF Boating Camping Fishing, Supercheap Auto, Rays and Rebel, is one of Australia's largest retailers, with over 640 stores across Australia and New Zealand, and a strong multi-channel and online presence.

Afterpay Managing Director, Mr Nick Molnar, said the addition of Super Retail Group is an exciting outcome for Afterpay's end customers, commenting:

"We are thrilled to be partnering with Super Retail Group and look forward to working with their brands. Super Retail Group is one of Australia's most successful retail groups and the diversity within its portfolio of leisure retail brands offers Afterpay end customers with even greater choice. In turn, we are excited to introduce Super Retail Group's customers to the benefits of Afterpay."

Afterpay's customer base continues to grow as Australians respond to its compelling proposition of 'Shop Now. Take Now. Pay Later.' Afterpay has over 1,500 retailers currently live on the platform, including the recent additions of Country Road Group, Toys R Us, MJ Bale, Seafolly, Hype DC, MARCS and Best & Less.

ENDS

Media information:

Afterpay:	Super Retail Group:
Fleur Brown Launch Group m) +61 419 270 863 e) fleur@launchgroup.com.au	Ilse Schache General Manager Corporate Affairs m) +61 466 392 694 e) ilse.schache@superretailgroup.com

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 250,000 customers and over 1,500 retail merchants and in May 2016, listed on the Australian Securities Exchange. For more information, visit www.afterpay.com.au.

About Super Retail Group:

Founded by Reg and Hazel Rowe in 1974 as a fledgling automotive parts mail order business from the living room of their Brisbane home, Super Retail Group Ltd (ASX: SUL) has grown to one of Australasia's largest retailers. Proudly headquartered in Brisbane, our network extends to over 640 retail stores and almost 12,000 team members across Australia, New Zealand and China. We provide solutions and engaging experiences that inspire our customers to live their leisure passions. For more information, visit superretailgroup.com.