

ASX ANNOUNCEMENT (ASX: LBY)

10 August 2021

Laybuy partners with The Fragrance Shop as it Continues to Accelerate in the UK**Highlights**

- **Merchant Partnership Agreement signed with UK's largest independent fragrance retailer, The Fragrance Shop**
- Laybuy is recognised as one of the **top three providers of BNPL in the UK**
- **UK Gross Merchandise Value ("GMV") has more than doubled** in the past quarter alone with annualised GMV reaching NZ\$398M (up 107% Q1 FY22 vs Q1 FY21)
- **Continued growth with a further 222 new merchants signed** in the UK in July month
- **Australia and NZ growth continues** with additional key merchants signed including; House of Travel, Adore Beauty, Sanity, Wittner, Ksubi, Max Fashions, Colette, Culture Kings, EB Games, Boardriders and Bailey Nelson
- **Investor Webinar to be held on Wednesday 11 August 2021 at 9:00 AEST / 11:00 NZT**

Laybuy Group Holdings (**ASX:LBY**) ("**Laybuy**" or the "**Company**") is pleased to announce that it has entered a Merchant Partnership Agreement with the UK's largest independent fragrance retailer, The Fragrance Shop in the United Kingdom, allowing customers to use Laybuy to make purchases both online and instore.

Laybuy's Managing Director Gary Rohloff commented: "The agreement is an important step towards the Company's goal of having Laybuy available almost everywhere consumers shop in the UK, whenever they shop."

"We are delighted to be partnering with The Fragrance Shop, which is a cosmetics and beauty giant with 200 stores across the UK offering over 6,000 products both online and instore,"

"This partnership provides shoppers with an easy option to buy the perfume, hair products, skin care and makeup products that they love and allows them to spread the payments over six weeks, interest-free."



Agreements such as this are resulting in accelerated growth in the UK, where Laybuy is already recognised as one of that country's top three BNPL providers.

Laybuy's Managing Director Gary Rohloff continued: "Our latest results show Laybuy's GMV has more than doubled in the UK, with annualised GMV reaching NZ\$398m¹. This is being driven by very strong merchant growth, with active merchants in the UK up 424% year-on-year," says Rohloff.

"The UK is our growth engine. In the past quarter alone, we have added 743 new merchants in the UK as well as 53,800 new active customers to reach more than half-a-million active customers, an increase of 143% year-on-year."

"We remain a market leader in New Zealand and have a growing presence in Australia. Our active merchants in Australia and New Zealand ("ANZ") increased 55% year-on-year, while active customers are up 20% in this more mature market."

"We expect the number of merchants and customers to continue to grow strongly as we prepare to launch our affiliate marketing network in the UK. As a result, we remain on track to achieve GMV of NZ\$1 billion this financial year."

Laybuy is also continuing to grow strongly in ANZ, signing on several key merchants in the past months, including House of Travel, Adore Beauty, Sanity, Wittner, Ksubi, Max Fashions, Colette, Culture Kings, EB Games, Boardriders and Bailey Nelson.

Laybuy has now partnered with more than 10,000 merchants worldwide. This growth in merchants, which has almost doubled in the past year, demonstrates our sales, marketing and onboarding success, as well as highlighting the obvious benefit offering Laybuy is providing to our retail partners.

Investor Zoom Webinar

Laybuy Group Holdings is pleased to invite investors to an Investor Webinar where Managing Director Gary Rohloff will provide a company update, followed by a Q&A session.

¹ Quarterly Update and Appendix 4C released on 28 July 2021



Details of the event will be:

Event: LBY Investor Webinar

Presenter: Managing Director Gary Rohloff

Time: Wednesday 11 August 2021 at 9:00 AEST / 11:00 NZT

Where: Zoom Webinar, details to be provided upon registration. To register your interest for the webinar please click through to the link below.

Registration Link:

https://janemorganmanagement-au.zoom.us/webinar/register/WN_6urpbIKaSiyGyhWuml4ATQ

After registering your interest, you will receive a confirmation email with information about joining the webinar. Participants will be able to submit questions via the Panel throughout the presentation, however, given we are expecting a large number of attendees we encourage shareholders to send through questions via email beforehand to jm@janemorganmanagement.com.au

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. For more information visit laybuyinvestors.com.

