



ASX Release

13th September 2018

Zip hits the bullseye with Target

Zip Co Limited (ASX: Z1P) ("Zip", or the "Company") is pleased to announce today a partnership with Target Australia Pty Ltd ("Target") to offer Zip interest-free payments to its customers.

An iconic brand in the Australian retail landscape, and part of the Wesfarmers group, Target operates a national network of 303 stores with a large online presence. Zip will provide Target customers a seamless checkout experience both online and in-store.

Zip CEO and Managing Director, Larry Diamond said:

"We are delighted to partner with a truly significant and quintessentially Australian brand in Target and are proud to be their first in-store alternative payments offering. We believe Zip will be a great fit for Target, providing their customers with a better way to pay."

The relationship with Target continues to deliver on Zip's strategic vision of partnering with Australia's largest retailers, providing consumers with choice whilst expanding the network of acceptance for Zip's growing customer base.

It is anticipated that Zip will be live throughout the Target network, both online and instore, by mid October 2018.

- ENDS -

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About Target

Target operates a national network of 303 stores as well as online. Its objective is to provide quality and fashion at the best prices. The business employs more than 13,000 team members across its stores, support offices and direct sourcing operations – all focused on delivering fashion that excites and quality that endures. Target has no affiliation with Target Corporation that operates in the USA.

For more information, visit: www.target.com.au

About Zip

ASX-listed Zip Co Limited (ASX: Z1P) or (“Zip”) is a leading player in the digital retail finance and payments industry. The Company offers point-of-sale credit and digital payment services to the retail, education, health and travel industries. It operates under the Zip Pay, Zip Money and Pocketbook brands. The Company is focused on offering transparent, responsible and fairly priced consumer products. Zip’s platform is entirely digital and leverages big data in its proprietary fraud and credit decisioning technology to deliver real-time consumer responses. Zip is managed by a team with over 50 years’ experience in retail finance and payments and is a licensed and regulated credit provider.

For more information, visit: www.zip.co