



# ASX Release

21 May 2019

## Zip goes next level with Kmart

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

An iconic brand in the Australian retail landscape, and part of the Wesfarmers group, Kmart operates a national network of over 200 stores, with a large online presence, and revenue in excess of \$6 billion.

Zip CEO and Managing Director, Larry Diamond said:

*"We are delighted to partner with another truly significant Australian brand in Kmart. We believe Zip will be a great fit for Kmart, providing their customers with a better way to pay for their everyday products and purchases."*

Kmart Director of Retail Australia & New Zealand, John Gualtieri said:

*"At Kmart, we're on a mission to make everyday living brighter for Australian families. Whether we're creating on-trend products at everyday low-prices, extending opening hours to make shopping more convenient for customers or opening stores in new communities, we want to make shopping more accessible to more people."*

*"This is why we are excited to announce our new partnership with Zip, which gives our customers more flexibility and convenience when shopping with us online."*

The relationship with Kmart continues to deliver on Zip's strategic vision of partnering with Australia's largest retailers, and everyday products and spending, 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 Kmart online network by the end of May 2019.

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**About Kmart**

Kmart operates a national network of 228 stores, across Australia and New Zealand, as well as online. Its objective is to provide everyday products at the lowest prices. The business employs more than 30,000 team members and is recognized as one of the most profitable discount department stores in Australia.

For more information, visit: [www.kmart.com.au](http://www.kmart.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](http://www.zip.co)