



ASX ANNOUNCEMENT

7 May 2020

## Chief Financial Officer Appointment

### Merchant Agreement with top US eCommerce Business, Purple

- **CFO appointment strengthens senior leadership team**
- **Leading US mattress eCommerce company, Purple, goes live with Splitit**
- **Purple's FY19 net revenue was US\$428.4m (AUD \$668m) with 50% annual growth**
- **Further growth in homewares vertical, experiencing strong customer demand**

Sydney, Australia, 7 May 2020 – Splitit Payments Ltd, (**ASX:SPT**, “**Splitit**” or the “**Company**”), a global payment solutions provider, is pleased to announce that it has appointed Mr Ben Malone as Chief Financial Officer (CFO) with effect from Monday 18 May, 2020.

In addition, Splitit has signed a new merchant agreement with leading US comfort technology company, Purple Innovation, Inc. (NASDAQ: PRPL, "Purple"), to offer Splitit's instalment payment solution on its website, purple.com.

#### CFO Appointment

Ben Malone brings more than 15 years of finance and leadership experience from Australian and international businesses, including with several ASX-listed companies. Based in Australia, he will lead Splitit's finance and reporting function and support investor engagement.

Mr Malone joins Splitit from SaaS HR platform LiveHire Ltd (ASX: LVH), where he has been CFO for the past three and a half years. Prior to that he was General Manager Finance at Australian Unity, and spent three and a half years as Australian Financial Controller at global online real estate advertising company REA Group Ltd (ASX: REA). Throughout these roles he led and built finance teams and held end-to-end responsibility for the finance and legal functions, including ASX and commercial reporting, treasury and capital management, investor relations, audit, finance operations and supporting M&A activity and business integrations. He also previously held finance roles at APN European Property Fund (UK) (ASX: AEZ), Deloitte and Ernst & Young.

Splitit CEO and Managing Director, Brad Paterson said: “It's great to have such an experienced executive join the team. Ben's appointment will bring increased strategic and operational capabilities to the finance function and broaden its scope in support of our rapid growth. His experience in leading growth technology companies and ASX listed companies will be very valuable and he's a great cultural fit for our highly innovative business.”

Mr Malone is a graduate member of the Australian Institute of Company Directors (GAICD), holds an Executive MBA from Monash University and is a graduate of the Institute of Chartered Accountants in Australia (GradDipCA).



## New Merchant Agreement with Purple

Purple recently added Splitit to their website to enable their customers to turn large purchases into small installment payments, on their credit cards.

Purple is a leading US eCommerce company that manufactures and sells mattresses, cushions, pillows, and other comfort products using its proprietary Hyper-Elastic Polymer® technology. Purple has been growing rapidly, reporting a 50% increase in net revenue of US\$428 million (AUD \$668 million) for the 2019 financial year. In response to the COVID-19 pandemic, Purple has refocused on its direct to consumer strategy, resulting in a demand driven acceleration in digital channel sales across all product categories in the last half of March and through April.

"We decided to use Splitit because of the ease of use and convenience it offers our customers. Our products generally are on the higher end cost spectrum for purchasing decisions and allowing customers to break up their payments without taking on a new credit line is a huge benefit. In just less than a week we have seen close to 15% of our overall revenue driven from Splitit and we only expect that number to climb. I couldn't be more satisfied with Splitit and from what we have heard from our customers, they couldn't be either," said Eric Nelson, Senior Marketing and Product Expert at Purple.

"We are excited to partner with Purple, one of the world's leading online brands to provide a superior customer experience and improve conversion with installment payments. With their exceptional growth and brand profile, Purple is one of our top merchants in exactly the kind of vertical we are targeting. At a time where consumers are making their homes more comfortable through online purchases, we are optimistic about the contribution they will make to our business and we look forward to working with the Purple team to help their consumers spend the credit they've earned, on their own terms," said Brad Paterson, Splitit CEO.

Splitit's solution is now live on Purple's online store. The materiality of the merchant agreement with Purple is currently unknown due to the variable nature of revenues which are dependent on customer uptake for any merchant agreement.

This announcement has been approved and authorised to be given to ASX by Brad Paterson, CEO and Managing Director of Splitit.

For more information, please contact:

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## About Purple

Purple is a digitally-native vertical brand with a mission to help people feel and live better through innovative comfort solutions. We design and manufacture a variety of innovative, premium, branded comfort products, including mattresses, pillows, cushions, frames, sheets and more. Our products are the result of over 25 years of innovation and investment in proprietary and patented comfort technologies and the development of our own manufacturing processes. Our proprietary gel technology, Hyper-Elastic Polymer®, underpins many of our comfort products and provides a range of benefits that differentiate our offerings from other competitors' products. We market and sell our products through our direct-to-consumer online channels, traditional retail partners, third-party online retailers and our owned retail showrooms. For more information on Purple, visit [purple.com](http://purple.com).

## About Splitit

Splitit is a payment method solution enabling customers to pay for purchases with an existing debit or credit card by splitting the cost into interest and fee free monthly payments, without additional registrations or applications. Splitit enables merchants to offer their customers an easy way to pay for purchases in monthly instalments with instant approval, decreasing cart abandonment rates and increasing revenue. Serving many of Internet Retailer's top 500 merchants, Splitit's global footprint extends to hundreds of merchants in countries around the world. Headquartered in New York, Splitit has an R&D centre in Israel and offices in London and Australia.

## Disclaimer

References to currency are expressed in Australian dollars.

Nothing contained in this announcement constitutes investment, legal, tax or other advice. You should seek appropriate advice before making investment decisions.

This announcement contains "forward-looking statements." These can be identified by words such as "may", "should", "anticipate", "believe", "intend", "estimate", and "expect". Statements which are not based on historic or current facts may be forward-looking statements. Forward-looking statements are based on:

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- current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.

Actual results, performance or achievements of the Company could be materially different from those expressed in, or implied by, these forward-looking statements. The forward-looking statements contained within the presentations are not guarantees or assurances of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause the actual results, performance or achievements of the Company to differ materially from those expressed or implied by forward-looking statements. For example, the factors that are likely to affect the results of the Company include general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company does and will operate; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company. The forward-looking statements contained in this announcement should not be taken as implying that the assumptions on which the projections have been prepared are correct or exhaustive. The Company disclaims any responsibility for the accuracy or completeness of any forward-looking statement. The Company disclaims any responsibility to update or revise any forward-looking statements to reflect any change in the Company's financial condition, status or affairs or any change in the events, conditions or circumstances on which a statement is based, except as required by law. The projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company.

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