



ASX Announcement

28 June 2021

Splitit Partners with leading Middle East BNPL provider tabby

- New strategic partnership provides entry into rapidly growing UAE and Saudi markets, estimated to be US\$7 billion and US\$11 billion in market size respectively¹
- Expansion of technology to provide white-label offering accelerates growth opportunities and broadens future revenue streams
- Demonstrates complementary nature of Splitit solution in offering a credit card-based BNPL alternative for higher-value purchases

Splitit Payments Limited ("Splitit" or the "Company") (ASX:SPT), the company empowering consumers to use their existing line of credit to pay in instalments, announces it has signed a new partnership (**Partnership Agreement**) with leading Middle East Buy Now Pay Later ("**BNPL**") solution provider, Tabby Inc ("**tabby**"). tabby will integrate Splitit's instalment payment platform through a white-label solution to allow its merchants to offer instalments on credit cards. The integration of Splitit will also allow tabby to expand its offering to new merchant categories, such as those with higher average order values.

tabby will integrate Splitit's technology into the tabby BNPL platform to seamlessly provide shoppers with an additional option to pay in instalments over time using their credit card. The integration to tabby's BNPL platform is expected to be completed by the end of Q3 2021.

tabby is the leading BNPL provider serving the United Arab Emirates (UAE) and Saudi Arabia, supporting more than 2,000 merchants including the likes of Ikea, SHEIN, Marks and Spencer, Adidas, and Toys R Us. In 2020, the eCommerce market in Saudi Arabia was valued at US\$11 billion and in the UAE US\$7 billion and is expected to double in size in the next 5 years.¹ tabby offers a consumer financing option for shoppers to pay for items in four equal instalments and has a high-profile brand in the region. tabby integrates directly into merchant checkouts or POS systems and does not charge shoppers interest.

"This is a great partnership for us at tabby as it allows us to broaden our product offering to existing merchants as well as enter new verticals across the markets we serve," said tabby founder and CEO

¹ Source: Kearney Analysis



Hosam Arab. "Splitit has an elegant solution that will fit nicely within our product and complement our financing options for higher-value purchases."

"We are delighted to be partnering with tabby to expand their market-leading offering. We've always seen our solution as complementary to other BNPL providers, which this new exciting partnership with tabby highlights perfectly. Our global payments platform is the only solution leveraging credit card payment networks, with the flexibility to scale internationally without the need for major on-the-ground support," said Splitit CEO Brad Paterson.

"Having expanded our platform capability, we can now also offer white-label solutions as a way to enter new regions such as the Middle East by partnering with established players that already have a strong market presence. While we remain focused on further penetration of Splitit's branded product in the US, APAC and Europe, this provides a new low-cost, high-margin revenue stream which we can easily emulate in other markets," added Mr. Paterson.

The short-term economic materiality of the Partnership Agreement with tabby is unknown at this point in time due to the contingent nature of results that may be generated from merchant and shopper activity. However, Splitit considers its new exposure to the UAE and Saudia Arabia markets through this new partnership with a leading BNPL provider and the introduction of its white-label solution to be of strategic significance in supporting Splitit's growth plans. The Partnership Agreement is on terms customary for an arrangement of this nature and shall remain in place until terminated and each party has a right to terminate for convenience providing 3 months' notice and Splitit has further customary termination rights for cause.

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About Splitit

Splitit is a global payment solution provider that enables shoppers to use the credit they've earned by breaking up purchases into monthly interest-free instalments using their existing credit card.



Splitit enables merchants to improve conversion rates and increase average order value by giving customers an easy and fast way to pay for purchases over time without requiring additional approvals. Splitit serves many of Internet Retailer's top 500 merchants and is accepted by more than 2,000 e-commerce merchants in over 30 countries and shoppers in over 100 countries. Headquartered in New York, Splitit has an R&D center in Israel and offices in London and Australia. The company is listed on the Australian Securities Exchange (ASX) under ticker code SPT.

About Tabby

tabby is the Gulf Cooperation Council's (GCC) first Buy Now Pay Later solution with a mission to empower people to easily buy what they want, when they want, while remaining in control of their finances. tabby helps retailers across the UAE and KSA boost their sales by offering their customers flexible Buy Now Pay Later payment solutions. From its base in Dubai, tabby has plans to rapidly expand across the Middle East. For more information visit www.tabby.ai

tabby integrates directly into merchant checkouts or POS systems, instantly providing consumers a way to pay for their purchases with only 25% of the transaction value paid at the time of purchase and the remainder automatically charged over 3 monthly installments. tabby does not charge its customers any interest or fees as long as they pay on time and monetizes primarily by charging merchants a commission on sales generated via its platform.

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

Note to market

None of the information included in this announcement should be considered individually material, unless specifically stated. All figures in this statement are provided on an unaudited basis

Disclaimer

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:

- assumptions regarding the Company’s financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and
- 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.

You must not place undue reliance on these forward-looking statements.

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