

AFTERPAY LIMITED (ASX: APT)

ASX Announcement

5 December 2019

Media Release

Afterpay Limited (**Afterpay** or **Company**) attaches a copy of a Media Release in respect of the Company's Black Friday and Cyber Monday trading and November 2019 monthly performance.

Authorised by:

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ENDS

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(all currency figures are in Australian dollars unless otherwise stated)

AFTERPAY ACHIEVES RECORD SALES PERFORMANCE FOR MONTH OF NOVEMBER AND BLACK FRIDAY / CYBER MONDAY TRADING

Afterpay Limited (**Afterpay**) is pleased to provide a business update for the month ended 30 November 2019 as well as the Black Friday and Cyber Monday trading days.

GROUP PERFORMANCE (Unaudited)	MONTH ENDED 30 NOVEMBER 2019
Underlying Sales	\$1.0 billion
Net New Customers	0.5 million
Active Customers¹	6.6 million
Active Merchants¹	42,500

Afterpay achieved **\$1.0 billion of monthly underlying sales in November**, representing the highest monthly performance since inception and contributing materially to total underlying sales of \$3.7 billion achieved in the first 5 months of FY2020.²

- Afterpay has **more than 6.6 million active customers¹** as at the end of November, up approximately 0.5 million in the last month.
- On average, **over 22,000 new customers per day joined the Afterpay platform in November:**
 - The US now has a customer base of equivalent size (over 3 million) to Australia and New Zealand after approximately 19 months since launch.
 - In the UK, more than 500,000 active customers have transacted with Afterpay after approximately 7 months since launch.
 - Australia and New Zealand continues to grow strongly in terms of both new and repeat customers.
- Afterpay’s merchant portfolio and pipeline continues to grow with 42,500 active merchants now offering Afterpay to their customers.

¹An active customer or merchant is defined as a customer or merchant that has purchased through Afterpay within the last 12 months.

² November underlying sales and new customer performance excludes Cyber Monday which occurred on 2 December 2019.

Black Friday / Cyber Monday (BFCM) 2019

- Black Friday (on 29 November 2019) and Cyber Monday (on 2 December 2019), represented record trading days across several key performance indicators:
 - Underlying sales of over \$160m (2 days) were up over 160% on the equivalent BFCM days in 2018.
 - New customer growth of over 140,000 (2 days) was up over 160% on the equivalent BFCM days in 2018.
 - Both underlying sales and new customer growth materially outstripped previous daily records.

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