



AFTERPAY LAUNCHES NEW PARTNERSHIPS WITH LEVI'S, RAY-BAN, O'NEILL AND TARTE COSMETICS TO PROVIDE PAYMENT FLEXIBILITY

Company Reaches 1.5 Million Customers and 3,300 Retail Partners in US Just One Year After Launch

San Francisco – June 5, 2019 – Afterpay, an innovative digital platform that offers interest-free installment plans for in-store and online purchases, announced today that it has partnered with Levi's, Ray-Ban, O'Neill and Tarte Cosmetics, among many other brands and retailers in the US. Since launching in the country just over a year ago, Afterpay has already reached 1.5 million US customers, who can now use the service when shopping at more than 3,300 retailers. The company's strong US growth continues with over 1,000 further merchants in the process of integrating the Afterpay platform to offer their customers a better shopping experience.

"We are thrilled to be expanding Afterpay to hundreds of thousands more shoppers in the US each month," said Nick Molnar, CEO and Co-Founder of Afterpay. "As more millennials and Gen Zers shop for brands ranging from American icons like Levi's, Ray-Ban, Jeffree Star Cosmetics and O'Neill to younger, category-shaking brands like Tarte Cosmetics, they are showing how important it is to them to be able to manage their budgets responsibly and never be caught off guard by surprise interest payments or fees."

Just one year after launching in the US, Afterpay is rapidly expanding its footprint in the country. Since March, the company has increased its US customer reach by 500,000, bringing the total number of US shoppers who have used Afterpay to 1.5 million. Anthropologie, Bandier, DSW, Forever 21, GOAT, Morphe, Rebecca Minkoff, Reformation, REVOLVE, Skechers, Steve Madden, Sunglass Hut, True Religion and Urban Outfitters are among the thousands of brands beloved by millennials that have partnered with Afterpay in the US in the past year.

Afterpay enables shoppers to receive products immediately and pay for them in four installments, with no traditional loan, upfront fees or interest. Founded in Australia in 2015, the company was named one of Australia's fastest-growing fintech companies by IDC. In May, Afterpay received the "Retail Technology Game-Changer" award at World Retail Congress 2019. The annual award recognizes a young technology company that has invented a new solution to drive efficiency and innovation in retail and ultimately create a better experience for customers and employees.

Afterpay now works with more than 30,000 retail partners across the globe and is adding new brands and retailers to its platform each month. The company is now expanding its scope with its current partners to develop influencer programs. Afterpay recently celebrated International Women's Day through an exclusive collaboration with Forever 21. In mid-March, the company's retail partners in the US and Australia celebrated "Afterpay Day" by providing exclusive promotions and offers to customers.

About Afterpay

Afterpay is a technology-driven payments company based in Australia that facilitates commerce between retail merchants and their end customers by offering a "buy now, pay later" service that does not require customers to enter into a traditional loan or pay any upfront fees or interest. Afterpay has developed an end-to-end digital platform and transaction integrity engine that performs real-time fraud and repayment capability assessments. Afterpay is currently integrated with many leading retailers in Australia, New Zealand and the US. For more information, visit www.afterpay.com.



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