

Splitit hires former Director of Business Development at Klarna

Highlights:

- Splitit hires Nathan Mairs, former Director of Business Development at Swedish payments giant Klarna, to spearhead its growth strategy
- Nathan will work closely with Splitit's experienced international board to deliver on its global merchant acquisition strategy

Sydney, Australia, 7 February 2019 – Splitit Payments Ltd a foreign company registered in its original jurisdiction of Israel as Splitit Ltd (ASX: **SPT**, “**Splitit**” or the “**Company**”), a leading global monthly instalment payments solution business, is pleased to outline a key hire.

New VP of Sales US

Splitit names global expansion leader Nathan Mairs to drive rapid growth in North America and beyond.

Nathan joins the Company after leading Klarna's push into the US with its instalment solution 'Slice It'. Nathan brings a wealth of knowledge and experience in selling payment solutions to large merchants, having delivered impressive results for Klarna. Klarna is a multibillion-dollar Swedish payments company operating around the world.

Commenting on his appointment Nathan said “Splitit is the only payments solution that enables merchants anywhere to offer consumers everywhere frictionless interest free instalments via their credit and debit cards. A truly global payments business.”

“Momentum is strong with merchant transactions reaching \$94 million since launch to the end of the December quarter, up 52% growth on the previous quarter, providing a solid platform to ramp up. I'm genuinely thrilled to be joining at such an exciting and defining stage in the company's life.”

CEO and Co-Founder, Gil Don, said “we are excited to have Nathan join the team, he will be instrumental in delivering on our global merchant acquisition strategy.”

Nathan will work closely with the experienced international board to finesse Splitit's global growth strategy and build on the success achieved to date. The Company looks forward to updating the market on its progress.



*** All amounts mentioned in this Announcement are in AUD and are provided on an unaudited basis.*

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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 the need for 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 a number of countries around the world. Headquartered in New York, Splitit has an R&D centre in Israel and offices in London, with plans to establish itself in Australia for its expansion into the Asia-Pacific region.

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