

## **Splitit Retains Former PayPal MD to Lead APAC Strategy**

### Highlights:

- Splitit retains Andrew Pipolo, former Managing Director of PayPal
- Andrew to lead Splitit's Australian and Asia Pacific growth strategy

Sydney, Australia, 25 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 appointment.

### **New Executive Lead APAC**

Splitit names Andrew Pipolo to lead its Australian and Asia Pacific growth strategy.

With an impressive career working for some of the world's most successful payments companies, including PayPal, MasterCard and LoopPay (now Samsung Pay), Andrew brings a wealth of knowledge and experience in payment solutions in the Asia Pacific region. Notably, Andrew managed PayPal's entry into both the Australian and Japanese markets. Under his leadership as Managing Director of PayPal Australia from 2004, the company reached over 8 million active accounts within four years and was the fastest growing operation within the PayPal Group. As Managing Director of PayPal Japan from 2009, Andrew established and cemented distribution alliances covering over \$20B in online payments.

Commenting on his appointment, Andrew said, “Splitit is the only solution of its kind and can already be offered in a multitude of countries under their current regulatory and licensing environments and without any further product development. Whether it is Australia, New Zealand, Singapore, Japan, China or any other country in the region, we can offer merchants and shoppers something no one else can.”

“I have been fortunate enough to have helped grow some of the most successful payment solutions in the world, and I am excited to have the opportunity to put that knowledge and experience to work with Splitit.”

Splitit CEO and Co-Founder Gil Don said, “We are thrilled to have Andrew join the team. We could not have asked for a better person to lead our growth objectives in Australia and the Asia Pacific region.”

Andrew will be based in Sydney and will work closely with Sydney-based directors Spiro Pappas and Thierry Denis and the rest of the team to establish Splitit's presence in the region.



*\*\* Unless specified otherwise, 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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