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flexigroup announces new card partnership with Farmers

FlexiGroup Limited (ASX: FXL) ("**flexigroup**") today announces that it has signed a new product partnership with New Zealand's largest department store chain, Farmers.

The new Farmers Mastercard will replace the long standing Farmers Finance Card and will be fully integrated with the Farmers Club rewards programme, giving customers the ability to use their card for payments nationwide and globally while earning points everyday and everywhere. Farmers Mastercard customers will earn one point for every \$10 spent on all transactions, giving Farmers Club members the opportunity to earn points everywhere they spend.

The launch of Farmers Mastercard, giving customers Apple Pay capability from day one, will see Farmers complete a full revamp of its consumer payment options. This follows the introduction of a 'buy now, pay later' offering to Farmers customers, with Oxipay – **flexigroup's** buy now, pay later product which is relaunching as **hum** next month – now accepted nationwide at Farmers in-store and online.

flexigroup New Zealand Chief Executive Officer, Chris Lamers said:

"The Farmers Club is a trusted Kiwi loyalty programme and the launch of the Farmers Mastercard will give members more opportunities to enjoy the benefits they know and love."

"Having worked with Farmers to deliver the original Farmers Finance Card, we are thrilled to continue our partnership with them to deliver an innovative product that combines the full breadth of features we know the consumer of today is looking for: everyday loyalty points they can use, interest free terms, digital wallet capability, long term finance and global acceptance."

Farmers Chief Financial Officer, Michael Power said:

*"The retail environment in New Zealand remains highly competitive, and partnering with an innovative finance company like **flexigroup** allows us to deliver leading consumer finance solutions and provide the customer service experience expected by today's consumers."*

The new Farmers Mastercard is expected to support the continued growth of **flexigroup's** New Zealand operations, which has seen new customer growth of 21% in the past six months alone.

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ABOUT FLEXIGROUP

flexigroup provides a diverse range of finance solutions to consumers and business through a network of retail and business partners. This includes Buy Now Pay Later products, credit cards and consumer and business leasing. **flexigroup** has been operating in Australia for over 30 years, has partnerships with over 62,000 retailers and now serves 1.3 million customers across Australia, New Zealand and Ireland.

Performance has been characterised by solid profitable growth as the company has expanded and diversified its business through organic growth, acquisition and product innovation.

For more information visit: flexigroup.com.au