

## NEW MERCHANTS AND AUSTRALIA UPDATE

### Highlights

- Five new strategically important merchants go live with Splitit's solution:
  - **Virgin Pure** – a Virgin Group company that sells water purification systems
  - **Fashionette** – a leading German fashion marketplace
  - **Otty** – a fast growing UK mattress company
  - **ByteMe** – a leading teeth-alignment-solution supplier in the US
  - **TigerSupplies** – a leading US provider of tools for contractors, engineers and surveyors
- Signed 1st Australian Travel Merchant
- Splitit officially opens Splitit Australia to tackle the growing pipeline of merchants in Australia and the APAC region

Sydney, Australia, 24 May 2019 – Splitit Payments Ltd (ASX:SPT, “**Splitit**” or the “**Company**”), a leading global monthly instalment payment solution, is pleased to provide the following merchant acquisition update.

Splitit continues to receive significant interest in its unique instalment payment solution. Splitit remains the only global payments solution that enables merchants to offer their global customer base frictionless interest free instalments via their credit and debit cards.

### **New Merchants**

The Company is excited about the variety of merchants from many different industry verticals and countries that have signed up to the Splitit solution.

Notably, Splitit welcomes five new merchants that have now gone live with the Splitit solution and which the Company considers of strategic importance due to their industry, geography and/or size:

1. Virgin Pure – a Virgin Group company that sells water purification systems in the UK.



2. Fashionette – a leading German fashion marketplace launched our solution in the UK and will roll out into other European countries soon.
3. Otty – a fast growing UK online mattress company.
4. Bytetime – a leading teeth-alignment-solution supplier in the US.
5. TigerSupplies – a leading US provider of tools for contractors, engineers and surveyors.

Splitit has observed a high level of interest in its solution from these merchants' customers and it is anticipated that, over time, this will lead to growth in underlying merchant transactions and as a result, merchant fees. The Company looks forward to updating the market as it continues to build its network of merchants and shoppers globally.

### Australia Update

Splitit has officially opened its office in Australia and appointed an Australian Director of Sales and an Australian Sales Engineer.

The travel industry is a key industry vertical for Splitit. Ther8, an online concierge travel company based in Australia, is the first travel company to sign with Splitit in Australia and is expected to go live soon.

*CEO and Co-Founder, Gil Don, said "We are very excited to officially launch our operations in Australia. This is a key market for us and will serve as our base to grow the business in the Asia Pacific region. We have a large pipeline of quality Australian merchants that have expressed interest in using our solution and we are now in a position to cater for this demand."*

*\* Note to market: None of the information included in this announcement should be considered individually material, unless specifically stated.*

For more information, please contact:

#### Media Enquiries

Allison Grey  
Headline Media  
allison@headline.media  
+1 323 283 8176

#### Investor and Corporate Enquiries

Michael Shaw-Taylor  
Armada Capital  
michael.shaw-  
taylor@armadacapital.com.au  
+61 477 383 390

www.splitit.com  
info@splitit.com  
27 East 28th St., New York, NY 10016, USA  
1 Charterhouse Mews, London EC1M 6BB, UK  
Rialto South Tower, 525 Collins St, Melbourne VIC 3000, Australia



## 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 and Australia, with plans for expansion into the Asia-Pacific region.

## Disclaimer

This announcement contains "forward-looking statements." These can be identified by words such as "may", "should", "anticipate", "believe", "intend", "estimate", and "expect". Statements which are not based on historic or current facts may be forward-looking statements. Forward-looking statements are based on:

- assumptions regarding the Company's financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and
- current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.

Actual results, performance or achievements of the Company could be materially different from those expressed in, or implied by, these forward-looking statements. The forward-looking statements contained within the presentations are not guarantees or assurances of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause the actual results, performance or achievements of the Company to differ materially from those expressed or implied by forward-looking statements. For example, the factors that are likely to affect the results of the Company include general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company does and will operate; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company. The forward-looking statements contained in this announcement should not be taken as implying that the assumptions on which the projections have been prepared are correct or exhaustive. The Company disclaims any responsibility for the accuracy or completeness of any forward-looking statement. The Company disclaims any responsibility to update or revise any forward-looking statements to reflect any change in the Company's financial condition, status or affairs or any change in the events, conditions or circumstances on which a statement is based, except as required by law. The projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company.

You must not place undue reliance on these forward-looking statements.