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Splitit Hires Former Intuit and PayPal Executive to Lead North American Operations

[Sydney, Australia, June 4, 2019] – [Splitit Payments Ltd](#) (ASX: SPT), a leading global monthly installment payments company, today announced the appointment of former Intuit (NASDAQ:INTU) Vice President of Marketing Brad Paterson as Managing Director, North America to lead its North American operations. Intuit is a USD\$63B financial software company listed on the Nasdaq.

Brad has accumulated a wealth of knowledge over nearly two decades working with some of the world's most successful payment companies, including Intuit, PayPal, and Visa. As Intuit's VP of Marketing, Brad led the go-to-market team responsible for the US QuickBooks Online revenue and customer outcomes. His responsibilities included go-to-market strategy, sales, marketing, and general business operations for the QuickBooks Online portfolio. Prior to this role, Brad served as Intuit's VP of Asia-Pacific and Global Operations, driving business growth in critical international markets. Brad also served as PayPal's Head of Merchant Services, Asia-Pacific and Visa's Director of Consumer and Emerging Products for Australia and New Zealand, among other roles at the two companies.

Commenting on his appointment, Brad said, *"Splitit offers a unique and innovative solution that not only acts as a risk- and debt-free payment option but compliments other available offerings. I'm thrilled to be leading Splitit's growth and development in a market with such high potential, providing a service that merchants and consumers benefit from equally."*

Splitit CEO and Co-Founder Gil Don said, *"We are very excited to be welcoming Brad to the Splitit team. We have great plans for North American retailers and consumers, and we believe that there is no one better for the role. His illustrious career at leading payment companies will help propel Splitit to new heights as we expand in this critical region."*

Brad will be based in Splitit's New York headquarters, where he will work closely with Gil Don and VP of Global Marketing Gil Levy.

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 installments 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 over 400 merchants in 27 countries around the world. Headquartered in New York, Splitit has an R&D center in Israel and offices in London, Sydney, and Melbourne.



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