



ASX ANNOUNCEMENT

30 October, 2020

SPLITIT AGM CHAIRMAN'S ADDRESS

Ladies and gentleman,

As Splitit's Chairman, I'd like to welcome you to our Annual General Meeting for 2020 which is taking place in a virtual format this year due to the global restrictions resulting from the COVID-19 pandemic. Thank you all for taking the time to participate in our meeting remotely.

I'm joined today by my fellow Board members: Executive Director and CEO, Brad Paterson, Co-founder and Non-executive Director, Alon Feit, and other Non-executive Directors, Thierry Denis, Dawn Robertson, Mark Antipof and Jan Koelble.

Splitit is the only buy now, pay later solution that enables people to responsibly make purchases using their existing credit at the point of sale. We do not issue new finance to consumers which really sets us apart from the growing number of other providers in the market. In the US alone, there is currently \$2.97T of available credit on consumer credit cards, giving us a very large opportunity¹.

Splitit is ideal for people making considered purchases and accordingly our average order value (AOV) has just pushed above the US\$1K mark. Our solution is rapidly gaining in popularity both among large online merchants as it significantly improves their conversion rate, and among consumers as it offers them a frictionless shopping experience.

2019 was a foundational year for Splitit, where we successfully identified our product-market fit and key strengths. We also enhanced our technology, listed the Company on the ASX and strengthened our management and team considerably.

Having these building blocks firmly in place enabled us to execute a high growth strategy in 2020. Under a refreshed brand and strategy, we have focused on targeting large merchants with higher AOV in strategic market verticals and our key geographies of North America, Europe and Australia. To build significant scale and momentum, we have continued to strengthen our technology and have put in place a number of funding facilities to support merchants adopting our solution.

During the year we strengthened our management team with the addition of Ben Malone as CFO and built out our risk management processes and team. Also this year, our two co-founders Gil Don and Alon Feit stepped back from their executive roles in the Company and I would like to take this opportunity to thank them for their substantial contributions to the business since its inception and through its IPO, and wish them well with their future pursuits. Both have remained strong supporters of the Company.

From an industry perspective, 2020 has seen a permanent structural shift to e-commerce due to COVID-19 restrictions across the globe and Splitit was ideally positioned to accelerate its growth in this new environment. Further supporting our growth this year, we signed three new and very important partnerships with Stripe, Visa and Mastercard which are enabling us to innovate in the industry and scale

¹ PaymentsSource (August 2020)



our business. We also completed two financings during 2020, raising A\$16M in April and then A\$100M recently, giving us a strong financial position to invest in our go-to-market strategy and marketing.

It is the combination of strong foundations, the structural shift to e-commerce and working with large global partners that has led to our excellent performance in 2020 to date. Since the end of last year, Merchant Sales Volume is up more than 160% and Revenue is up 275%. We also more than doubled the total number of merchants using the solution and shoppers nearly doubled too.

From this strong position, we broadened our success in our target vertical markets of home, sports & outdoors, luxury and general retail, to also include professional services. Splitit now enables the clients of legal and accounting firms in Australian and the US the ability to pay their invoices in instalments. This opens up a gateway to expand into the enormous global commercial payments market.

Our strong performance comes as a result of a great team effort and I would like to thank the Splitit team for their talent and continued dedication to helping our customers and shoppers around the world. On behalf of the Board, I would also like to take this opportunity to thank our shareholders for their continued support of the Company.

Whilst acknowledging the uncertainty presented by the current post COVID-19 environment, we are well positioned to execute on our high-growth strategy underpinned by strong tailwinds and business momentum. We remain vigilant but cautiously optimistic and excited about what is to come.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Spiro Pappas".

Spiro Pappas

Chairman

Splitit Payments Limited

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This announcement has been approved by Brad Paterson, CEO and Managing Director on the Board of Splitit.

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 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 countries around the world. Headquartered in New York, Splitit has an R&D centre in Israel and offices in London and Australia.

Disclaimer

References to currency are expressed in Australian dollars.

Nothing contained in this announcement constitutes investment, legal, tax or other advice. You should seek appropriate advice before making investment decisions.

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.