



ASX ANNOUNCEMENT

13 January 2021

## Splitit Partners with Google Japan – Clarification

Sydney, Australia, 13 January 2021 – Splitit Payments Ltd. (ASX:SPT “**Splitit**” or the “**Company**”) announced on 11 January 2021 that it has signed an agreement (“**Agreement**”) with Google Japan G.K. (“**Google**”) to empower Japanese customers, for the first time ever, to use instalment plans to make purchases from the Google Store in Japan (“**Announcement**”).

Splitit wishes to clarify that the Agreement is for an initial 12 month term which will be automatically renewed unless either party gives notice to terminate at least 180 days before the expiry of the then-current term, or the Agreement is otherwise terminated for cause or insolvency. All other terms of the Agreement are not relevant to assessing the impact of the transaction on the price or value of Splitit’s securities.

As noted in the Announcement, at this point in time, the economic materiality of the Agreement with Google is unknown due to the variable nature of revenues which are dependent on customer uptake of specific products. Splitit, however, expects that partnering with Google in Japan may have a material impact on Splitit’s brand and business development prospects.

For more information, please contact:

### Australian Media & Investor Enquiries

Catherine Strong  
Citadel-MAGNUS  
cstrong@citadelmagnus.com  
+61 (0)2 8432 0111

### US Media Inquiries

Cari Sommer  
Raise Communications  
info@raisecg.com  
+1 646 480 7683

This announcement has been approved and authorised to be given to ASX by Brad Paterson, CEO and Managing Director 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

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:

- [www.splitit.com](http://www.splitit.com)
- [info@splitit.com](mailto: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



- 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.