



ASX ANNOUNCEMENT

27 April 2021

Chairman's EGM Address

Dear fellow shareholders,

On behalf of myself and our current and newly proposed Board members, I would like to welcome you to the 2021 year for Splitit. As we finish the first quarter of 2021, I wanted to introduce myself and our two new Board members. I am excited to take over the reins as Chairman and look forward to having them on the Board.

First, I would like to thank Spiro Pappas for all his work during the first two years that Splitit has been a listed company. I have appreciated the smooth 3-month transition of the chairman roles and I plan to continue to tap into his insights in the year ahead. I would also like to acknowledge and thank the Company's founders, Gil Don and Alon Feit for their valued insights and support since I joined the Board two years ago.

Being part of the Board during that time has provided me with a good perspective of this growing BNPL sector, where I continue to leverage my retail industry experience and connections to help broaden the Company's strategic partnerships. In addition, my experience leading public companies both in the US and Australia has, I believe, brought added rigor and governance discipline to the Board combined with strategic support to the management team.






I would like to welcome our two new US-based Board members, Vanessa LeFebvre and Scott Mahoney. In November, as chair of Splitit's Remuneration and Nominating Committee, I led a complete review of the Board's leadership capabilities with the help of an external specialist. Using surveys and competitive data we identified the skills needed to support Splitit as a more established global business, through a thoughtful and purposeful series of Board workshops led by these experts. After this extensive exercise, all Board members identified and interviewed several high calibre candidates for each of the capabilities we prioritised, culminating in Vanessa's and Scott's appointments.

Vanessa LeFebvre brings nearly 20 years of retail industry experience to the Board, most recently as Senior Vice President, Commercial for Adidas in North America where she is responsible for its wholesale, retail stores and eCommerce channels. She is a brand builder and marketer at heart and will be instrumental in helping to establish our brand awareness among large US retailers.

Scott Mahoney is a seasoned US investment professional with 20 years of asset management experience including at Credit Suisse and Millennium Management. He is currently an Executive Council Member for investment advisory firm, Aviditi Advisors and an Advisory Partner for fintech venture capital fund, Tribeca Early Stage Partners. In addition to bringing valuable insights into the fintech industry, he will play an important role in informing our capital markets strategy.

With these new appointments we believe we have the right mix of skill and experience to support Splitit through this next exciting phase in its growth, and we look forward to working with them both.

At Splitit, we are working to create an enduring company, one that would reinvent what it means to serve customers by using their spending power in a smart and efficient way. This includes ensuring their shopping experience is an easy one, using their existing credit for their purchases while supporting our retailer partners to increase conversion and average order value. As a retail leader for over 24 years, I can tell you from personal experience this is critical for driving growth and being competitive. Adding shoppers is a key focus for this year supported by our rapidly evolving marketing strategy.

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Splitit has had a foundational year, growing the relationships with key retailers and building the team to support that growth, led by CEO Brad Paterson. As a Board we work seamlessly with Brad and the rest of the team to ensure we have strong alignment and two-way communication.

We also recently added three senior external advisors in the US and Israel to further support the Company's growth ambitions. They bring exceptional retail and financial connections to help facilitate opportunities with many of the world's leading retail, digital and payments brands.

As retailers emerge from the last unusual year, I am confident that we have the right product, strategy and management team in place, ably supported by the Board and our new advisors, to drive growth for Splitit and all their partners. Evidence of that growth is the agreements we now have in place with Visa, Mastercard, Union Pay and Google, with many more ahead.

As we add these new Board members, we are transitioning our Splitit Board Committees. The committees will be chaired by existing Board members with strong additional experience from our new Board members.

We appreciate you investing in us and do not take it for granted. We are working hard to ensure we realise the tremendous Splitit opportunities ahead of us. 2020 was quite a year for the world and again we will be virtual for our next General Meeting. However, we hope to see you face to face perhaps in 2022 and look forward to updating you throughout the year!

Yours sincerely,

Dawn Robertson, Chairman

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This announcement has been approved and authorised to be given to ASX by Brad Paterson, CEO and Managing Director on the Board of Splitit.

About Splitit

[Splitit](#) is a global payment solution provider that enables shoppers to use the credit they've earned by breaking up purchases into monthly interest-free instalments, using their existing credit card. Splitit enables merchants to improve conversion rates and increase average order value by giving customers an easy and fast way to pay for purchases over time without requiring additional approvals. Serving many of Internet Retailer's top 500 merchants, Splitit's global footprint extends to thousands of merchants in countries around the world. Headquartered in New York, Splitit has an R&D center in Israel and offices in London and Australia. The company is listed on the Australian Securities Exchange (ASX) under ticker code SPT.

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