



GOLDMAN SACHS EMERGING TECHNOLOGY CONFERENCE

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Company Overview

- Established in 2012
- Instalment payment technology utilising shoppers' existing credit card
- Granted patents in the US and other regions
- HQ in New York, R&D centre in Israel with offices in London, San Francisco and Melbourne
- IPO 2019: Australian Securities Exchange listed, trading as SPT
- PCI 1 compliant; Visa and MasterCard certified



Some of our customers

Google

BRAUN

 JAMES ALLEN*

purple

nectar 

Vestiaire Collective

GlassesUSA
.com

CANYON

|||≡ Ableton

@ECHELON

THG

SPECIALIZED

DEVIALET

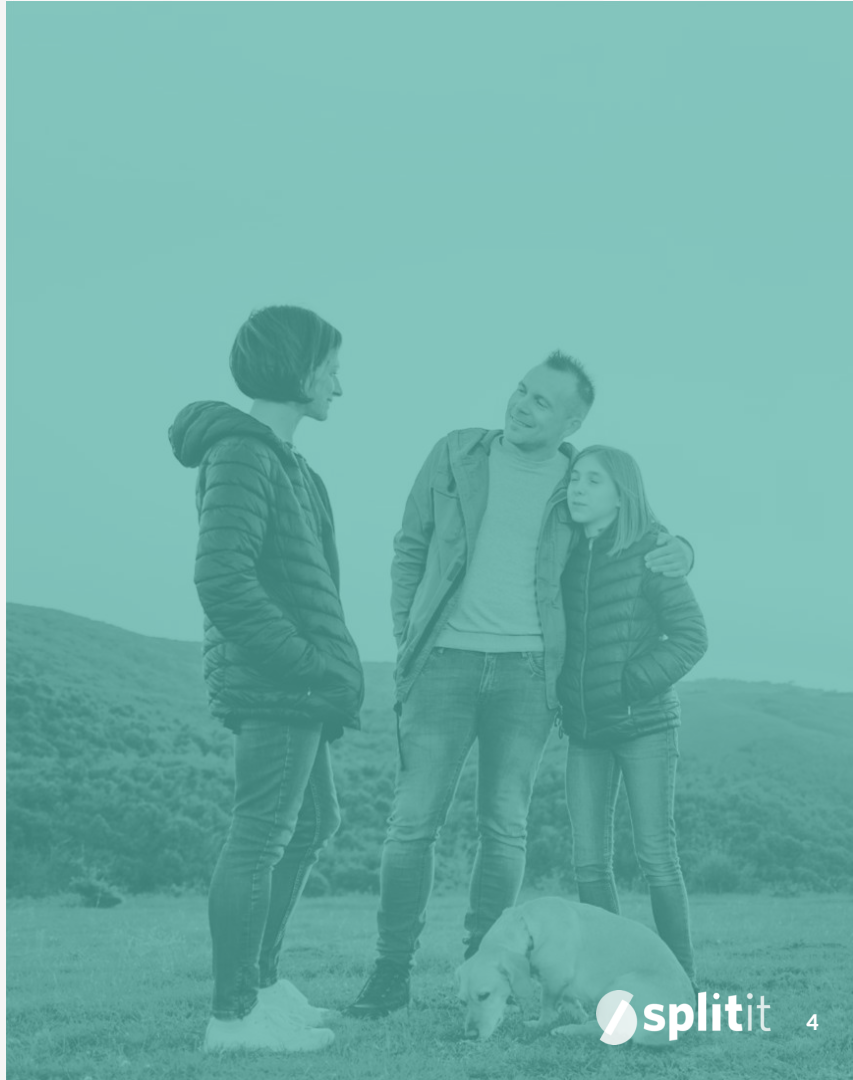
Bianchi

 **BICYCLE**
— WAREHOUSE —

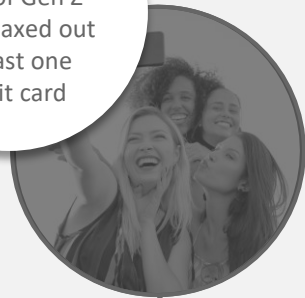
WE DELIVER **BUY NOW,** **PAY LATER DIFFERENTLY...**

Splitit puts consumers' credit to work...
on their terms

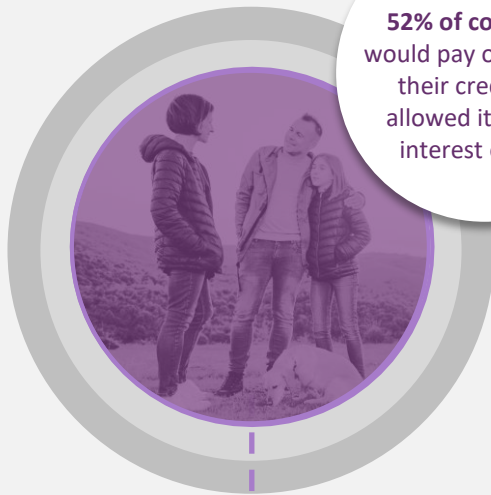
- Instalments on existing credit cards
- Pay over time without new financing
- No applications, no fees, no hassle!
- Collect perks like cashback, rewards and points



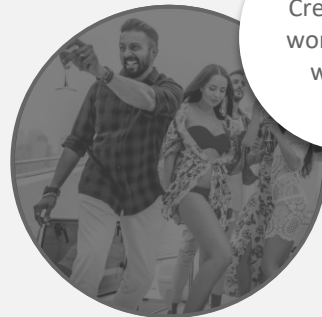
52% of Millennials
44% of Gen Z
have maxed out
at least one
credit card



52% of consumers
would pay over time if
their credit card
allowed it without
interest or fees.



Credit cards
work for the
wealthy



BNPL
was built for the
credit-wary customer

Splitit is made for
the **135MM** shoppers in the
middle with over
\$3.1T in spending power

5% of wealthy
consumers carry a
credit card balance



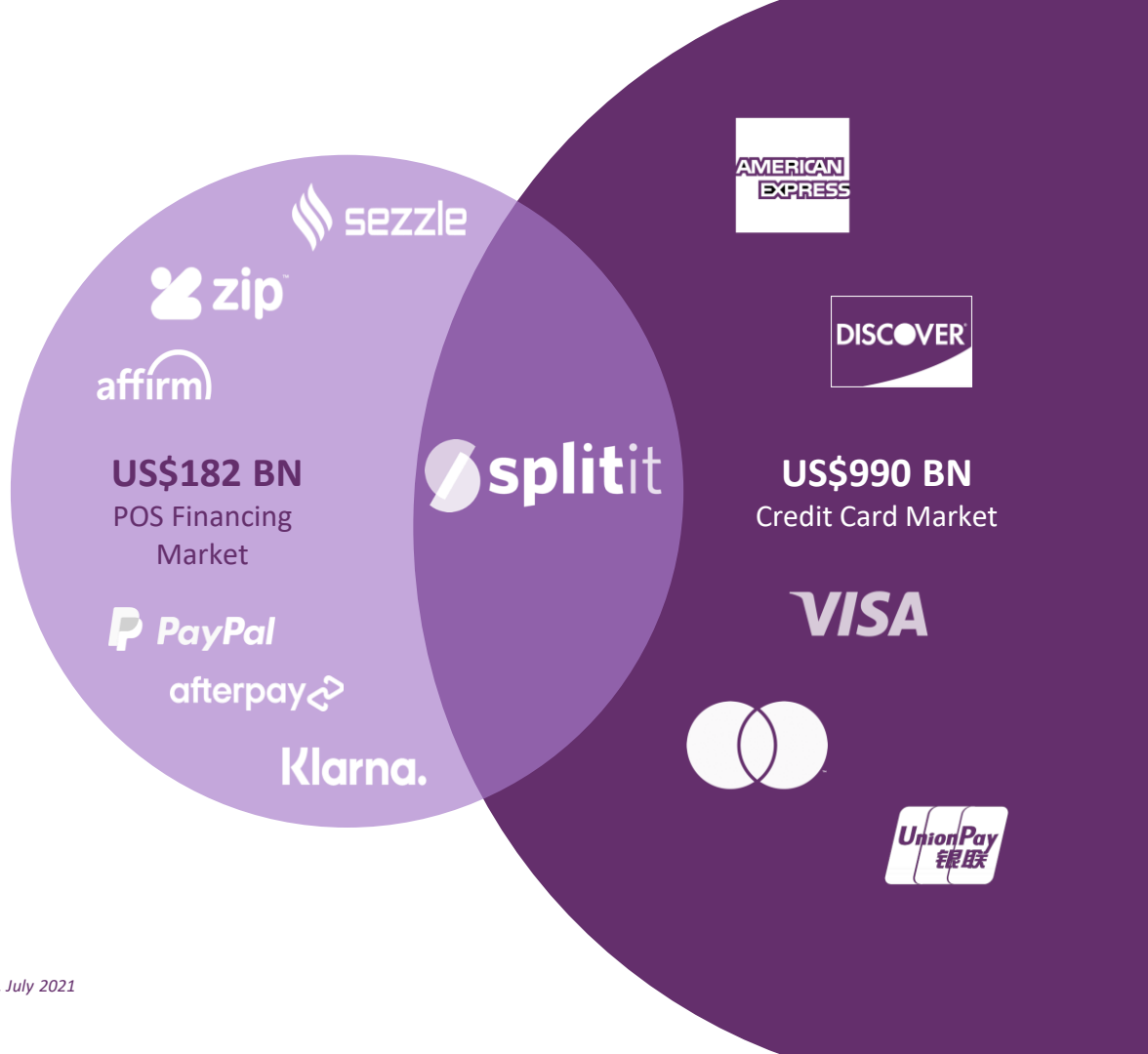
THE OPPORTUNITY

The credit card market is **5.4 times larger** than the point of sale finance market.

The US point of sale financing market is expected to grow to **US\$182 BN by 2023.**¹

The US credit card market is expected to grow to **US\$990 BN by 2023.**²

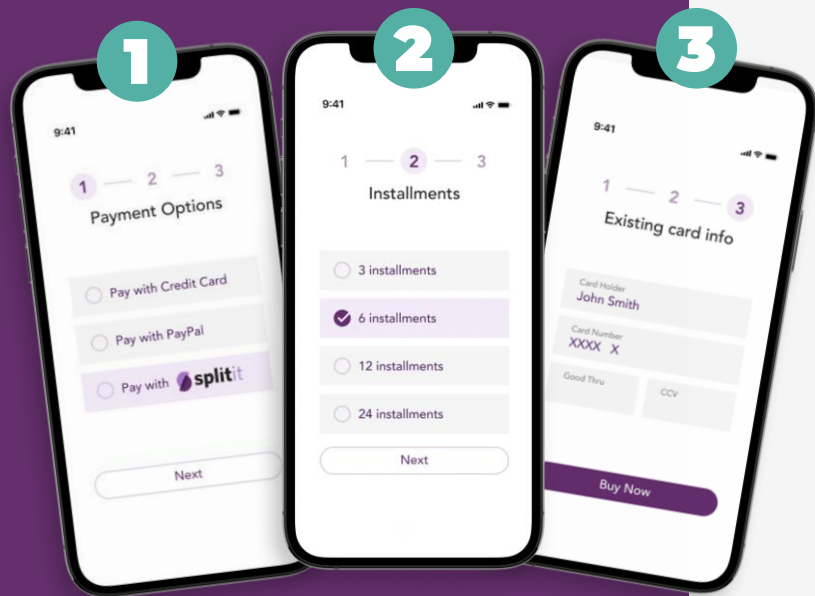
Splitit brings the best of both worlds.



1. Reflects estimated outstanding lending balances – US market

2. Source: McKinsey & Company Buy now, pay later: Five business models to compete, July 2021

THE FASTEST & EASIEST OPTION



No application, no redirects,
no getting in the way of the sale!



High approval rates!
Our approval rates match card transactions.



We are the technology platform to make
instalments as easy as cards – on your terms.



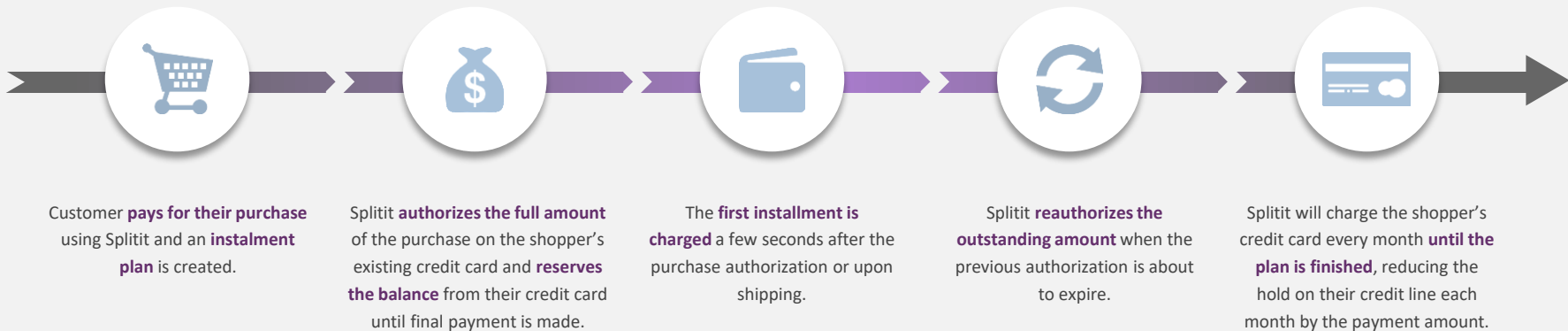
Collect perks!
Cashback, rewards, points and more.



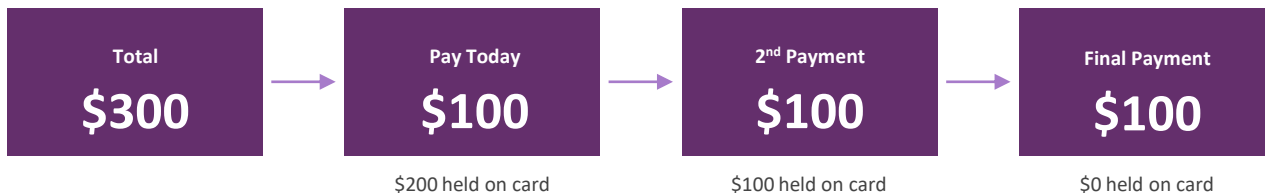
VISA



HOW SPLITIT WORKS

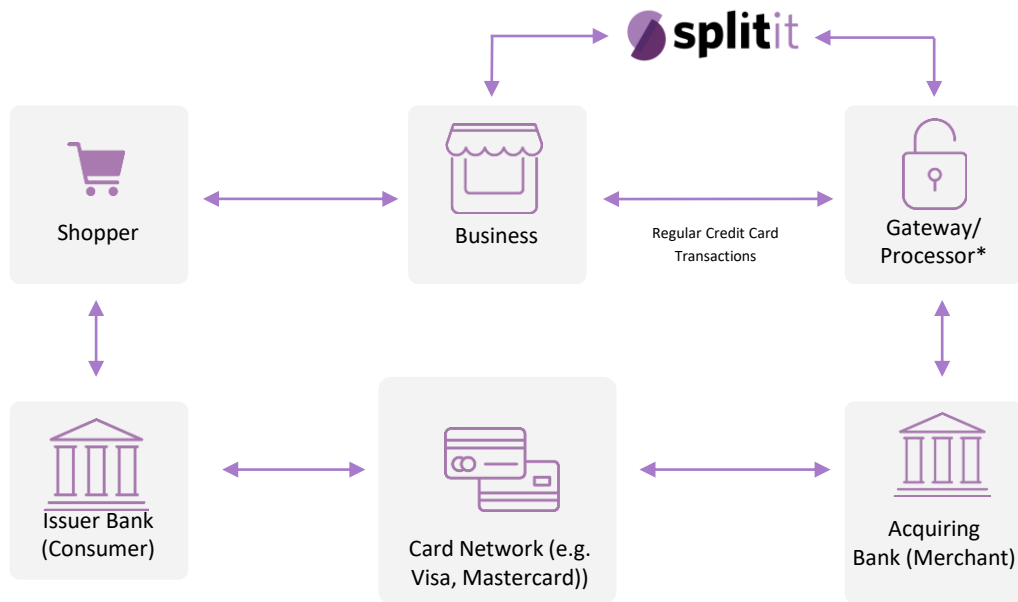


Sample plan for 3 instalment with credit card



PRODUCT ARCHITECTURE

Splitit is an intermediate layer between the merchant's platform and its existing payment gateway.



*Splitit is pre-integrated with all major credit card processors and gateways and is PCI DSS compliant

REVENUE MODELS

Merchant fees are earned from the following business models

Funded Model

- Merchants receive the full purchase price upfront minus fees
- Fees are calculated as a percentage of merchant sales volume
- Pricing also incorporates Splitit's funding costs (and other variables) plus a contribution margin
- Amounts owed are collected in line with the installment cycle

Basic Model

- Merchants are paid over time
- Splitit invoices the merchant monthly for platform fees payable, calculated as a percentage of merchant sales volume

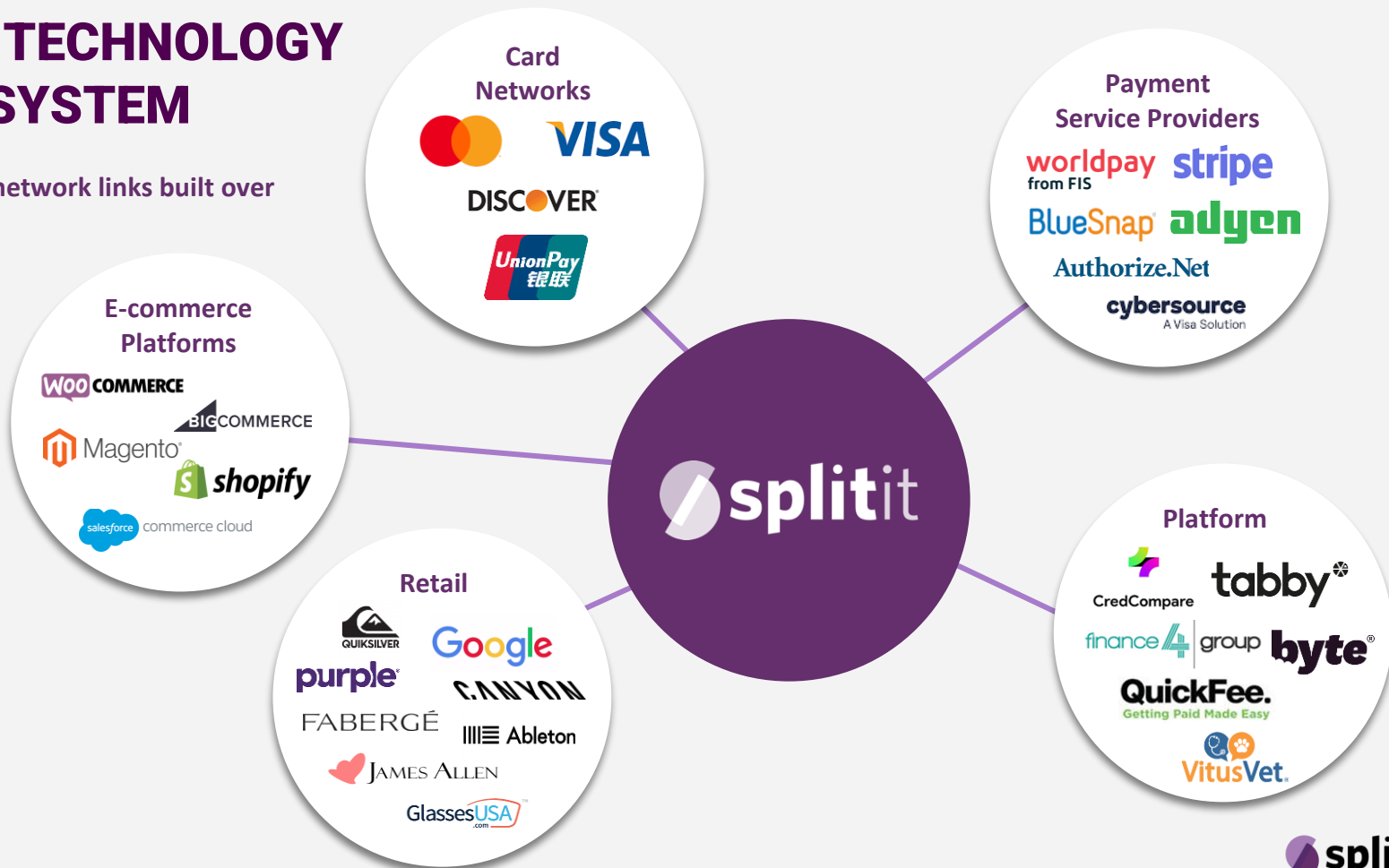


- Streamlines integration for merchants as dedicated instalment payment gateway
- New revenue stream with Splitit now charging fees for the entire transaction
- Available currently in U.S.
- Cost of sales increase due to interchange and processing costs incurred by Splitit
- Opportunity for Net Transaction Margin increases



OUR TECHNOLOGY ECOSYSTEM

Intricate network links built over time



DRIVERS AND OUTLOOK



Priority Markets

- Focus on North America and UK
- Higher AOV industries
- Follow credit card usage patterns
- Branded and white-label opportunities



Platform

- Accelerate merchant acceptance
- Improve onboarding and customer experiences
- Platform as a Service



Market Drivers

- Structural shift to online shopping
- US credit card market expected to grow to US\$990 BN by 2023
- Established regulatory environment via credit cards

THANK YOU



Appendix

OPERATING METRICS - DEFINITIONS

- **Merchant Sales Volume (MSV):** Underlying sales volume for successful transactions that a merchant fee is charged
- **Revenue (Non GAAP):** Revenue invoiced to merchants for the period, translated to reporting currency. Under the funded model, revenue is invoiced upfront at the date of funding. Under the basic model, revenue is invoiced monthly as each installment is processed. This non-GAAP measure has not been independently audited or reviewed, and will differ from GAAP revenue due to IFRS revenue recognition rules
- **12M Active Merchants:** Number of merchants that have received a payment in the previous 12 months
- **Total Merchants:** Total number of merchants on the Splitit platform
- **12M Active Shoppers:** Number of shoppers that have made a purchase in the previous 12 months
- **Total Shoppers:** Total number of unique shoppers to use Splitit
- **Average Order Value (AOV):** Average value of plans initiated in the period
- **YoY:** Year-over-Year growth to prior corresponding period
- **PCP:** Prior corresponding period