



ASX ANNOUNCEMENT

5 October 2022

Issue of Placement Options

Splitit Payments Limited ("Splitit" or the "Company") (ASX:SPT, OTCQX:SPTTY), the only white-label instalment solution allowing customers to pay by instalments using their existing payment card at checkout without increasing their total credit exposure, advises that in accordance with clause 1.7 of the Prospectus released to the market on 23 September 2022, the Company has today issued 30,177,515 options (**Placement Options**) exercisable at \$0.20 each and expiring on 5 April 2025. The issue of the Placement Options completes the institutional placement announced to the market on 29 August 2022.

The Company has been liaising with the ASX with respect to the quotation of the Placement Options. The ASX has confirmed that the Placement Options appear suitable for quotation. The Company is currently awaiting receipt of the International Securities Identification Number (**ISIN**) code for the Placement Options from the Tel Aviv Stock Exchange in order to complete the application for quotation on the ASX. Upon the Company receiving the ISIN, the Company will lodge an Appendix 2A to quote the Placement Options. Splitit expects that the Placement Options will commence quotation shortly after Splitit provides the ISIN to ASX.

An Appendix 3G in relation to the issue of Placement Options will follow this announcement.

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. Splitit serves many of Internet Retailer's top 500 merchants and is accepted by more than 3,000 eCommerce merchants in over 30 countries and shoppers in over 100 countries. Headquartered in Atlanta, Splitit has an R&D centre in Israel and offices in London and Australia. The Company is listed on the Australian Securities Exchange (ASX) under ticker code SPT. The Company also trades on the US OTCQX under ticker codes SPTTY (ADRs) and STTTF (ordinary shares).



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Key Points	
Consumer friendly for shoppers	As the only instalment offering that allows shoppers to use their pre-existing unused credit card balances at the point of sale, Splitit offers a consumer-friendly solution with no new debt or credit checks, no application, no interest or late fees charged. It also allows shoppers to continue collecting perks like cash back, rewards and points as they would on normal credit card transactions, without any risk of damaging their credit profile.
Unique benefits for merchants	Splitit is highly integrated (shoppers don't need to leave the merchant's website), easy to implement and offers longer and flexible loans, reducing shopper friction and driving sales conversion rates. It also offers merchants the option of a funded or non-funded model.
Globally scalable model, boosted by white labelling	Splitit is fundamentally a technology business leveraging the existing global credit card payment rails. This means its branded or white label solution can be adopted in new markets without the need for an 'on the ground' presence, delivering strong operating leverage, enhanced scalability and a cost-effective pathway to profitability.
Already subject to existing credit card regulatory framework, and allows merchant surcharging	As a technology solution that operates within the highly regulated credit card industry, Splitit has a distinct advantage over legacy BNPL providers who are under increasing global regulatory scrutiny due to their consumer financing models. In addition, mounting sector-wide pressure to allow merchant surcharging will not impact Splitit, as merchants are already allowed to surcharge on credit cards.
Unique IP	Splitit's protected IP secures the pre-authorisation on a consumer's credit card limits consumer defaults, as the transactions are secured by the credit card issuers. This unique business model provides operating leverage at scale and a pathway to future profitability without the same associated risk.

The announcement has been approved and authorised to be given to ASX by Dawn Robertson, Chairman of the Board of Splitit.

Contact Information



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Note to market

None of the information included in this announcement should be considered individually material unless specifically stated.



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