

Shop now. Pay later. Always interest free.

Clearpay enables merchants to offer a “buy now, pay later” service that does not require customers to enter into a traditional loan or pay upfront fees or interest. The product is completely free for customers who pay on-time.

Clearpay is not a line of credit. It applies to discrete, low-value purchases with an average purchase price of ~£85.

Unlike traditional credit products, the Clearpay product does not push customers into revolving and extended debt.

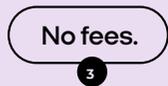
A late payment results in the customer being unable to use the service to make additional merchant purchases, so the customer cannot grow his or her debt. This helps encourage responsible spending.



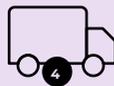
Customer purchases product



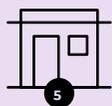
Customer pays first 25% upfront



No interest, establishment or monthly fees paid to Clearpay



Customer receive his/her product(s) immediately



Clearpay settles with merchant upfront (less Clearpay fee)



Clearpay retrieves funds from customer through an automated end-to-end process

About Clearpay. (ATG)

Founded by Nick Molnar and Anthony Eisen in 2014, Clearpay was built as a retail company (not a finance company) to be a simple way to connect the best brands in the world to new customers.

At the age of 24, Molnar, an ecommerce entrepreneur as a teenager, built the Clearpay service (called Afterpay outside of the U.K.) in his home in Sydney with his-then neighbor Eisen.

The founders based the company on the simple idea that millennials prefer a cashless and credit-free lifestyle – a way to pay without incurring debt or compounding interest.

Since that day, Clearpay's mission has been to make purchasing feel great for customers around the world, in a way that is safe, transparent and consumer-friendly.

In 2016, debuted on the Australian public market, and today is a top 20 ASX company, based on market valuation.

In 2017, it merged with Touchcorp to elevate its customer offerings and service levels.

In 2018, the company launched in the U.S. market.

In 2019, the company launched in the U.K. market, with the Clearpay name.

In 2019, was awarded 'Retail Technology Game Changer of the Year' at the World Retail Congress and Best Fintech Innovator of the Year at the Australian Banking & Innovation Awards.

In 2020, reached 5 million active customers in the U.S., and, in June 2020, hit 1 million active customers in the U.K. market. Launched in Canada.

Launched in Europe in March 2021.

Contact
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Key facts.

United Kingdom – April 2021

Clearpay is a global leader in the 'Buy Now, Pay Later' space that offers interest-free instalments payments at top fashion, beauty, and lifestyle retailers in North America, U.K., Europe, Australia and New Zealand.

Clearpay gets its revenue from the merchant.

- Merchant partners receive the amount of each purchase from Clearpay up front (minus Clearpay's fee).
- Clearpay takes on the full risk of repayment, which means that Clearpay is incentivised to encourage responsible spending.



The value of Clearpay.

With Clearpay, merchants gain access to a large and growing segment of shoppers who prefer not to incur credit card debt or interest.

For this reason, Clearpay delivers:

- Increased conversion rate and incremental sales – approximately **20-30% higher** than other payment methods
- Increased customer engagement, higher customer satisfaction and repeat customers
- Lower return rates
- An average **31 million** merchant referrals generated globally per month from the Afterpay network¹

1. In Q3 FY21

Changing Consumer Payment Behaviour.

Young people in the U.K. have become 'credit-averse', according to a major study of shopping and spending habits conducted by YouGov. Instead, they are increasingly hungry for innovations which offer more convenience and avoid debt.

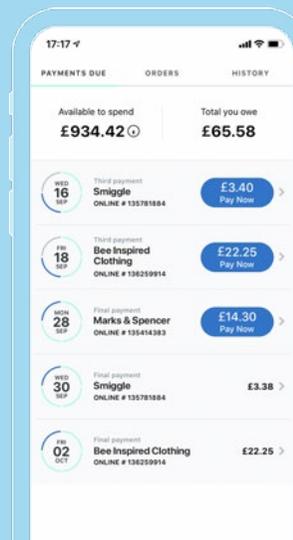
This survey revealed that young people are far less comfortable with debt than older generations, strongly prefer to pay by debit for almost every type of product and want more innovation in both shopping and financial services.

There are currently 13 million U.K. millennials, representing a fifth of the population. According to the research, a third already use digital wallets, barely half even own a credit card, and of those without, 93% said they don't even want one.

Online shopping makes life easier for consumers of all ages (75% of Millennials and 70% of Gen X).

Young people are more interested in new payment methods than traditional credit –the report notes, for instance, that a third of U.K. Millennials are already using digital wallets, against 23% of Gen X.

Fashion, clothing and accessories is the biggest spend for Millennials after going out; on average young people spend half their monthly discretionary income on clothes. Four out of ten said clothing is their highest priority after social life for disposable income.



Clearpay by the numbers.

Globally

85.8k retail partners

14.6m active customers

Launched in UK May 2019

5.0k retail partners

1.8m active customers

High customer satisfaction

Australian banks NPS -14, U.S. banks NPS 35

NPS >80

98% of payments and 93% of purchases do not incur late fees

REISS SHEIN KAREN MILLEN FEMME LUXE

el. Leading brands with Clearpay. UNTER THE HUT
PANDORA

REN CLARINS LAMER JD

ZAVVI IWOOT GYMSHARK bareMinerals

dermalogica FOOTPATROL TESSUTI smashbox

H.SAMUEL PROBIKEKIT MYPROTEIN size?0

MANIÈRE DE VOIR ERNEST JONES everything5pounds

CHARLES & KEITH ELEMIS CLINIQUE REBELLIOUS

Lupe UNILIVER ESTÉE LAUDER Foot Locker URBN JO MALONE LONDON

coast KOOKAI SECRET SALES