

Afterpay Card.

The evolution of the Afterpay Card product and ongoing go-to-market program.

Better for the **customer**

- A simpler and faster way to pay in-store
- Pay with the Afterpay Card like any other card payment, all on your mobile device
- More consistent customer experiences at checkout

Better for the **merchant**

- Accept Afterpay just like any other card payment
- No unique POS integration required to set up or to maintain
- Easier for frontline teams, with sales and refunds processed in a familiar way
- The ability to process returns for in-store and online purchases

Afterpay users are setting-up Afterpay Card

75%

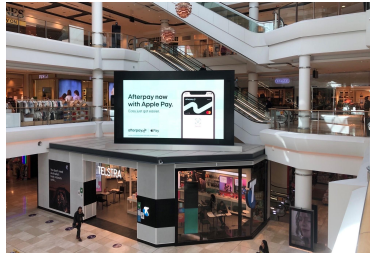
of in-store users
since July 2020

98%

of in-store users
since March 2021

Percentage of in-store users active during the period, who have set up their Afterpay Card

A national consumer marketing and communications program, delivering over 60m impressions



In-centre OOH media to drive awareness and education to over 10m

Digital advertising delivering 50m+ impressions to drive adoption and education

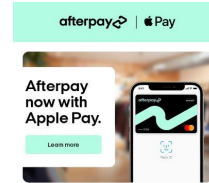
Social content program to drive education engaging over 25k

In-centre activations reaching 400k



March 2021

An in-app and lifecycle communications program to drive adoption and education.

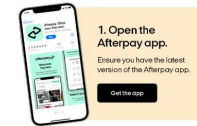


Lifecycle CRM program achieving over 1m engagements

Easy just got easier.

Playing with Afterpay just got easier, thanks to the Afterpay Card in Apple Pay, which has replaced the barcode system of shopping in-store. Set up is fast and simple. It's a virtual card you add to Apple Wallet from the Afterpay app.

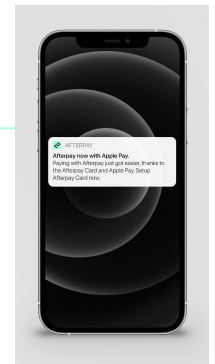
How to set up Afterpay Card in Apple Pay.



45k Consumer incentives to drive Afterpay Card adoption

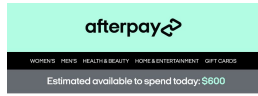
Push and in-app messaging for Card adoption and education

1m+ service messages delivered across the payment journey



August 2021

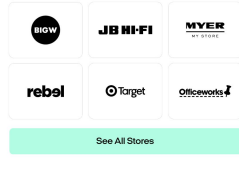
Elevated product education across owned channels including CRM, site, in app, social, and in-store



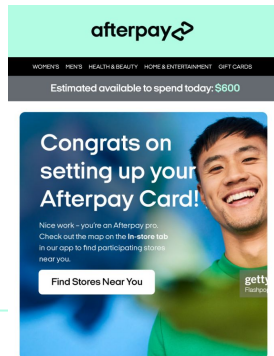
Improved dedicated landing page to educate customers

Customer comms to drive awareness of where to shop in-store

Afterpay some more at these in-store customer faves.

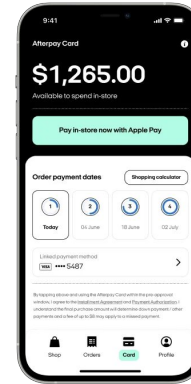


Evergreen lifecycle comms to drive retention + engagement



August 2021

Enhanced product features and experience to ensure a seamless customer experience.



App redesign to improve customer usability + experience

Error messaging & prompts in app to educate on card usage

Push and in-app messaging for Card adoption and education

Pro-tip
Afterpay it in-store.

- 1 Once you're ready to pay, open the app to authorize the Card.
- 2 Go to the Card tab and select **Pay with Afterpay Card**.
- 3 Tap to pay with Apple Pay or Google Pay - it's easy, safe and contactless!

[Learn More](#)

October 2021

Thank you.