

AfterPay – MAKE IT HAPPEN for Merchants & Consumers

Amsterdam, Berlin, 1 November 2021 - Shop first, pay later!

MAKE IT HAPPEN is what AfterPay is all about. With its new activation campaign, the brand puts their merchants in the spotlight with the roll-out of 10 merchant co-branded campaigns. The objective is to drive traffic to their ecommerce platforms to increase transactions using AfterPay.

MAKE IT HAPPEN - More traffic, more transactions, more delighted customers

AfterPay collaborates with partners like ASOS, Decathlon, Kleertjes.com, Best Secret and Dress for less, both in the Netherlands and Germany to rollout this new concept. For simplicity and effectiveness, the campaign links directly to the merchant's e-commerce websites. In this way, AfterPay creates a platform that increases the visibility of the merchant brand among consumers who have a "shop first, pay later" need. In addition, the merchants offer incentives to transact with AfterPay, creating a win/win/win strategy.

The Creative Idea - Make your Wishlists come true

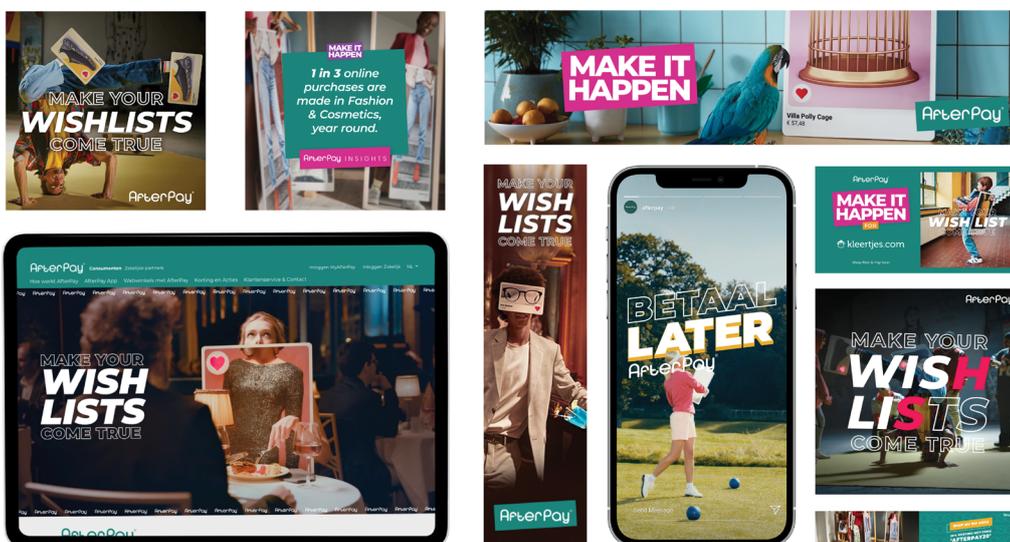
The campaign idea, created in collaboration with Wunderman Thompson (WPP Company), highlights the diversity of AfterPay merchants in eight scenarios. Each of them illustrates that a Wishlist is useless if you do not realize it. The absurd and funny situations make it clear that AfterPay is the payment solution to 'MAKE IT HAPPEN' for consumers, while supporting merchants in increasing their number of transactions. More than 60% of consumers keep wishlists of what they want to buy. And AfterPay's flexible payment options lift barriers to make these wishlists come true.

Press contact:

Dario Artico
c/o Arvato infoscore GmbH
part of Arvato Financial Solutions
Rheinstraße 99
76532 Baden-Baden

Telephone +49 (0)7221/5040-3060
Fax +49 (0)7221/5040-3055

finance.arvato.com
afterpay.nl
afterpay.de



A robust multi-media plan

The new campaign will run during Peak Season in the Netherlands and Germany. The multi-media plan will include YouTube, Instagram, Facebook, and Pinterest and additionally build on the relationship with RTL to utilize advanced TV and online VOD placements for greater reach and effectiveness. In the Netherlands, the merchant specific campaigns will be supported by TV media on all RTL channels.

"I am excited to launch the MAKE IT HAPPEN Campaign Platform and to work together with our fantastic Merchants and Partners to drive combined success and enable growth together.", says Nikki Constantine, Director of Marketing & Brand at AfterPay.

About AfterPay

AfterPay, a business unit within Arvato Financial Solutions, enables merchants to offer consumers a convenient and safe way of paying – AfterPay enables consumers to pay at the pace of life. AfterPay, founded in 2010 and acquired by Arvato Financial Solutions - a Bertelsmann company – in 2014, provides its services in nine countries: The Netherlands, Belgium, Germany, Austria, Switzerland, Sweden, Norway, Finland, and Denmark. Under the umbrella of payment-after-delivery, AfterPay offers five different payment options: the 14-Day Invoice, Campaign Invoice, Consolidated Invoice, Fixed Instalments, and AfterPay FLEX.

About Arvato Financial Solutions

Arvato Financial Solutions provides professional financial services to renowned international brands as well as respected local businesses — allowing them to leave their credit management to a professional, so they can focus on what matters most for their business. The services center around cash flow in all segments of the customer lifecycle: from credit risk management to payment, factoring and accounting services to debt collection. The Arvato Financial Solutions team is made up of around 7,000 experts in 15 countries and is aligned by a common goal: to make sure client's credit management runs effortlessly and efficiently, ultimately resulting in optimized financial performance.