

Media Release

Zip partners with Facebook to support small business

Sydney - 18 March 2021: Today, leading Buy Now Pay Later company Zip has partnered with social media giant, Facebook, to help support small businesses with a new limited time offer. Aussie small business owners will now have the option to receive cash back when they advertise on the platform using [Zip Business](#).

Small businesses that spend \$50 AUD or more on Facebook advertising using a Zip Business Trade account or Zip Business TradePlus account, will receive \$25 AUD credit back to their Zip Account within 14 days of purchase.

This new offer can be redeemed up to four times to the maximum credit value of \$100 AUD. Businesses who are using Facebook advertising for the first time or currently have prepaid ads can claim cash back on the offer.

In times of uncertainty, Australian small business owners are trying to keep a steady cash flow and are turning to buy now, pay later platforms to help manage their finances and avoid credit card debt.

Owner of Shine Oven Cleaners, Brett Hevers said:

"Zip partnering with Facebook is a real advantage because it helps me bring in work during our quieter times. In the perfect world, you'd have money sitting there, but in reality sometimes you don't, and this is where buy now, pay later platforms like Zip are helping small businesses get through these challenging times."

"We all go through our ebbs and flows and it's great that Zip and Facebook are doing this offer because it's going to help small businesses plan their campaigns ahead of time as well as get some cash back in their pockets."

General Manager of Zip Business at Zip Co, Geof Alexander said:

"We are hearing from small businesses that they want confidence to invest and unleash their entrepreneurial spirit. They are learning how to build online stores and how to use digital marketing to find more customers. Zip Business partnered with Facebook to give entrepreneurs, like Brett, additional confidence and peace of mind by having access to the cash they need to acquire new customers."

Zip Business is a safe, simple line of credit, offering businesses the ability to buy now and pay later for all your business needs. With a simple and transparent application process,

small businesses can be approved for Zip Business Trade account or Zip Business TradePlus account online.

The new offer is available to Australian small businesses who sign up to a Zip Business Trade Account or Zip Business TradePlus Account from today until 30 June, 2021.

– ENDS –

About Zip

ASX-listed Zip Co Limited (Z1P: ASX) is a leading player in the digital retail finance and payments industry. The company offers point-of-sale credit and digital payment services to the retail, home, health, automotive and travel industries. Zip has operations across Australia, New Zealand, South Africa, the United Kingdom and the USA. Zip also owns Pocketbook, a leading personal financial management tool. The company is focused on offering transparent, responsible and fairly priced consumer and SME products. Zip's platform is entirely digital and leverages big data in its proprietary fraud and credit-decisioning technology to deliver real-time responses. Zip is managed by a team with over 100 years' experience in retail finance and payments and is a licensed and regulated credit provider.

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