

Zip unveils fearless new global brand

Zip's global businesses to unite around a single purpose and brand focused on responsibility, to rebalance the power of payments

Sydney – 22 July 2021: Leading global Buy Now, Pay Later (BNPL) company, [Zip Co Limited \(ASX: Z1P\)](#), has today announced that from mid-August it will operate as a single global brand, with a new unified purpose and brand identity, strengthening its people-first approach to providing fair and transparent payment options.

Zip has set a fintech industry standard for building innovative products that help people take control of the way they pay. With responsibility built into its DNA, Zip's renewed brand purpose is about putting the financial well-being of its customers and merchants at the heart of everything it does, to help people take control of their financial future.

This revitalised purpose was deserving of a fresh, new look and feel, unifying Zip's rapidly expanding global business and ensuring consumers recognise the Zip brand no matter where they are. In the US, the award-winning Quadpay business will also adopt the Zip name and brand identity.

Zip will continue its investment in driving increased business outcomes for merchants and value for customers across the Zip ecosystem. The company plans to launch brand awareness campaigns in its key markets, with a particular focus on the US, where the business continues to achieve record levels of growth across both its merchant and customer base.

As part of its drive to promote greater financial understanding, Zip is adding more product features. Zip plans to integrate functionality from its 5-star rated personal finance app Pocketbook into the Zip App. This will enable Zip users in Australia to track spending across multiple bank, credit and Zip accounts, giving them a holistic view of their financial position and upcoming spending. Zip also plans to roll out similar tools in other markets in the future.

Zip Co-founder and Global CEO, Larry Diamond said: *"We believe Zip can become the most fair and responsible payments brand in the world, on the side of merchants and consumers. We've built a brand that will grow with us as we continue to expand our global footprint, and that allows us to celebrate our merchants, customers and our Zipsters, putting them at the centre of all that we do."*

Collaborating with renowned international design agency Koto to bring the new brand purpose to life, Zip's new logo features a bold purple, designed to stand out in the online and in-store checkout environments of Zip's merchants. The letter I in Zip is designed to flex and expand, forming a window in the heart of Zip's logo which allows it to showcase individual merchants and celebrate its customers and its people. The modernised branding is a powerful reflection of Zip's commitment to people and partners.

Steve Brennen, Zip's Chief Customer Officer said: *"Zip's revitalised purpose deserves a bold and fearless new look. We challenged Koto to create a brand with attitude and energy, that worked in all of our global markets and that will flex to support our business as it continues to grow internationally. Most importantly, it had to reflect our ongoing commitment to putting people at the heart of all that we do."*

Following 12 months of rapid expansion, Zip now has a presence in 12 countries and serves more than 7.3m customers, who can pay for their purchases in installments, interest-free. Zip works with over 51,000 merchants around the world, allowing them to offer flexible payment terms to consumers and driving traffic to merchant's businesses through its app and online channels. Zip employs almost 1,000 Zipsters around the world, who are focussed daily on delivering continued product innovation and an improved customer and merchant experience.

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About Zip

ASX-listed Zip Co Limited (Z1P: ASX) is a leading Buy Now, Pay Later company providing fast and seamless solutions that simplify how people pay, everywhere.

Zip offers point-of-sale credit and digital payment services to the retail, home, health, automotive and travel industries, giving consumers, merchants and businesses around the world access to transparent, flexible and interest-free credit.

One of the fastest-growing BNPL companies globally, Zip has more than 7.3 million active customers. Founded in Australia in 2013, Zip's core markets include Australia, New Zealand, the United Kingdom, and USA. Zip now employs a team of almost 1,000 people globally. The company is a licensed and regulated credit provider.

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