

Zip appoints New Zealand Country Manager, strengthening its global footprint

New Zealand Director of Growth, Todd Wackrow appointed as Zip Country Manager

Sydney – 4 August 2021: Leading global Buy Now, Pay Later (BNPL) company, [Zip Co Limited \(ASX: Z1P\)](#), has today announced the appointment of Todd Wackrow as Country Manager of its New Zealand operations. The move comes as Zip unifies its rapidly expanding global business under a single brand, ensuring consumers will recognise the Zip brand no matter where in the world they are.

Mr Wackrow, previously Zip New Zealand's Director of Growth, replaces founder and New Zealand Managing Director John O'Sullivan, who will transition to a global role.

Mr Wackrow will be responsible for driving New Zealand's market growth while helping Zip's global expansion. New Zealand's mature BNPL market makes it a fertile ground to test new product innovations and business models, benefiting international Zip markets.

With a fully local operation, including the product and engineering function and customer service team, Zip New Zealand delivers innovative payment products to over 360,000 Kiwi customers and 1,600 businesses including The Warehouse, Noel Leeming, Bunnings and Chemist Warehouse.

Mr Wackrow was previously Head of Growth at PartPay, which Zip New Zealand acquired in November 2019. Within the business, he held roles across Marketing, Sales and Product to deliver more transparent, simple and user-friendly finance products to customers and merchants. Before that, he also held senior leadership roles at Fonterra Ventures and separately, Union Digital, driving strategic growth for each business and delivering digital strategies, ideally placing him to lead Zip's New Zealand division.

Larry Diamond, Zip's Co-Founder and Chief Executive Officer, said: *"Since Todd joined us in November 2019 leading the New Zealand team, he has played an instrumental role in Zip's international strategy.*

"His deep experience with our customers, brand and merchants, coupled with New Zealand's rapid BNPL growth, means we are well on our way to becoming the first payment

choice, everywhere and every day. I know Todd has what it takes to take Zip to the next level.

"I would also like to thank John O'Sullivan for his continued commitment to Zip's global evolution. John founded the original New Zealand business launched as PartPay in June 2017, and has grown the local division that is now Zip from providing installment payment solutions locally, to the UK and also providing technology into the US (QuadPay). John has steered Zip NZ with a steady hand to the place we are in today and we look forward to supporting his projects in new markets."

Todd Wackrow, Country Manager of Zip New Zealand, said: *"The adoption of Buy Now, Pay Later services in New Zealand has truly accelerated over the past three years, as both Kiwi consumers and businesses have rapidly shifted from traditional forms of credit like Credit Cards, to interest-free, more customer centric products like Zip.*

"Our local, New Zealand team holds a unique position through our proprietary technology in helping the company become a global payments leader. With a fully local operation including our product and engineering function and customer service team, we are incredibly well placed to continue to innovate and better meet our Kiwi customer and merchant partners needs."

Mr Wackrow commenced as Country Lead in June 2021.

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About Zip

ASX-listed Zip Co Limited (ASX: Z1P) 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 the US, Australia, New Zealand, the United Kingdom, Canada, and Mexico. 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.

For more information, visit: www.zip.co

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