Affirm expands credit reporting with Experian to include all pay-over-time products

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New move advances efforts to help consumers build credit histories and support positive credit outcomes

SAN FRANCISCO--(BUSINESS WIRE)--Mar. 19, 2025-- Affirm Holdings, Inc. (NASDAQ: AFRM), the payment network that empowers consumers and helps merchants drive growth, today announced it is expanding its credit reporting to Experian® to include all of Affirm's pay-over-time products beginning April 1, 2025.

By furnishing information about all of its pay-over-time transactions to Experian, Affirm is helping to drive greater transparency and responsible lending. The industry-leading move will enable consumers and lenders to make more informed decisions and help consumers build their credit histories.

"Affirm operates on the principles of transparency and putting consumers first, which is why we have been actively engaged with Experian and across our industry to build upon our credit reporting practices," said Libor Michalek, President at Affirm. "Having all loans reflected in a consumer's financial profile will help protect and empower borrowers. The buy now, pay later industry must evolve from simply providing flexible payment options to helping consumers build their credit histories and better manage their finances, and we are pleased to be taking this step with Experian."

"Greater transparency in buy now, pay later activity is key to helping consumers build their credit histories and supporting responsible lending," said Scott Brown, Group President, Financial Services, Experian North America. "We have a longstanding history working with Affirm and applaud them for expanding the reporting of their pay-over-time products. This is the right thing to do for consumers, the industry and the economy at large. Our role as the first credit reporting agency to establish this partnership with Affirm underscores our shared commitment to improve consumer financial health and foster more informed lending decisions."

Beginning April 1, 2025, Affirm plans to report to Experian all pay-over-time loan products issued from that date, including Pay in 4, in addition to its existing reporting of monthly installments of longer-term loans. The new loan reporting will not be factored into consumers' traditional credit scores in the near term, but may in the future as new credit scoring models are developed.

With the new furnishing policy, consumers will be able to see on their Experian credit file information on all Affirm loans issued from April 1, 2025 onward. As more pay-over-time providers report account information to Experian, lenders who request Experian credit reports will also be able to see consumers' pay-over-time history.

With these changes, Affirm and Experian aim to help support the responsible extension of credit by enabling lenders to make more informed decisions when determining whether to extend credit offers. Affirm will also work closely with other credit reporting agencies to furnish all loan products.

Consumers can receive an updated version of their Experian credit report at no cost daily by enrolling in a free membership and visiting www.experian.com or via Experian's mobile app.

About Affirm
Affirm's mission is to deliver honest financial products that improve lives. By building a new kind of payment network – one based on trust, transparency and putting people first – we empower millions of consumers to spend and save responsibly, and give thousands of businesses the tools to fuel growth. Unlike most credit cards and other pay-over-time options, we never charge any late or hidden fees. Follow Affirm on social media: LinkedIn | Instagram | Facebook | X.

About Experian
Experian is a global data and technology company, powering opportunities for people and businesses around the world. We help to redefine lending practices, uncover and prevent fraud, simplify healthcare, deliver digital marketing solutions, and gain deeper insights into the automotive market, all using our unique combination of data, analytics and software. We also assist millions of people to realize their financial goals and help them to save time and money.

We operate across a range of markets, from financial services to healthcare, automotive, agrifinance, insurance, and many more industry segments.

We invest in talented people and new advanced technologies to unlock the power of data and innovate. As an FTSE 100 Index company listed on the London Stock Exchange (EXPN), we have a team of 22,500 people across 32 countries. Our corporate headquarters are in Dublin, Ireland. Learn more at experianplc.com.

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