Affirm and REVOLVE partner to transform fashion checkout with flexible payments

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Affirm's simple, transparent ways to pay over time will soon be available on REVOLVE for shoppers in the U.S.

LOS ANGELES – April 2, 2025 – Affirm (NASDAQ: AFRM), the payment network that empowers consumers and drives growth for merchants, today announced that it has signed a partnership with Revolve Group, Inc. (NYSE: RVLV), the next-generation fashion retailer for Millennial and Generation Z consumers. Shoppers in the U.S. will soon be able to use Affirm to pay over time for REVOLVE's collection of premium apparel, footwear, accessories, and beauty—which includes brands like Helsa, Eaves, GRLFRND Denim, and more—both online and in the REVOLVE mobile app.

"At REVOLVE, we're committed to curating a shopping experience that's seamless, inspiring, and tailored to our customers' needs. Shopping should be effortless, and payment flexibility is a key part of our premium experience. Affirm stood out for its transparent approach, customized and flexible options, and proven ability to build trust with millions of loyal shoppers. With Affirm, our customers will have clarity and control at checkout—making it easier to get the styles they love, on their terms," said Mike Karanikolas, Co-Founder and Co-CEO, REVOLVE Group Inc.

"By uniting emerging labels, top designers, and in-house brands, REVOLVE is creating a smarter way to shop—and with Affirm, a smarter way to pay," said Pat Suh, Affirm's SVP of Revenue. "Unlike most credit cards and other pay-over-time options, Affirm never charges late fees, hidden fees, or compound interest. As shoppers refresh their wardrobes for the warmer months, Affirm provides REVOLVE customers with the confidence to secure the styles they love with flexible payment options."

In the coming days, REVOLVE's U.S. customers will be able to select Affirm at checkout and complete a quick eligibility check. If approved, they can choose from customized biweekly or monthly payment plans – with as low as 0% APR – and never pay any late or hidden fees. Following the U.S. launch, Affirm plans to expand to REVOLVE's customers in Canada and the U.K.

REVOLVE joins more than 55 fashion merchants that have integrated Affirm in the last six months. Brands and retailers, including Adidas, Canada Goose, Net-a-Porter, Stitch Fix, The RealReal, and more offer Affirm at checkout. From October to December 2024, apparel and accessory sales through Affirm increased 25% year-over-year, underscoring growing consumer demand for flexible and transparent ways to pay.

About Revolve Group, Inc.

Revolve Group, Inc. (RVLV) is the next-generation fashion retailer for Millennial and Generation Z consumers. As a trusted premium lifestyle brand and a go-to online source for discovery and inspiration, we deliver an engaging customer experience from a vast, yet curated, offering of apparel, footwear, accessories, and beauty styles. Our dynamic platform connects a deeply engaged community of millions of consumers, thousands of global fashion influencers, and more than 1,000 emerging, established, and owned brands.

We were founded in 2003 by our co-CEOs, Michael Mente and Mike Karanikolas. We sell merchandise through two complementary segments, REVOLVE and FWRD, that leverage one platform. Through REVOLVE, we offer an assortment of premium apparel, footwear, accessories, and beauty products from emerging, established and owned brands. Through FWRD, we offer a highly curated assortment of iconic and emerging luxury brands. For more information, visit www.revolve.com.

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.

In the United States, payment options through Affirm are subject to eligibility, and are provided by these lending partners: affirm.com/lenders. California residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to California Finance Lender license 60DBO-111681.

AFRM-PA

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