DICK’S Sporting Goods and Affirm renew partnership

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With this renewal, eligible shoppers can now select Affirm’s biweekly or monthly payment plans directly at checkout on DICKS.com or GolfGalaxy.com

PITTSBURGH--(BUSINESS WIRE)--Jun. 12, 2025-- Today, DICK’S Sporting Goods (NYSE: DKS), a leading U.S. based full-line omni-channel sporting goods retailer, and Affirm (NASDAQ: AFRM), the payment network that empowers consumers and helps merchants drive growth, announced an extension of their partnership, which originally began in 2020. Just in time for the summer adventure season, eligible DICK’S and Golf Galaxy shoppers can now choose Affirm’s flexible, transparent payment plans when checking out directly on DICKS.com or GolfGalaxy.com.

Whether shopping for sports equipment and apparel, footwear, or outdoor summer essentials, paying with Affirm is simple. After selecting Affirm at checkout, approved consumers can split purchases into biweekly or monthly payments up to 36 months, for as low as 0% APR. As always, every time a consumer chooses Affirm, they go through a quick eligibility check. If approved, they will see personalized payment plans and no late or hidden fees, ever.

“Providing our athletes with a seamless shopping experience and flexible payment options is extremely important to our team,” said Josh Conklin, Sr. Director, Treasurer at DICK'S Sporting Goods. “With the success of the partnership to date, integrating Affirm directly into our online checkout process was a natural next step. We’re excited to continue giving our athletes control, clarity, and convenience in how they pay, so they’re ready for every season.”

“It’s clear that consumers love to ‘Affirm’ their DICK’S purchases via the Affirm app, and with summer shopping season in full swing, this was the perfect time to bring Affirm directly into the checkout experience,” said Pat Suh, SVP of Revenue at Affirm. “We’re excited to build on our partnership with DICK’S and offer an even simpler, more seamless way for shoppers to pay over time – always with no late or hidden fees.”

DICK’S Sporting Goods is one of nearly 360,000 retail partners who trust Affirm to deliver superior value to their customers.

About DICK’S Sporting Goods

DICK’S Sporting Goods (NYSE: DKS) creates confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, the leading omni-channel retailer serves athletes and outdoor enthusiasts in more than 850 DICK’S Sporting Goods, Golf Galaxy, Public Lands and Going Going Gone! stores, online, and through the DICK’S mobile app. DICK’S also owns and operates DICK’S House of Sport and Golf Galaxy Performance Center, as well as GameChanger, a youth sports mobile platform for live streaming, scheduling, communications and scorekeeping.

Driven by its belief that sports have the power to change lives, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving and employment opportunities can be found on dicks.com, investors.dicks.com, sportsmatter.org, dickssportinggoods.jobs and on Instagram, TikTok, Facebook and X.

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.

Rates from 0–36% APR. For example, a $800 purchase might cost $72.21/mo over 12 months at 15% APR. Payment options through Affirm are subject to an eligibility check, may not be available everywhere, and are provided by these lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required. For licenses and disclosures, see affirm.com/licenses.

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