Affirm and REVOLVE expand partnership to bring flexible payment options to shoppers in Canada and the UK

December 15, 2025



TORONTO & LONDON – December 15, 2025 – Affirm (NASDAQ: AFRM), the payment network that empowers consumers and helps merchants drive growth, and Revolve Group, Inc. (NYSE: RVLV), the next-generation fashion retailer for Millennial and Generation Z consumers, today announced an expansion of their partnership that makes it easier for shoppers in Canada and the UK to purchase the looks and styles they love without any late or hidden fees.

Eligible shoppers in Canada and the UK will now 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, SRG, Eaves, GRLFRND Denim, and more.

Whether shopping for a new winter sweater or a festive cocktail dress, approved shoppers in Canada and the UK can now split their purchases with Affirm. The process is simple: after selecting Affirm at checkout, consumers go through a quick, real-time eligibility check. If approved, they can choose the customized payment plan that best suits their needs and rest assured that they will never pay any late or hidden fees.

The expansion builds on Affirm and REVOLVE's existing partnership, which launched in the US earlier this year. This also comes as REVOLVE continues to scale globally and meet growing consumer demand for flexible, transparent payment options.

"At REVOLVE, curation shapes every step of the customer journey - from discovering a new piece to paying at checkout," **said Mike Karanikolas, Co-Founder and Co-CEO, REVOLVE Group Inc.** "Expanding our partnership with Affirm into Canada and the UK extends that standard to more consumers across the globe, offering simple, transparent payment options that fit naturally into the way they shop."

"We've been proud to work with REVOLVE in the U.S. over the past several months, giving their customers more choice and clarity when shopping for their next favourite look," **said Wayne Pommen, Chief Revenue Officer at Affirm.** "Expanding into Canada and the UK lets even more shoppers take advantage of that experience - flexible payment options, upfront pricing, and zero late or hidden fees ever."

Nearly 420,000 merchants across the globe trust Affirm at checkout, including leading brands like Adidas, Canada Goose, Net-a-Porter, Stitch Fix, StockX, The RealReal, and more. Fashion and beauty purchases on Affirm's network grew 30% year-over-year as of the quarter ended September 30, 2025.

About Revolve Group, Inc.
Revolve Group, Inc. (NYSE: 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, beauty and home products. 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 an assortment of curated and elevated 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.

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In Canada: Rates from 0-31.99% APR (subject to provincial regulations). Payment options through Affirm Canada Holdings Ltd. ("Affirm") are subject to an eligibility check and depend on purchase amount, vary by merchant, and may not be available in all provinces/territories. A down payment (or a payment due today) may be required.

In the UK: Affirm is a form of credit. Credit subject to credit check. Terms apply. U.K. residents only, 18 and over with a bank account or a debit card. Credit is subject to a minimum spend, which may vary from time to time. Missed payments could affect your financial status.

22% Representative APR.

Affirm UK Limited provides consumer credit products and is authorised and regulated by the Financial Conduct Authority ("FCA") for carrying out regulated consumer credit activities (firm reference number 756087). Company number 10199101, with its registered Office is at C/O TMF Group, 1 Angel Court, 13th Floor, London, EC2R 7HJ. Affirm is the trading name of Affirm UK Limited.

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