# Affirm's FY2025 Impact Report — progress toward a more honest, inclusive, and sustainable financial future

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Affirm was built to fix a broken credit system.

Traditional credit cards are designed for complexity, and profit from people's confusion: balances that linger, interest that grows quietly, and fees that pile on when people slip up.

We started Affirm to change that. We believe credit should work *for* and *with* people — not against them. We believe credit should come with clarity and financial products should improve people's lives.

At our core, Affirm is about operating in the open. With that in mind, we recently published our 2025 Corporate Impact Report. The report covers the fiscal year that ended June 30, 2025, and lays out what we did, where we made progress, and what we're leaning into next.

This year's report focuses on four big areas: expanding responsible access to credit, highlighting how we govern and operate, further understanding our environmental impact, and investing in our people and the communities around us. Those priorities come from a simple belief: doing right by consumers, employees, partners, and the planet is how you create long-term value.

Everything in the report is rooted in our values — simpler is better, no fine print, people come first, it's on us, and push the envelope — and shows how those values shape our products, our day-to-day decisions, and how we measure progress.

**Key highlights from our latest Impact Report**

**Expanding access to responsible credit**
At the heart of Affirm's business is a commitment to building trust among consumers and broadening access to responsible credit. In FY'25:

- **Affirm served ~23 million active consumers** with **$0 in late fees—ever,** continuing a more-than-decade-long commitment to transparent lending and eliminating punitive charges. **The company supported ~377,000 active**

**merchants,** spanning every U.S. state.
- **53% of consumers had FICO scores below 660**, demonstrating Affirm's ability to responsibly expand access to credit to underserved borrowers by looking beyond traditional credit scoring systems.
- The **average Affirm consumer had a FICO of 649 and household income of ~$73,000**, reflecting a diverse financial profile across age groups, regions, and economic backgrounds.
- Affirm analysis indicates U.S. households could have saved **up to $18B in 2024** by using Affirm instead of revolving credit card debt. Subprime and deep subprime households could have saved **~$840** each.
- Affirm also continued its leadership in national policy conversations by joining **MoreThanFair,** a coalition working to advance inclusive and transparent lending.
- **$36.7B in FY'25 GMV** , with **95% of transactions** from repeat users.
- **134M+ annual transactions** and **5.8 transactions per active consumer** — signaling trust and ongoing utility.

**A people-first company: culture, inclusion and employee investment**
Affirm's people remain core to its mission. In FY'25, the company continued to build a remote-first, high-performance, inclusive culture:

- **94% of employees said Affirm is a "great place to work,"** compared to 57% at a typical U.S. company, according to Great Place to Work®.
- Affirmers logged **over 45,000 learning hours,** with an average of **23.3 hours per employee,** supported by a range of professional development, leadership coaching and continuing education programs.
- Affirm's **15 Employee Resource Groups** hosted more than **80 cultural and community events,** while executive sponsorship of ERGs increased by **80%,** strengthening leadership accountability for inclusion.
- The company company continued its **transparent compensation practices,** including published pay structures and frequent compensation reviews.
- Affirm expanded comprehensive global benefits, including **$0 employee medical premiums**, mental health support, generous parental leave, and flexible time-off programs.

**Supporting communities through Affirm Cares**
Affirm's employee-led 501(c)(3), **Affirm Cares**, continued to drive grassroots impact:

- Since launch, employees have contributed **over $1 million**, with **$765,000 in grants** awarded to nonprofits nationwide.
- Support focused on three pillars: **Financial Literacy & Inclusion, Technology Education & Training,** and **Vibrant Communities** —from K–12 coding programs to housing stability initiatives.

**Strengthening environmental stewardship**
While Affirm's remote-first model naturally reduces its environmental footprint, the company advanced efforts to measure and minimize its impacts:

- In FY'25, **91% of Affirm's office footprint** was located in **LEED Gold or Platinum–certified buildings,** and the company maintains a formal **Environmental Policy** to guide resource management.
- Affirm reported **~40,000 metric tons of $CO_2$ emissions** for FY'24 (Scope 1, 2, and 3), with **99% of emissions classified as Scope 3,** and completed its first independent **limited assurance** review of emissions.
- Affirm diverted **nearly 16 tons of waste** from landfills at its San Francisco office alone through recycling and composting programs, and recycled **563 laptops** along with nearly **3,400 lbs** of electronic waste across facilities.

**Governance, security and transparency**
Strong governance remains the backbone of Affirm's mission.

- The **Nominating & Governance Committee** oversees Affirm's broader sustainability program, while the **Compensation Committee** oversees elements of the sustainability program relating directly to human-capital.
- Affirm continued its commitment to transparency by conducting broad stakeholder engagement, including engagement with some of its top investors on the topics of governance, compensation and sustainability
- Affirm maintained its industry-leading security posture, including **PCI DSS Level 1, SOC 1 & 2 Type 2,** and a robust NIST-aligned cybersecurity program.
- Affirm's leadership invested deeply in risk management, ethics training, and responsible technology development.

Our impact is interconnected. How we build products, support Affirmers, and invest in communities all serve the same purpose: doing right by people while building a strong, sustainable business.

You can read the full 2025 Impact Report here.