Affirm expands internationally by launching in Australia

November 3, 2021

Affirm Now Available to Pay Over Time in Australia for Peloton's Bike and Bike+ at 0% APR with No Fees



SAN FRANCISCO – November 3, 2021 – Affirm Holdings, Inc. (NASDAQ: AFRM) ("Affirm" or the "Company"), the payment network that empowers consumers and helps merchants drive growth, today announced its official launch in Australia by expanding its partnership with Peloton, the leading interactive fitness platform that pioneered connected, technology-enabled fitness. Affirm's launch in Australia represents the Company's entry into the Asia Pacific region, advancing its continued growth through international expansion.

Effective today, Affirm is now available to eligible consumers to pay over time in Australia for Peloton's Bike and Bike+ at 0% APR over 12, 24, 39 or 43 months. As always, Affirm's 0% APR offerings have no late or hidden fees, ever.

According to a statement from Affirm:

"International expansion is a key part of Affirm's next phase of growth and we are thrilled to take this step by launching in Australia to support a great partner in Peloton. We have been laying the groundwork for extending the reach of our mission by enhancing our capabilities to serve our merchant partners wherever they operate. We believe Australia is an attractive market with consumers that greatly appreciate more flexible payment options. We look forward to forging deep and trusted relationships with Aussies as we help make Peloton's leading connected fitness products more accessible with no gotchas or late fees, while advancing our disciplined expansion."

Built upon core principles of simplicity, transparency, and putting people first, Affirm's mission is to deliver honest financial products that improve lives. Since its founding in 2012, Affirm has charged $0 in late or hidden fees.

To read more, visit https://www.onepeloton.com.au/press/articles/making-it-easier-to-become-part-of-the-peloton-community-au-update.

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 credit cards and other pay-over-time options, we show consumers exactly what they will pay up front, never increase that amount, and never charge any late or hidden fees.

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