



Affirm partners with NutriBullet to bring wellness seekers a better way to pay for products that boost overall health

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Best-selling blender in America available in simple monthly payments, with no hidden or late fees



SAN FRANCISCO – September 16, 2020 – [Affirm](#), a more flexible and transparent alternative to credit cards, today announced a partnership with [NutriBullet®](#), the leader in nutrient extraction and industry-leading blender franchise in the U.S. Now, eligible shoppers can invest in kitchen appliances that create perfectly proportioned smoothies, juices, soups, sauces and more, enjoying now and paying over time.

By selecting Affirm at checkout, approved NutriBullet customers can split the total cost of any purchase over \$50 into monthly payments such as three, six, or 12 months, for as low as 0% APR. They are shown the total cost of their purchase and will never pay more than they agree to upfront. Affirm never charges customers any late or hidden fees. For example, a \$200 purchase might cost \$67/mo over three months at 0% APR.

"NutriBullet's innovative products open up a world of possibilities for people to improve their wellness routine at home with quick, convenient solutions designed to enrich a variety of lifestyles," said Rich Krause, Chief Executive Officer at NutriBullet. "Our partnership with Affirm gives buyers increased flexibility with their payments using simple, easy-to-understand terms and a straightforward plan."

"[With home chefs on the rise and nutrition top of mind](#), people are looking to upgrade their kitchen appliances. Together with NutriBullet, we're bringing them the confidence and flexibility to do so," said Silviya Martincovic, Chief Commercial Officer at Affirm. "By delivering a transparent payment option, one without penalties, that is suited to a shopper's needs, we will help even more people live a healthy lifestyle."

NutriBullet joins over 6,000 Affirm retail partners, including leading kitchen and lifestyle brands like KitchenAid, Breville, West Elm, YETI Coolers, and more. Offering Affirm at checkout can drive overall sales, increase average order value, and increase customer repurchase rates. In 2019, merchants using Affirm reported 85% higher average order values when compared to other payment methods, and 67% of Affirm's loans were from repeat customers.

About Affirm

Affirm is purpose-built from the ground up to provide consumers and merchants with honest financial products and services that improve their lives. We are revolutionizing the financial industry to be more accountable and accessible while growing a network that is beneficial for consumers and merchants. Affirm provides more than 5.6 million consumers a better alternative to traditional credit cards, giving them the flexibility to buy now and pay over time at virtually any store. Unlike payment options that have late fees, compounding interest and unexpected costs, Affirm shows customers up front exactly what they'll pay — with no hidden fees and no surprises. Affirm partners with over 6,000 merchants in the U.S., helping them grow sales and access new consumers. Our merchants include brands like Walmart, Peloton, Oscar de la Renta, Audi, and Expedia, and span verticals including home and lifestyle, travel, personal fitness, electronics, apparel and beauty, auto, and more. Loans are made in partnership with Affirm's originating bank partner Cross River Bank, Member FDIC.

About Capital Brands Distribution, LLC.

We believe that good nutrition has the power to transform lives and that we all deserve the best nutrition. Since 2003, Capital Brands Distribution, LLC., has been on a mission to inspire and enable transformational nutrition for people all around the world. We do this by designing and delivering an ecosystem of products that strive to integrate better nutrition into everyday life. We are most well known for being the leading innovators of the NutriBullet® and Magic Bullet® nutrient extractor franchises with over 70 million happy customers worldwide. Available at major North American retailers, including Macy's, Bed Bath & Beyond, Wal-Mart, Costco, Canadian Tire, Target and Kohl's, and sold in numerous countries including Australia, New Zealand, Western/Eastern Europe, Middle East, Africa, Latin America, and Asia. Our goal is to make nutrition simple, easy, and impactful.

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