Affirm and StubHub kickoff new partnership

January 21, 2020

Just in time for the Super Bowl, consumers can purchase event tickets now and pay over time



SAN FRANCISCO – January 21, 2020 – Affirm, Inc., the financial technology company that provides transparent and consumer-friendly payment alternatives to cash and traditional credit, today announced a new partnership with StubHub that enables fans to purchase live event tickets now and pay for them over time. This offering is available to U.S.-based consumers, making it easier than ever before to attend their dream events.

> "Whether it's dancing in the front row of your favorite band's show or cheering on your team at the championship game, these experiences can create lifelong memories. We're excited to partner with StubHub, the world's most trusted ticket marketplace, to bring flexible payment options to fans across the country."
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> **- Silvija Martincevic, Chief Commercial Officer at Affirm**

Just in time for the Super Bowl

A recent study conducted by Affirm revealed that while 78% of football fans would like to attend the big game and cheer on their favorite team, cost is the biggest barrier. Seventy-six percent of respondents have never attended the Super Bowl and say the costs associated with attending the event are to blame.

StubHub and Affirm, a winning combination for fans

With U.S. credit card debt at an all-time high and many consumers looking to kick off the new year with better financial habits, they're demanding more transparent financial products that align with their interests. Accordingly, when it comes to purchasing sports tickets:

- **64%** want a pay-over-time option for sporting event tickets;
- **60%** feel more favorable toward brands that offer flexible payment methods; and
- **59%** avoid their credit cards when paying for these tickets.

> "StubHub has tickets to the hottest shows and biggest games even when they're sold out everywhere else. Whether you're just looking to get in the door or want to feel like a VIP, we have a seat that's just right for your budget. Our new pay-over-time option with Affirm makes it possible for even more fans to make their bucket list events a reality."
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> **- Olivier Ropars, Chief Marketing Officer at StubHub**

How to get started

When paying for tickets, StubHub customers can select Affirm, provide five simple pieces of information and receive a credit decision within seconds. Once approved, customers have the option to spread out the cost of their tickets over 3, 6 or 12 months with interest rates ranging from 10-30% APR. Monthly payment amounts are shown in real dollars instead of hard-to-calculate percentages, so consumers always know exactly what they owe with no hidden or late fees. Customers never pay a penny more than what they agree to at checkout. Affirm is available as a payment option on most StubHub purchases ranging from $99 to $17,500.

Fans are ready to celebrate

With the big game less than two weeks away, Americans also shared some of their favorite Super Bowl traditions:

- **91%** are excited about the halftime show performance;
- **54%** watch the big game with their family; and
- Top Super Bowl snacks include: chicken wings (**38%**), pizza (**24%**) and chips & dip (**15%**).

Download the Affirm app or visit StubHub.com to purchase live sports, music or theatre tickets today.

About Affirm

Affirm was founded with the goal of creating honest financial products and services that empower consumers and improve lives. Our goal is to revolutionize the banking industry to be more accountable and accessible to consumers. Today, Affirm provides millions of shoppers an alternative to traditional credit cards at the point of sale, giving them the flexibility to buy now and make simple monthly payments for their purchases. Unlike payment options that have compounding interest and unexpected costs, Affirm shows customers up front exactly what they'll pay each month — with no hidden fees and no surprises. Affirm gives shoppers the ability to pay over time at any store and also partners with over 4,000 merchants including well-known brands across retail like home furnishings, travel, personal fitness, electronics, apparel and beauty, and more. Loans are made in partnership with Affirm's originating bank partner Cross River Bank, Member FDIC.

About StubHub

At StubHub, our mission is to bring the joy of live to fans globally. As the world's most trusted ticket marketplace spanning 44 countries, we enable fans to buy and sell tickets to tens of thousands of events, whenever and wherever fans want to be. Backed by award-winning customer care, StubHub's FanProtect™ Guarantee means every ticket is guaranteed valid or you'll receive a replacement ticket of equal or better value, or your money back. Our business partners include more than 130 properties globally across the NFL, MLB, NBA, NHL, MLS, WWE, NCAA, Matchroom Boxing, plus Paciolan, Tessitura and Roundabout Theatre Company. StubHub provides the total end-to-end event going experience throughout the world. StubHub is an eBay company (EBAY). For more information on StubHub, visit StubHub.com or follow @StubHub on Twitter, Facebook, Instagram or LinkedIn.

About the Survey

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