

Accelerating adoption of the Affirm Card



The Affirm Card™ makes it easier to unlock the full power of Affirm in-store or online, providing the flexibility to pay now or request to pay over time in the Affirm app.

- 1

Increasing frequency and engagement
- 2

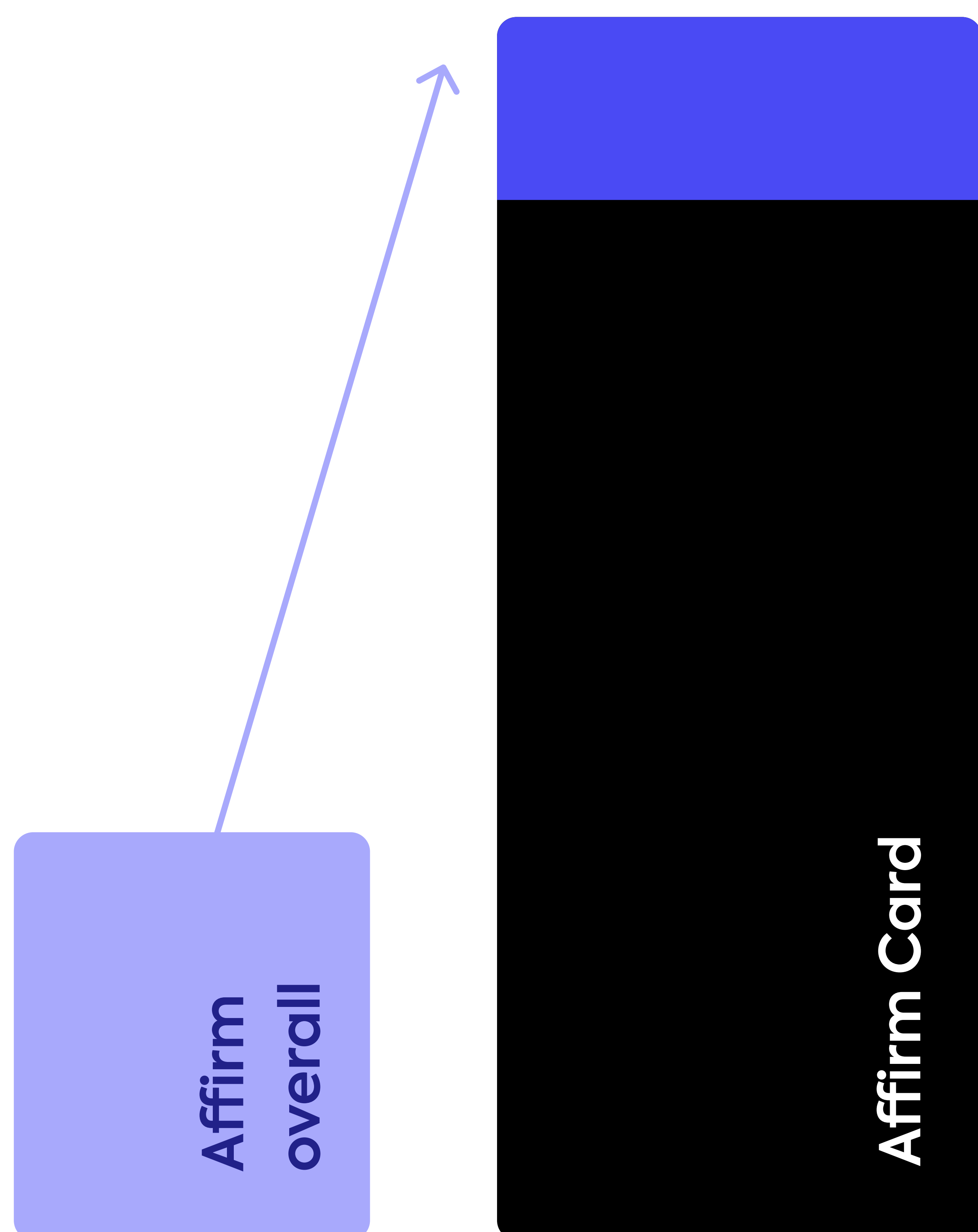
Driving growth of D2C business
- 3

Empowering consumers to live better financial lives

Driving greater frequency and engagement

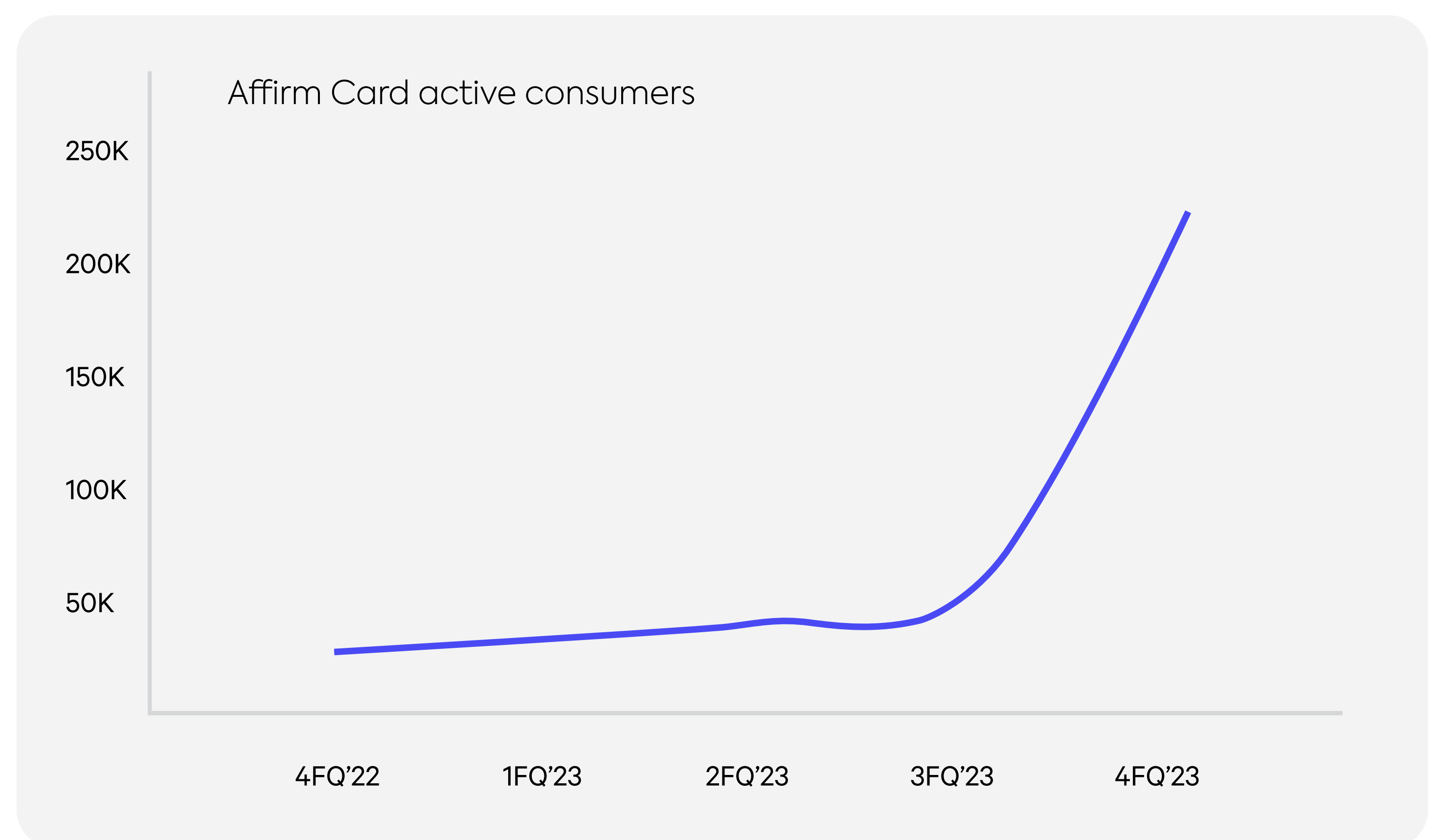
3x

higher transactions per active user with Affirm Card vs. Affirm overall

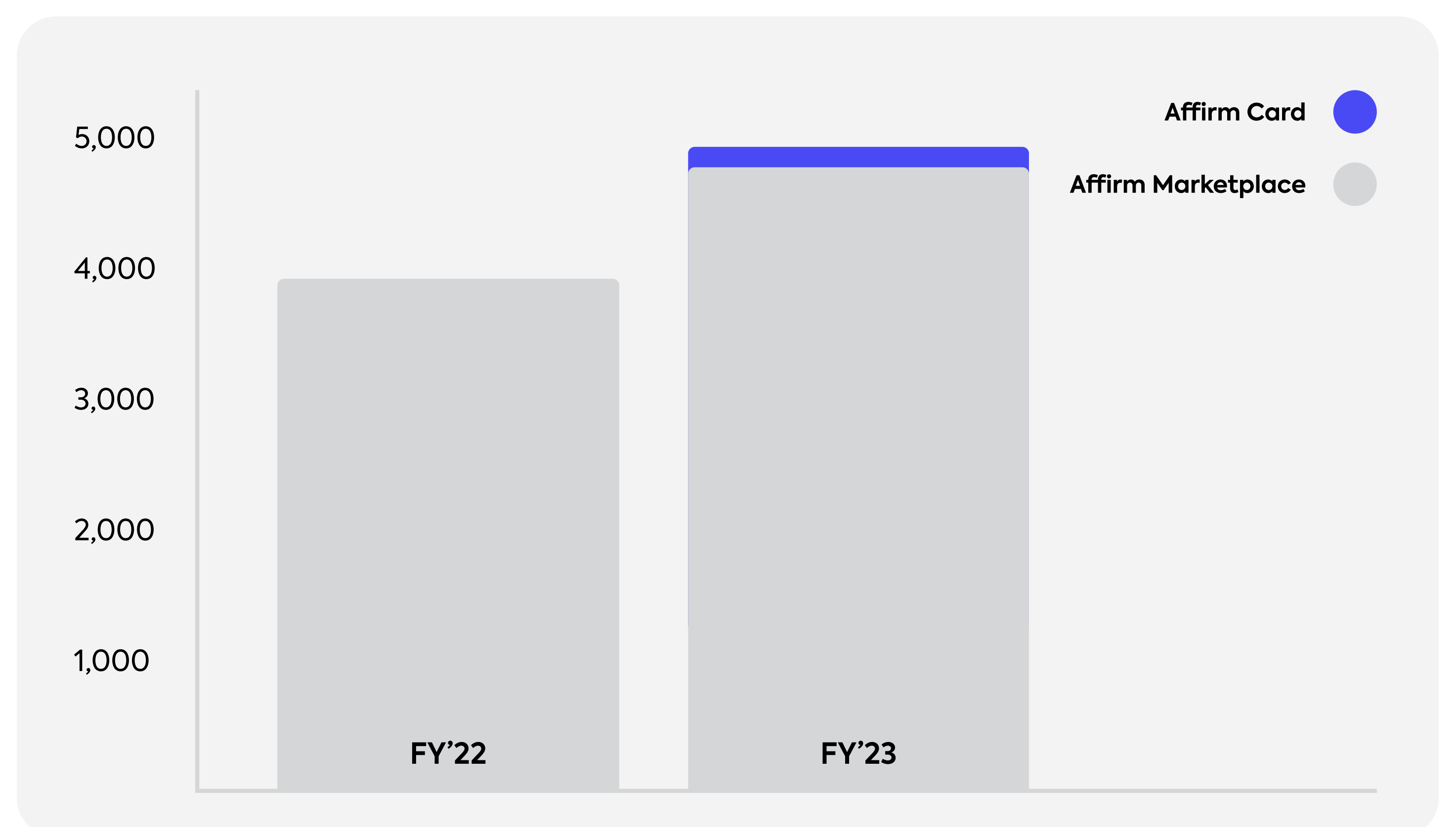


Growing Affirm's direct-to-consumer (D2C) business¹

>300K active Affirm Card consumers as of mid-August



26% year-over-year growth in Affirm D2C gross merchandise volume (GMV) for FY'23

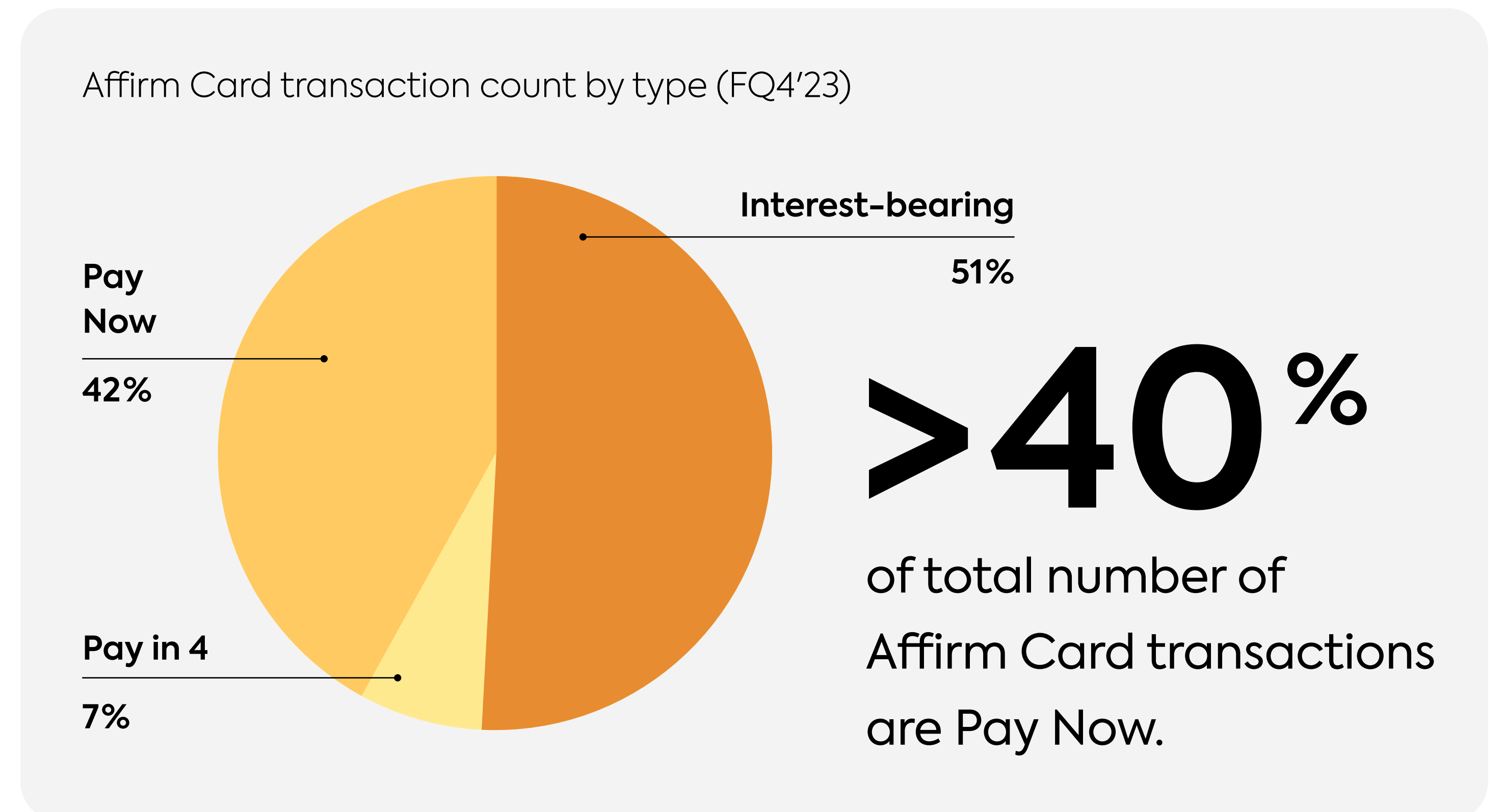
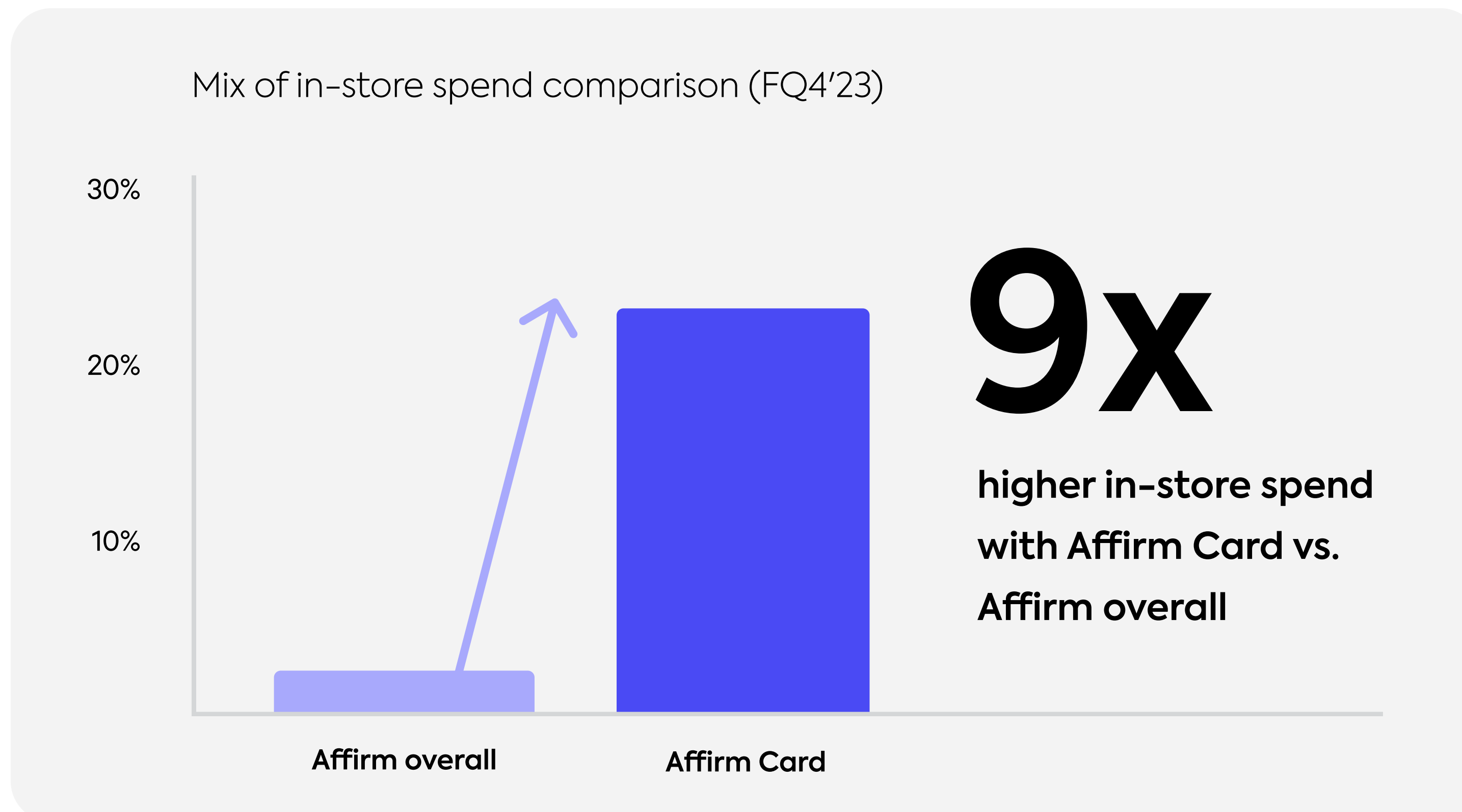


¹ Affirm's D2C business now consists of two transaction types: Affirm Marketplace and Affirm Card. Affirm Marketplace transactions are initiated by consumers through the Affirm mobile app or Affirm website but not facilitated via the Affirm Card. These transactions may occur either via a one-time use virtual card, or via a direct integration with the merchant. Affirm Card transactions are initiated by consumers via the consumer's Affirm Card rather than through an Affirm direct integration checkout flow. These transactions may be initiated either through the Affirm app or via a physical card.


Unlocking opportunities and expanding Affirm's total addressable market

85% of all U.S. retail spend occurs offline

Supporting broader range of transactions



Maintaining strong unit economics



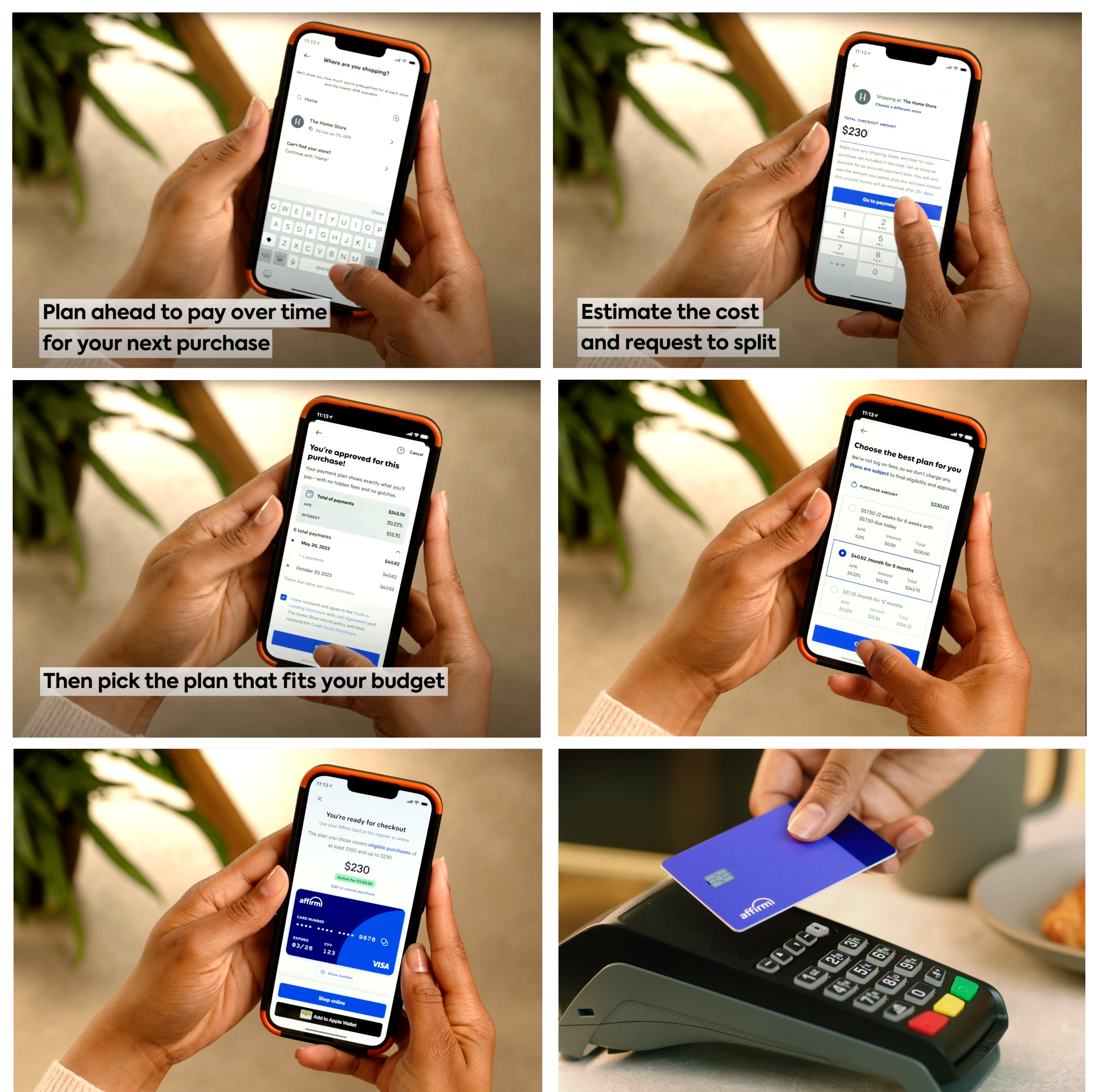
Revenue Less Transaction Costs as a percent of GMV of Affirm Card is **similar to the overall business**

The majority of Affirm Card GMV is simple interest-bearing. As always with Affirm, simple interest is based on a fixed amount at checkout, without any fees or compound interest (i.e. no interest on interest)

Empowering consumers to live better financial lives

How it works

The Affirm Card is a debit card that allows consumers to pay for purchases now, or request to pay for purchases over time right from the Affirm app. Consumers can request a payment plan in the app before checking out or link their bank account to pay with the Affirm Card almost anywhere, and use the app to request payment plans for eligible purchases after swiping or tapping.



The Affirm Card is a Visa® debit card issued by Evolve Bank & Trust, Member FDIC, pursuant to a license from Visa U.S.A. Inc.

Cautionary note about forward-looking statements: This document contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended, that involve risks and uncertainties. All statements other than statements of historical fact are forward-looking statements, including statements regarding: the Company's strategy and future operations, including the Company's partnerships with certain key merchants and commerce platforms as well as its engagement with existing and prospective originating bank partners; the development, innovation, introduction and performance of, and demand for, the Company's products, including the Affirm Card; the Company's ability to maintain funding sources to support its business; acquisition and retention of merchants and consumers; the Company's future growth, investments, network expansion, product mix, brand awareness, financial position, gross merchandise volume, revenue, transaction costs, operating income, provision for credit losses, and cash flows; and general economic trends and trends in the Company's industry and markets. These forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements.