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

Growing Affirm’s direct-to-consumer (D2C) business

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

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

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

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.

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)

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