

## Media Release

# Zip Expands Ecommerce Reach, Partnering with Adyen to Offer BNPL at Global Checkouts

*Through local market acquiring, Adyen will process payments for Zip and its global affiliates*

**Sydney - 30 September 2021:** [Zip Co Limited \(ASX: Z1P\)](#), a leading global Buy Now, Pay Later (BNPL) company, has announced a global partnership with all-in-one payments platform, Adyen ([AMS:ADYEN](#)). Zip will provide merchants in the Adyen network – including , Chemist Warehouse Bugaboo, and Yours Clothing – access to its innovative Buy Now Pay Later (BNPL) solutions at checkout.

Some of the world’s biggest retail and technology companies use the Adyen platform to accept payments in a single system, enabling revenue growth online, on mobile devices and at the point of sale. These merchants will now have the option to effortlessly add Zip to their checkout pages, enabling their customers to Buy Now, Pay Later using Zip.

Under the agreement, Adyen will also become a payment processing partner of Zip and its global affiliates, processing consumer repayments when they use a credit or debit card.

It comes as Zip and the BNPL sector continue to gain momentum globally. Zip data shows the availability of flexible and transparent payment options is helping retailers to deliver a seamless checkout experience for consumers, while driving increased sales (+20 percent), Average Order Value (+60 percent) and Repeat Customer Rate (+80 percent) for some merchants.

**Warren Hayashi, President of Asia-Pacific, Adyen commented:** *“We built Adyen to meet the changing needs of today's fast-growing global businesses, including access to alternative payment solutions like Zip. Consumers are increasingly looking for more choice and transparency at checkout, and this partnership gives Adyen merchants the means to meet that demand, with transparent financing solutions from an innovative leader in BNPL.”*

**Larry Diamond, CEO and Co-Founder of Zip said:** *“Like Zip, Adyen was founded as an alternative to outdated ways of doing things, which were no longer fit for purpose. We want Zip to be the first payment choice, everywhere and everyday and working with leaders like Adyen will help us get there sooner, enabling us to reach millions more people worldwide with our fair, accessible and innovative payment solutions.”*

Zip's instalment payment platform will be available to new and existing Adyen online merchants in Australia, New Zealand, the U.K. and U.S.

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#### **About Zip**

ASX-listed Zip Co Limited (Z1P: ASX) or ("Zip") is a leading global financial services company, offering innovative, people-centred products that bring customers and merchants together. On a mission to be the first payment choice everywhere and every day, Zip offers point-of-sale credit and digital payment services in 13 markets around the world, including through strategic investments, connecting millions of customers with its global network of tens of thousands of merchants.

One of the fastest-growing BNPL companies globally, Zip has a presence in Australia, Canada, Czech Republic, Mexico, New Zealand, the Philippines, Poland, Saudi Arabia, South Africa, UAE, the United Kingdom, and the USA. Zip provides fair, flexible and transparent payments options to individual consumers and SMBs, helping them to take control of their financial future and helping merchants to grow their businesses. Zip is committed to responsible lending and also owns Pocketbook, a leading financial management tool. Founded in Australia in 2013, Zip now employs over 1,000 Zipsters worldwide.

For more information, visit: [www.zip.co](http://www.zip.co)

#### **About Adyen**

Adyen (AMS: ADYEN) is the payments platform of choice for many of the world's leading companies, providing a modern end-to-end infrastructure connecting directly to Visa, Mastercard, and consumers' globally preferred payment methods. Adyen delivers frictionless payments across online, mobile, and in-store channels. With offices across the world, Adyen serves customers including Lorna Jane, the Cotton On Group, Nando's, Freelancer.com, Kogan.com, Budgy Smuggler, Movember, Showpo, Rodd & Gunn, and Jurlique.