GoVerify protects people from impersonation and deception fraud by validating the correspondence received from a trusted organisation is genuine without having to disclose any personal information.

GoVerify verifies calls, emails, texts and letters.
Payments as a Profit Driver:
A new channel to acquire customers, sell ancillaries, and provide a better customer experience

Brad Ferry, Senior Account Executive - Travel
Spending habits are shifting
TOWARDS MONTHLY PAYMENT MODELS

Airline Travel Payment Summit, 2019, #ATPS
Demand for pay over time is growing

Evolving Consumer Behavior & Spending Habits

The gig economy has made inconsistent income the new norm

Skepticism of credit cards and growing student loan debt reduces spending power and lengthens purchasing windows

Millennials spend nearly 50% of their income on rent
Consumers are increasingly wary of credit cards

- 65% of Americans have a fear of unpredictable debt
- 32% don’t know how long it will take to pay off
- 55% pay for vacations with cash or debit only
Price remains top of mind

<table>
<thead>
<tr>
<th>68%</th>
<th>57%</th>
<th>67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research multiple sites before booking travel</td>
<td>Unable to book a vacation due to cost considerations</td>
<td>Take a trip if they could pay for it over time with something other than a credit card</td>
</tr>
</tbody>
</table>
### Offering installments offers new solutions

**LESS RISK AND GREATER FLEXIBILITY**

<table>
<thead>
<tr>
<th>For Customers</th>
<th>For Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offers new financing options</td>
<td>Drives incremental customer acquisition</td>
</tr>
<tr>
<td>Increases purchasing power and velocity</td>
<td>Increases conversion by lowering price barrier</td>
</tr>
<tr>
<td>Communicates convenience, flexibility and trust</td>
<td>Creates a compelling incentive to purchase directly</td>
</tr>
</tbody>
</table>

Airline Travel Payment Summit, 2019, #ATPS
Expanding purchasing power
Increase ancillary travel attachments.

Drive incremental conversion.

Grow brand loyalty.

Accelerate planing & booking.

...to grow your business and align with long term goals

Airline Travel Payment Summit, 2019, #ATPS
| Increase customer lifetime value | Average order value lift | +90% |
| Attract a younger generation | Repeat purchase rate* | 25% |
| Unlock additional volume | Mobile checkouts | 60% |
| | Millennial passengers | 52% |
| | Conversion Increase | +10% |
| | New Customers Acquired | 30% |

*Repeat in 6 months
**Customers previously shopped with Affirm with other partners.
Customer purchases
Customer selects Affirm payment plan at checkout, completes app & confirms loan

Customer pays monthly
Customer makes equal monthly payments to Affirm for the life of loan

Merchant gets paid
Paid in full within 1-2 business days via bank transfer

Risk free
Affirm assumes all the repayment and fraud risk
Sorry banks. Millennials hate you. 

The Millennial Disruption Index

Identifies the industries most likely to be transformed by Millennials, the largest generation in American history.

3 years
15 categories
200+ interviews
10,000+ respondents

Methodology:

Banking is at the highest risk of disruption.

53% don't think their bank is financial enough.
71% would rather go to the dentist than listen to what banks are saying.

1 in 3 are open to switching banks in the next 60 days.

“I don't see the difference between my bank and all the others.”

8:37 AM - 6 Mar 2014

346 Retweets 196 Likes
Installments are a critical differentiator in a market that lacks differentiation.
AFFIRM’S MISSION

Deliver honest financial products that improve lives

Max Levchin
CEO of Affirm
Co-founder of PayPal

Forbes 2019 FINTECH50
World’s Most Innovative Companies of 2016
That means
No gotchas.
No deferred interest.
No late fees.
No fine print.
Honest finance

Good for your customers.
Good for your business.
Good for your customers

Pay-over-time, the way they want, with no frills and no surprises.
Empower customers
to travel now by
paying later.

Good for
your business
It’s about accessibility

“

This year the priorities were my boyfriend’s graduation & my vacation to Mexico.

I booked an extra trip to Chicago because I was approved for enough to cover all of my trips.

– Erica

*actual customer feedback, summarized*
Cross-Demographic appeal

STRONG ADOPTION AMONGST MILLENNIALS & GEN-XERS

- 19% BABY BOOMERS
- 42% GEN X
- 39% MILLENNIAL

Airline Travel Payment Summit, 2019, #ATPS
More than a FICO score

AFFIRM APPROVES 20% MORE APPLICANTS THAN MAJOR CREDIT CARDS

Airline Travel Payment Summit, 2019, #ATPS
Entice customer loyalty

“Usually I don’t use websites like CheapAir, Affirm was the tipping point.”

– Naomi

*actual customer feedback, summarized
I had two trips planned this year, both back to back, and booked sooner with Affirm because it was easier than paying up front.

I normally fly Southwest, but used CheapAir because of Affirm.

– Tom
More than just a form of payment at checkout

ON-SITE

HOMEPAGE

SEARCH RESULTS

PRODUCT DETAIL PAGE

CART

CHECKOUT

OFF-SITE

FACEBOOK

GOOGLE

INSTAGRAM

Acquisition

Consideration

Conversion

Airline Travel Payment Summit, 2019, #ATPS
0% APR over 6 months

Pay for your flight purchase over 6 months at 0% APR

LEARN MORE

Buy Flights Now and Pay Over Time

Valentine’s Day is not far away so you could buy flights up to $1000 and have the option to pay in 3 or 6 months interest free!

For example, if you make a $1,000 purchase on airline tickets, you might pay $166.67/mo over 6 months at 0% APR.

Terms apply: A down payment may be required

Buy with monthly payments
Get a real-time decision.

Let's face it, flying home for Thanksgiving can get expensive. That's why we're offering travelers 0% APR financing through our partner Affirm on Thanksgiving flights!

You can finance your Thanksgiving flights on CheapAir.com with our partner Affirm by selecting "Monthly Payments" at checkout. Travel between November 16th – 26th, 2017.

Planning your trip has never been more attainable and affordable.

Search Flights
Maintain consistency with your brand
And leverage an existing network of buyers

A program designed for travel

Curated buyer journeys that boost your program

An engaged network of millions of happy shoppers
An engaged network of millions of happy shoppers

2.1M+ customers are already buying with Affirm across

2,000+ of the largest US eCommerce sites.

300M+ U.S. eyeballs see and recognize the Affirm brand on partners’ product pages every month and

83+ of those users promote the service to their friends
Strong traction with industry leading brands

OVER 2,000 MERCHANTS USE AFFIRM

Walmart
Peloton
Warby Parker
Casper
Joybird Furniture
Wayfair
Reverb
David Yurman
DJI
Cole Haan
Expedia
Motorola
Tradesy
Carid
The RealReal
Leesa
Including the largest global brands in travel

SELLING FLIGHTS, HOTEL ROOMS, AND MORE

priceline.com
Expedia
cheapOair
ORBITZ
CheapAir.com
Fareportal
Outdoorsy
ENVISION
SUITENESS
CityPASS
BANDAGO
JusCollege
ALTERNATIVE AIRLINES
SmartFares
JetSuiteX
asap tickets
and more...
Thank you!

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