

For Immediate Release

WHAT IS SPLITIT?

Splitit is an Australian payment solution that allows shoppers to use their existing credit card to pay over time with no interest. Splitit has engaged the Ricciardi Group for their launch into the highly crowded and heavily funded US market to refine and tighten their brand positioning and create a new visual identity to merchants and shoppers.

TAKING ON BIG PLAYERS IN THE MARKET

RG uncovered the fact 70% of credit card holders don't use the credit they already have to avoid interest. Splitit is unique in allowing shoppers to use their current credit cards to pay over time with no applications, interest or fees. Other plans require opening new lines of financing, often targeting younger millennial and Gen Z shoppers without credit, encouraging them to buy now pay later, potentially adding to the mountain of consumer debt.

We used this to build a lighthouse identity that empowers shoppers to use the credit they already have on their terms—letting them choose how they want to split payments at check out. This unique positioning allowed us to focus on a slightly more established, financially savvy shopper, giving them the power to control their cash flow. And not surprisingly, this is an especially relevant message in today's market. Headlines evolved from "Split payments in split seconds" to "We have no interest in interest" and "The next big thing in payments is small."

The new positioning inspired a more sophisticated visual identity and brand campaign. The new work includes a richer color palette, black and white photography and a unique brand mark that serves as a visual portal to focus the eye on the items one might choose to pay over-time using Splitit.

BRINGING IT TO MARKET

The full campaign rolls out throughout the quarter with a new website (just launched), merchant sign up kit, paid social, digital and highly target merchant campaign that will be focused on sign up for merchants and building consumer awareness. But the brand story has already shown strong traction in market. Working with Raise Communications Group, the brand has garnered 10+ articles this Spring around the brand story. Merchant sign is up +20% Q1, as compared to last quarter. In addition, we saw merchant sales volume increase 152% in April compared to the same period in March 2020.



NEW LOGO

Splitit




BRAND TRANSFORMATION

Splitit

Lower cart abandonment with **0% interest installments**

Customers love to browse, but often leave items in their cart. **Catch them at the right moment!**



"We've seen an 80% increase in ticket sales."

- IFN Modern

I want to sell more furniture




Splitit

We have no interest in interest.

Introducing the smaller way to pay.

splitit


Now you can use your credit card to pay over time with no interest or fees.



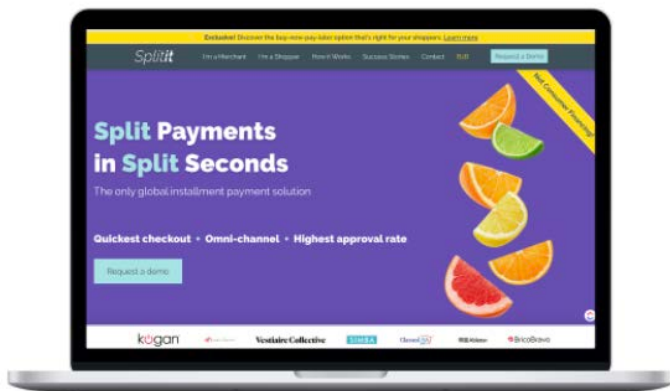
splitit

Good things come in small payments.

Use your credit card to pay over time with 0% interest.



WEBSITE RELAUNCH



www.splitit.com

