

**AFTERPAY LIMITED (ASX: APT)**

**ASX Announcement**

5 December 2019

**Media Release**

Afterpay Limited (**Afterpay** or **Company**) attaches a copy of a Media Release in respect of the Company's Black Friday and Cyber Monday trading and November 2019 monthly performance.

**Authorised by:**

Anthony Eisen  
CEO & Managing Director

**ENDS**

For further information, contact:

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**Media Release**

*(all currency figures are in Australian dollars unless otherwise stated)*

**AFTERPAY ACHIEVES RECORD SALES PERFORMANCE FOR MONTH OF NOVEMBER AND BLACK FRIDAY / CYBER MONDAY TRADING**

Afterpay Limited (**Afterpay**) is pleased to provide a business update for the month ended 30 November 2019 as well as the Black Friday and Cyber Monday trading days.

<b>GROUP PERFORMANCE</b> (Unaudited)	<b>MONTH ENDED 30 NOVEMBER 2019</b>
<b>Underlying Sales</b>	\$1.0 billion
<b>Net New Customers</b>	0.5 million
<b>Active Customers<sup>1</sup></b>	6.6 million
<b>Active Merchants<sup>1</sup></b>	42,500

Afterpay achieved **\$1.0 billion of monthly underlying sales in November**, representing the highest monthly performance since inception and contributing materially to total underlying sales of \$3.7 billion achieved in the first 5 months of FY2020.<sup>2</sup>

- Afterpay has **more than 6.6 million active customers<sup>1</sup>** as at the end of November, up approximately 0.5 million in the last month.
- On average, **over 22,000 new customers per day joined the Afterpay platform in November:**
  - The US now has a customer base of equivalent size (over 3 million) to Australia and New Zealand after approximately 19 months since launch.
  - In the UK, more than 500,000 active customers have transacted with Afterpay after approximately 7 months since launch.
  - Australia and New Zealand continues to grow strongly in terms of both new and repeat customers.
- Afterpay’s merchant portfolio and pipeline continues to grow with 42,500 active merchants now offering Afterpay to their customers.

<sup>1</sup>An active customer or merchant is defined as a customer or merchant that has purchased through Afterpay within the last 12 months.

<sup>2</sup> November underlying sales and new customer performance excludes Cyber Monday which occurred on 2 December 2019.

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### **Black Friday / Cyber Monday (BFCM) 2019**

- Black Friday (on 29 November 2019) and Cyber Monday (on 2 December 2019), represented record trading days across several key performance indicators:
  - Underlying sales of over \$160m (2 days) were up over 160% on the equivalent BFCM days in 2018.
  - New customer growth of over 140,000 (2 days) was up over 160% on the equivalent BFCM days in 2018.
  - Both underlying sales and new customer growth materially outstripped previous daily records.

**ENDS**

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