

## Partnership with Zip BNPL to strengthen payments offering

- Partnership with leading BNPL company ZIP Co Limited
- Represents first Buy Now Pay Later (BNPL) product on the Propell Platform
- Propell customers will now be able to offer their end customers the ability to pay in instalments for the products and services they provide
- Enables Propell customers to significantly improve their cash flow management with guaranteed upfront payments

Leading SME focused Fintech, Propell Holdings Limited (**ASX:PHL, Propell or the Company**) is pleased to announce it has partnered with leading BNPL provider Zip Co Limited (ASX:Z1P). Partnership involves the launch of Zip as its first Buy Now Pay Later 'BNPL' product on the Propell Platform. Propell has built a leading digital, cloud-based, platform offering tailored finance products to help small to medium businesses manage and optimise their cash flow, with products including funds for operating and growth (lending) and broad payment acceptance.

A key strategy for Propell is to strengthen its transactional product to allow customers to seamlessly accept all standard payment types from their end customers, including credit cards, debit and now BNPL through the Propell Platform. The launch of Zip represents a demonstration of this strategy, providing Propell customers with greater flexibility in getting paid so they improve both the user experience with their end customer, and importantly their own cashflow. Propell will provide a fully integrated payments solution with Zip to its platform customers, providing their customers with the ability to pay with Zip's interest free BNPL payment solutions.

Propell has a well-defined strategy to continue to attract new customers and further enhance the Platform by adding additional proprietary and third-party products to drive growth in both overall revenues and revenue per customer. The launch of Zip represents the second new product to be launched during June 2021, following the recent launch of Business Insights.

Propell CEO, Michael Davidson said: "I am delighted to be announcing our first BNPL product in partnership with Zip which we anticipate will attract new customers to the Platform and underpin improved margins in our transactions business. A key focus at Propell, is to help our customers to better manage their finances and in particular their cashflow, and the Zip BNPL product will immediately enable these improvements with their up-front payments solution."

Authorised for release by the Board of Propell Holdings Limited.

### About Propell

Propell Holdings Limited (ASX:PHL) is an Australian fintech company providing intelligent finance solutions to small-medium enterprises (SMEs).

Propell's digital platform is aimed at improving SME cashflow by aggregating a range of finance products and services including lending, payments and cashflow forecasting tools. The company leverages its extensive customer data with an artificial intelligence (AI) based engine to deliver its products in an entirely digital manner.

Propell launched the platform in mid-2020 and is focused on further customer growth and development of its product suite.

For more information see <https://propellme.com.au/> and the investor website <https://propellholdings.com/>.

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