



Affirm, who we are and what we do



San Francisco, California



Max Levchin, CEO & Founder

\$800M

equity raised

\$2.9B

valuation

850+

employees across
5 U.S. offices

How We Help Consumers

Affirm is a simple, transparent, and consumer-friendly alternative to credit cards. Traditionally, credit card companies have benefited at the consumer's expense: maximizing their time in debt, charging fees without adding value, and pocketing the difference for themselves. We took a long, hard look at this system and at how we pay for things and knew that there had to be a better way. Affirm is purpose-built from the ground up to give consumers the confidence, optimism, and security they want. We've eliminated the tricks, complexity, uncertainty, hidden fees, and endless payments. We never benefit from consumers' misfortunes. We never charge late or hidden fees.

Fast facts

- Over 5.6M users in the U.S.
- Available at checkout at over 6,000 merchants in the U.S.
- Affirm launched its Savings product in June 2020. 60% of users are actively depositing as often as every week

How it works



Select Affirm at checkout

New customers will enter five simple pieces of information (full name, mobile number, email address, date of birth and the last four digits of SSN)



Choose a payment plan

If approved, loans through Affirm offer interest rates ranging from 0-30% APR and payment terms ranging from 3-48 months. We always show you your options clearly – no tricks, no complex calculations.

Learn more at affirm.com/press



How We Help Merchants

Affirm is a way for merchants to accelerate their growth confidently and responsibly. Our platform increases sales and introduces retailers to new customers. That’s why our merchants include well-known names across Home & Lifestyle, Fashion, Beauty, Travel, Fitness, Auto, and more. This network, bolstered by Affirm’s app that enables consumers to pay over time at virtually any retailer, further provides a flywheel of consumers that love the way they pay.

High customer satisfaction and payment flexibility drives repeat usage. Our unique combination of longer terms, interest-free offers and high approval rates capture more potential customers. In 2019 our then 4,000+ merchants benefited from \$500M+ in annualized sales referred from Affirm.

Fast facts

- Affirm approves upwards of 20% more consumers on average than other Buy Now Pay Later (BNPL) solutions
- 67% of our loans are taken out by repeat users
- Integrated Affirm merchants see an average AOV lift of 85%

Why we’re different

- ✓ **The only BNPL to never charge late fee**
- ✓ **Checking eligibility will never hurt your credit score**
- ✓ **Affirm’s 0% APR offer is the only true 0% no-fee offer in the industry; it means no fees or deferred, hidden, or surprise interest, ever.**
- ✓ **Best in class tech**

Affirm considers data beyond FICO, like transaction history and credit usage, to predict a customer’s future repayment ability.

We leverage machine learning technology and repayment data to continuously improve our underwriting model.

Where to shop

