



Exhibit A MERCHANT AGREEMENT

This Merchant Agreement ("Merchant Agreement") is entered into by and between Merchant and Affirm, Inc. ("Affirm") (each, a "Party" and collectively, the "Parties") and effective as of the Effective Date referenced in Order Form No. 1. Capitalized terms not otherwise defined herein have the meanings ascribed to them in Order Form No. 1 or the Affirm Policies and Service Terms.

The terms and conditions set forth in any attachments referenced herein (including any terms, conditions, and materials in the Affirm Policies and Service Terms) are hereby incorporated by reference into this Merchant Agreement. This Merchant Agreement will apply to and govern Affirm's provision of and Merchant's access to and use of any Services agreed upon by the Parties, any order form entered into by the Parties (each, an "Order Form"), and any other writing agreed upon by the Parties (collectively, the "Agreement").

1. General Terms and Conditions.

1.1 General. Affirm (itself or through its affiliates or bank partners) offers certain consumer payment options (collectively, "Affirm Products") through Affirm's proprietary financial platform and related application programming interfaces ("APIs"), virtual card networks, and other technology and access solutions (collectively, the "Services"). Merchant desires to use certain Services to market and offer Affirm Products to its customers to enable such customers to purchase Merchant's goods and services ("Merchant Products"). Affirm authorizes Merchant to use the Services specified in an Order Form or as otherwise agreed by the Parties in accordance with the Agreement. A "Customer" is any person who applies to use the Services or who uses the Services to purchase Merchant Products. As between the Parties, Customer underwriting and credit decisioning will be determined by Affirm in its sole discretion.

1.1 Authorized Channels. Merchant agrees that the rights and obligations set forth in the Agreement will apply to all Merchant Sites, any additional URLs, and other channels, which may include physical retail locations and telesales systems (each, a "Channel"), in which the Parties agree to market and offer the Services. Merchant may make the Services available on a new URL or through a new Channel only with prior approval from Affirm. Any marketing and offering of the Services through an approved Channel will be conducted in accordance with applicable Affirm Policies and Service Terms. Merchant may not change the ownership or control of any Merchant Site without Affirm's prior approval.

1.2 Territories. The Services will only be available in those territories authorized by Affirm for the applicable Product (each, a "Territory") as set forth in the Affirm Policies and Service Terms.

1.3 Integration. The integration of Services will be conducted in accordance with applicable Affirm Policies and Service Terms. Upon Merchant's reasonable request, Affirm will assist Merchant with respect to the integration of the Services by providing, in a timely manner: (a) a testing environment and code review to ensure that Merchant's code is accurate and complies with Affirm's technical and solution design, and (b) information reasonably required to integrate the Services, including the corresponding production API key and technical specifications. Affirm will not be required to perform software development or any other manual integration assistance in connection with such assistance.

1.4 Policies. Merchant will maintain and comply with Merchant's internal policies, including policies for shipping and fulfillment of customer orders, privacy of customer information, customer refunds and returns, and customer dispute resolution, that meet or exceed good industry standards for merchants similar to Merchant (collectively, "Merchant Policies"), provided that the Agreement will control in the event of a conflict, ambiguity, or inconsistency between the Agreement and a Merchant Policy. Affirm has implemented and maintains certain policies, standards, processes, and terms and conditions that apply to the Services (collectively, the "Affirm Policies and Service Terms"), which are located at <https://www.affirm.com/terms/merchant-policies> (the "Affirm Site") and

may be modified by Affirm in accordance with Section 12.10. Merchant will comply with the Affirm Policies and Service Terms when offering and using the Services.

2. License Grants; Intellectual Property.

2.1 Intellectual Property. As between the Parties, Affirm retains exclusive ownership of all right, title, and interest in and to all IP relating to or embodied in the Services, including the APIs, and any Confidential Information provided to Merchant by Affirm (collectively, the "Affirm IP"). Neither Party will, by virtue of the Agreement, gain any rights of ownership of IP owned (prior to, on or after the Effective Date) by the other Party. "IP" means all worldwide rights in and to intellectual, industrial, and other property, whether exclusive or non-exclusive, including rights to inventions, trademarks, trade names, trade dress, service marks, logos, brand names, other indicia of origin, trade secrets, know-how, technology, research tools, data, software, improvements, processes, designs, techniques, works of authorship and rights of attribution, whether or not protected by patents or copyrights, the Marks, patent applications, patents, copyrights, moral rights, all other rights pertaining to intellectual property, and all goodwill associated therewith. Merchant agrees that its submission of any feedback, comments, or suggestions to Affirm related to Affirm IP ("Feedback") is voluntary. Notwithstanding any other provision of the Agreement, (a) Affirm may use Feedback and incorporate it into Affirm's products, technologies, and services without any obligation to Merchant or restriction as to Affirm's use of such Feedback, (b) Merchant hereby waives all rights it or its representatives have or may have, including all IP rights, in and to the Feedback, and will cause its representatives to waive all moral or similar rights that its representatives have to Affirm, and (c) Merchant hereby assigns to Affirm all of Merchant's rights in and to Feedback and will cause its representatives to assign all of such representatives' rights to Affirm. In the event Merchant is unable to waive or assign its or its representatives rights in and to Feedback pursuant to applicable law, then Merchant hereby grants to Affirm an irrevocable, perpetual, exclusive, royalty-free, fully paid-up, worldwide, license, to use, reproduce, distribute, perform, display and create derivative works of, such Feedback, without the need for a separate writing. Merchant is not entitled to any compensation or reimbursement of any kind under any circumstances for any Feedback. If Merchant develops any modifications, corrections, enhancements, derivatives, or extensions of or relating to Affirm IP, all rights, title, and interest in and to all IP therein will be owned exclusively by Affirm. Should Affirm IP become, or in Affirm's opinion likely become, the subject of an IP infringement claim by a third party, Affirm, at its option, may: (i) procure for Merchant the right to continue using the applicable Affirm IP, (ii) modify the applicable Affirm IP to make it non-infringing provided the same functionality is maintained, or (iii) terminate this Merchant Agreement or the applicable Order Form as to the potentially infringing Services.

2.2 API License. Upon the terms and subject to the conditions of the Agreement, Affirm hereby grants Merchant a limited, revocable, non-exclusive, non-transferable license to integrate and access the APIs, during the Term, for the sole purpose of providing and displaying the Services in the Territory and enabling Customers to access and use the Services in the Territory.

2.3 Trademark License. Upon the terms and subject to the conditions of the Agreement, each Party (the "Licensor") hereby grants to the other Party (the "Licensee") a limited, revocable, non-exclusive, non-transferable license and right to use, reproduce, display, distribute, and transmit the Licensor's name, logo, and any other trademarks, trade names, service marks, photographs, graphics, brand imagery, text, and other content, in each case provided by the Licensor, in any and all media formats, whether registered or unregistered (with respect to each Licensor, the "Marks"), in connection with the use and marketing of the Services during the Term. Licensee's use of the Licensor's Marks may be subject to usage guidelines and quality control standards that Licensor may provide to Licensee from time to time. Upon Licensor's request, Licensee will provide to Licensor representative samples of Licensee's use of the Marks, and Licensor reserves the right to reject any such use in the event that Licensor reasonably believes a deficiency exists in the manner of use of the Marks by Licensee. All goodwill arising out of the use of the Licensor's Marks will inure to the benefit of the Licensor. Use of a Licensor's Marks does not create in the Licensee any ownership interest in Licensor's Marks. Neither Party will register or apply for registration of the other Party's Marks (or any confusingly similar trademarks, trade names, service marks, logos, or names). Each Party agrees to reasonably cooperate with the other Party with respect to any infringement action regarding such rights.

2.4 Open Source Software. The Services may include software subject to open source or free software licenses (“Open Source Software”). Affirm provides no, and expressly disclaims any and all, representations, warranties, and conditions concerning any Open Source Software. Nothing in the Agreement grants Merchant rights that supersede the terms and conditions of any applicable Open Source Software license.

2.5 Restrictions on Use of the Services. Merchant will not: (a) offer for sale or lease, or sell, resell, or lease, or in any way transfer the Services; (b) attempt to create a substitute or similar service through use of, or access to, the Services; or (c) access or use the Services in a way intended to avoid incurring Fees, misrepresent usage or performance data, misrepresent transaction amounts or item data, misrepresent user information, or knowingly permit Customers and third parties to engage in actions that are prohibited under the Agreement. In addition, Merchant will not, nor will Merchant allow any third party to (i) modify, translate, reverse engineer, decompile, disassemble, otherwise attempt to derive source code from, or create derivative works based on, Affirm IP, (ii) make unauthorized copies of Affirm IP, (iii) modify or remove any proprietary notices, disclosures, disclaimers, or Affirm Marks from the Services or Affirm IP, or (iv) use the Services or Affirm IP in any manner or for any purpose other than for which the Services or Affirm IP have been provided or incorporated.

2.6 Marketing Materials. Affirm may provide certain pre-approved marketing language and disclosures (“Affirm Approved Marketing Materials”) to Merchant to offer and market the Services. Merchant may not use any materials, other than Affirm Approved Marketing Materials, to offer and market the Services, subject to brand and marketing guidelines in the Affirm Policies and Service Terms. In no event will Merchant modify Affirm Approved Marketing Materials or use Affirm Marks in a way not otherwise provided for in the Affirm Approved Marketing Materials without Affirm’s prior approval. Merchant further agrees to (a) comply with Affirm Policies and Service Terms in displaying Affirm Marks on Merchant Sites and in Merchant marketing materials, and (b) include Affirm Marks wherever Merchant markets, offers, or promotes the Services. Merchant permits, and agrees to obtain any third-party licenses or consents required to enable, Affirm to use Merchant Marks in marketing or promotional materials in connection with the Services, at no additional cost to Affirm. Affirm may withdraw its approval of any Affirm Approved Marketing Materials upon notice to Merchant. If Merchant breaches its obligations under this Section 2.6, Merchant will immediately cure such breach, including by removing any non-compliant marketing materials from Merchant Sites.

3. Merchant Payouts and Merchant Fees.

3.1 Payouts to Merchant. During the Term, Affirm, its affiliate, or its bank partner will disburse to Merchant amounts equal to the gross total dollar amount of Successful Transactions, less any applicable adjustments, in the manner set forth in the Affirm Policies and Service Terms for the applicable Affirm Product (each, a “Payout”).

3.2 Merchant Fees to Affirm. A “Successful Transaction” is a sale of a Merchant Product to a Customer using the Services that is Captured by Merchant. A sale is “Captured” when a Merchant has pre-authorized the projected gross transaction total, agreed to fulfill the pending transaction, and shipped or otherwise made the Merchant Product available to the Customer. Applicable Fees will be due by Merchant to Affirm immediately upon a Successful Transaction. The terms and conditions for paying Fees may vary for each Affirm Product and will be set forth in the applicable Affirm Policies and Service Terms.

3.3 Shipping & Fulfillment. Merchant will maintain and comply with shipping and service fulfillment practices that meet or exceed (a) good industry standards maintained and complied with by merchants similar to Merchant, and (b) any requirements set forth in Merchant’s agreements with applicable Customers.

3.4 Fraudulent Transactions.

(a) The Parties will work together to prevent fraudulent Customer transactions and minimize the risk of loss associated with such fraudulent transactions, including by implementing and performing

the applicable processes and procedures set forth in the Affirm Policies and Service Terms. Merchant will designate an individual who will serve as the single point of contact for fraud matters related to the Services.

(b) Except as otherwise stated in the Agreement, Affirm assumes the risk of loss resulting from fraud by Customers with respect to Successful Transactions. Merchant assumes the risk of loss resulting from fraud (i) related to a Customer's initial, one-time partial payment of the applicable purchase price (i.e., down payment) that is collected by Affirm from a Customer on behalf of Merchant in connection with a Successful Transaction (each, a "Partial Payment"), and (ii) caused by Merchant or Merchant's employees, contractors, representatives, or agents.

(c) If Affirm informs Merchant that a transaction is fraudulent or likely fraudulent before the sale is Captured, and Merchant subsequently ships or provides the applicable Merchant Product despite such information, Merchant will be liable for any loss resulting from such transaction. If Affirm discovers that a Successful Transaction is fraudulent after the applicable sale is Captured, but before the applicable Merchant Products are delivered or otherwise made available to Customer, Merchant will use best efforts to communicate with the carrier or other third party to recall the shipment, or, as applicable for services or electronically delivered Merchant Products, cancel the provision of the applicable Merchant Products. Merchant will use best efforts to identify suspicious shipping address changes and will notify Affirm of such suspicious changes by email to Affirm at orderreview@affirm.com.

3.5 Returned Products; Refunds. Merchant will maintain and comply with its refund and return policy, as set forth in the applicable Merchant Policies. Such policy must be clearly and conspicuously displayed on Merchant Sites or otherwise easily accessible by Customers prior to each Customer's completion of checkout. In the event that a Merchant Product is returned to Merchant by a Customer following a Successful Transaction, Merchant will (a) accept the return only if it is compliant with Merchant's return policy, as set forth in the applicable Merchant Policies; (b) issue full or partial refunds and not store credit; and (c) promptly process such refund and immediately refund appropriate amounts to Affirm so that Affirm may credit the Customer's outstanding balance accordingly. In the case of partial refunds, Merchant will determine the amount of such refund, in its sole discretion, and will be solely liable for any Customer Dispute relating thereto. Neither Merchant nor Customer may use the Services to pay for any fees, including restocking fees, charged by Merchant in connection with the return of a Merchant Product.

3.6 Disputes between Customer and Merchant. All disputes, inquiries, or complaints by a Customer related to Merchant Products or business (each, a "Merchant Customer Dispute") will be first directed to Merchant for Merchant to resolve in accordance with applicable Merchant Policies. Merchant will work in good faith to resolve each Merchant Customer Dispute in a timely manner. If Merchant is unable to resolve a Merchant Customer Dispute, Affirm will reasonably assist in facilitating resolution of the Merchant Customer Dispute in accordance with its customer dispute resolution procedures in the Affirm Policies and Service Terms. Merchant will comply with Affirm's reasonable requests with respect to Merchant Customer Disputes, including providing Affirm with shipping carrier and tracking information upon request so that Affirm may determine proof of delivery.

2. Service Restrictions.

3.7 Prohibited Businesses. Merchant agrees that the categories of business and business practices described in the Prohibited Business Policy (each, a "Prohibited Business") referenced in the Affirm Policies and Service Terms, are ineligible for the Services, and Merchant will not allow the Services to be used in connection with any Prohibited Business. In addition, Merchant will not market or offer the Services, or allow the Services to be used, in connection with any Merchant Product that is subject to delayed fulfillment (e.g., preorders or backorders), unless Merchant (a) clearly discloses on the product and checkout pages that such Merchant Product is subject to such delayed fulfillment, and (b) does not Capture the sale for such Merchant Product until Merchant ships such Merchant Product or otherwise makes such Merchant Product available to the Customer.

3.8 Exclusivity. Except for the Services, during the Term, Merchant will not integrate, market, offer, sell, or promote any financial products or services that: (a) are similar to an Affirm Product, including any closed-end installment loan or payment deferral options; or (b) are open-ended credit programs. Merchant will not be prohibited under this Section 4.2 from accepting generally accepted multi-purpose credit, charge cards, or debit or secured cards (e.g., MasterCard or Visa cards), provided that Merchant will not permit any such cards to (i) be co-branded, sponsored, or co-sponsored by Merchant, or (ii) bear Merchant Marks.

3. Confidential Information and Data Security.

3.9 Confidential Information. In connection with the Agreement, including the negotiation of the Agreement, a Party ("Recipient") may receive or have access to confidential or proprietary information of the other Party or its affiliates ("Discloser"), whether received or disclosed by such Parties or their respective personnel, representatives, or other agents (collectively "Representatives"). As used in the Agreement, "Confidential Information" means the information exchanged by the Parties prior to or during negotiation of the Agreement that should be reasonably understood to be confidential or proprietary in nature, regardless of whether such information was provided subject to a nondisclosure agreement between the Parties, the terms and conditions of the Agreement, any proprietary information, Enhanced Analytics information, technical data, demographic information, Customer data, Personal Information, trade secrets, or know-how, including research, product plans, products, services, customers, customer lists, software, developments, inventions, processes, formulas, technology, designs, drawings, engineering, hardware configuration information, marketing, finances, or other business information disclosed by either Party either directly or indirectly in any form but excluding information that: (a) was lawfully, and not otherwise as a result of any violation of confidentiality obligations, in Recipient's possession before receiving it from Discloser; (b) is rightfully received by Recipient from a third party without restriction, and, to Recipient's knowledge, without a breach of a confidentiality obligation imposed on such third party; (c) is or becomes generally available to the public other than through a breach of the Agreement; or (d) was or is independently developed by Recipient without use of or reference to any Confidential Information. Merchant acknowledges and agrees that Affirm may disclose Merchant Confidential Information to Merchant's ecommerce platform host or provider, as applicable, during or after the Term, and Affirm will not be liable for any use, disclosure or other act or omission by such ecommerce platform host or provider related to such Merchant Confidential Information. For avoidance of doubt, Affirm's proprietary financial platform, including any solution designs, specifications, enhancements, or improvements made thereto, is Affirm's Confidential Information.

3.10 Nondisclosure of Confidential Information. Recipient will: (a) keep the Confidential Information of Discloser confidential and not use or copy such Confidential Information other than as expressly authorized by Discloser and as permitted under the Agreement; (b) protect the Confidential Information of Discloser from unauthorized use or disclosure by using at least the same degree of care as Recipient employs to avoid such unauthorized use or disclosure of its own Confidential Information, but in no event any less than reasonable care; and (c) limit access to Confidential Information to those of its Representatives who need such access for purposes consistent with the Agreement and will be liable for any breach of this Section 5.2 by such Representatives. It is understood that Discloser's Confidential Information will remain the sole property of Discloser. In the event that Recipient or any of its Representatives are legally compelled by law, rule, regulation, subpoena, or similar court process to disclose any Confidential Information of Discloser, Recipient will, to the extent legally permissible, provide Discloser with notice of such circumstances and will limit such disclosure to only what legal counsel for Recipient advises is specifically required by applicable law, rule, regulation, subpoena, or similar court process. This provision will supersede any previous agreement, whether written or oral, between the Parties hereto regarding Confidential Information.

3.1 Privacy; Data Security.

(a) Privacy. In the performance of its obligations under the Agreement, each Party may create, receive, or have access to information regarding customers of the other Party or the other Party's affiliates of a personal, sensitive, or confidential nature relating to a living person who can be identified from such information alone or when used in conjunction with other information available to such Party ("Personal

Information”). Personal Information will be subject to the ownership interests of the Parties as described in Section 5.3(b). Merchant will collect, store, transmit, process, and use Personal Information in accordance with applicable laws. Prior to the Parties sharing any Customer Personal Information with each other for any purpose other than as necessary to perform their respective obligations under the Agreement, the Parties will enter into a data sharing agreement in a form provided by Affirm.

(b) Ownership of Personal Information. “Affirm Personal Information” means Personal Information collected from a third party by Affirm or by a third party on behalf of Affirm in connection with Affirm’s provision of the Services. “Merchant Personal Information” means Personal Information collected from a third party by Merchant or by a third party on behalf of Merchant in connection with Merchant’s receipt of the Services. Affirm owns all right, title, and interest in and to Affirm Personal Information, and Merchant owns all right, title, and interest in and to Merchant Personal Information. The Parties acknowledge and agree that some of the same data elements (e.g., a Customer’s name) may be both Affirm Personal Information and Merchant Personal Information. Each Party acknowledges that (a) each Party maintains information about Customers derived from numerous sources (including directly from the Customer); (b) information about Customers developed or maintained by one Party may be identical to information that the other Party has developed or maintains; (c) each Party has a proprietary interest in such information about Customers; and (d) to the extent a Party provides such information about a Customer to the other Party, it will do so in compliance with its own privacy policies and applicable law.

3.2 Data Security.

(a) Affirm will prevent and guard against the unauthorized disclosure, destruction, loss, or alteration of data and information (i) entered into the Services or otherwise submitted to Affirm by or on behalf of Merchant in connection with the Services, or (ii) accessed, obtained, processed, or produced by Affirm in connection with the provision of the Services, including data and information derived from such data and information (collectively, “Merchant Data”), as set forth in the Affirm Policies and Service Terms.

(b) Merchant will prevent and guard against the unauthorized disclosure, destruction, loss, or alteration of data and information (i) provided through the Services or otherwise furnished to Merchant in connection with the Services, or (ii) accessed, obtained, processed, or produced by Merchant in connection with the receipt or use of the Services, including data and information derived from such data and information (collectively, “Affirm Data”), by establishing, maintaining, and complying with a comprehensive data security program that meets the minimum requirements set forth in the Affirm Policies and Service Terms.

(c) Upon Affirm’s request, Merchant will provide information that Affirm reasonably requires to (i) determine whether there has been any breach of security or violation of the Agreement, and (ii) evaluate the scope of risk and the impact upon affected Customers.

4. Representations and Warranties.

(a) Each Party represents and warrants that: (i) it is duly formed, validly existing, and in good standing under the laws of its state of incorporation or formation; (ii) it has the right, power, and authority to enter into the Agreement; (iii) the Agreement has been duly and validly executed and delivered and constitutes legal, valid, and binding obligations of each Party; (iv) it is in compliance with all applicable laws, rules, and regulations in connection with carrying out its obligations under the Agreement; (v) there is no pending or, to such Party’s knowledge, threatened litigation, arbitration matter, or other dispute to which such Party or any of its affiliates is a party that would reasonably be expected to, individually or in the aggregate, have a material adverse effect on such Party’s ability to fulfill its obligations under the Agreement; and (vi) the execution and delivery of the Agreement will not conflict with, or result in a violation or breach of, any of the terms, conditions, or provisions of such Party’s organizational documents or any legal restriction or any agreement or instrument to which such Party is now a party or by which it is bound, or require the consent of any person or entity not subject to the Agreement. Merchant represents, warrants, and covenants that it will convey good and valid title to the Merchant Products

delivered or otherwise made available to a Customer as a result of any Successful Transaction, free and clear of all encumbrances, debts, mortgages, attachments, pledges, charges, claims, and liens of any kind.

(b) EXCEPT AS EXPRESSLY SET FORTH IN THE AGREEMENT AND EXCEPT TO THE EXTENT PROHIBITED BY APPLICABLE LAW, AFFIRM MAKES NO OTHER WARRANTY OF ANY KIND REGARDING THE SERVICES, AND EXPLICITLY DISCLAIMS ALL OTHER WARRANTIES, WHETHER EXPRESS, IMPLIED, OR STATUTORY, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR PARTICULAR PURPOSE.

4. Indemnification.

4.1 Merchant Indemnification. Merchant will defend, indemnify, and hold harmless Affirm, its affiliates, and their respective officers, directors, agents, employees, successors, and assigns (individually and collectively, an “Affirm Party”) from and against all penalties, damages, losses, or expenses (including reasonable attorney’s fees) (collectively, “Losses”) suffered, incurred, or sustained by any Affirm Party resulting from or arising out of any claim relating to: (a) Merchant’s breach of an obligation under the Agreement and the Affirm Policies and Service Terms, including fines or penalties arising from such breach; (b) personal injury (including death) or property damage resulting from Merchant’s acts or omissions; (c) Merchant’s breach of its obligations under the Agreement with respect to the offering, marketing, sale, or distribution of goods or services that are Prohibited Businesses; (d) the goods or services provided by Merchant, including any claims for false advertising, unfair business practices, discrimination, or product defects; (e) any amounts, including taxes, interest, and penalties, assessed against Merchant by any governmental authority arising from Customers’ purchases of Merchant Products; (f) Merchant’s violation, misappropriation, or infringement of the IP of a third party; (g) fraud, gross negligence, or willful misconduct of Merchant; or (h) the acts or omissions of Merchant Personnel.

4.2 Affirm Indemnification. Affirm will defend, indemnify, and hold harmless Merchant and its officers, directors, employees, agents, successors, and assigns (collectively, “Merchant Party”) from and against any Losses suffered, incurred, or sustained by such Merchant Party resulting from or arising out of any third-party claim relating to: (a) the breach of any representation or warranty set forth in Article 6; (b) personal injury (including death) or property damage resulting from Affirm’s acts or omissions; or (c) fraud, gross negligence, or willful misconduct of Affirm under the Agreement.

4.3 Indemnification Procedure. A right to indemnification under the Agreement is conditioned upon the following: (a) notice by the indemnified Party (the “Indemnified Party”) to the other Party (the “Indemnifying Party”) after the Indemnified Party’s receipt of the assertion or the commencement of any third-party action, proceeding, or other claim with respect of which the Indemnified Party will seek indemnification under the Agreement; (b) control of the investigation, preparation, defense, and settlement thereof by the Indemnifying Party (provided, however, that the Indemnifying Party will not, without the prior consent of the Indemnified Party, settle, compromise, or consent to the entry of any judgment with respect to the indemnified claim.); and (c) cooperation by the Indemnified Party, at the Indemnifying Party’s request, in the Indemnifying Party’s defense of the indemnified claim. The Indemnified Party will have the right to participate in the defense of the indemnified claim at the Indemnified Party’s expense (notwithstanding any indemnification obligations under the Agreement).

5. Limitation of Liability.

IN NO EVENT WILL AFFIRM BE LIABLE OR OBLIGATED TO MERCHANT FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY, OR CONSEQUENTIAL DAMAGES OR LOST PROFITS, WHETHER IN CONTRACT OR TORT (INCLUDING BREACH OF WARRANTY, NEGLIGENCE, AND STRICT LIABILITY), AND AFFIRM’S LIABILITY TO MERCHANT FOR ANY LOSSES ARISING OUT OF OR RELATING TO AFFIRM’S PERFORMANCE OR FAILURE TO PERFORM ITS OBLIGATIONS UNDER THE AGREEMENT WILL BE LIMITED, IN THE AGGREGATE, TO AN AMOUNT EQUAL TO THE TOTAL FEES PAYABLE TO AFFIRM UNDER THE APPLICABLE ORDER FORM FOR THE 12 MONTHS PRIOR TO THE MONTH IN WHICH THE MOST RECENT EVENT GIVING RISE TO SUCH LIABILITY OCCURRED. ALL CLAIMS FOR ANY LOSSES ARISING OUT OF OR RELATING TO AFFIRM’S PERFORMANCE OR FAILURE TO PERFORM ITS OBLIGATIONS UNDER THE AGREEMENT MUST BE FILED WITHIN TWO YEARS FROM THE DATE GIVING RISE TO SUCH CLAIM. THIS

LIMITATION OF LIABILITY WILL APPLY TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW AND NOTWITHSTANDING THE FAILURE OF ANY LIMITED REMEDY.

6. Dispute Resolution.

6.1 Informal Dispute Resolution. Prior to the initiation of arbitration, the Parties will first attempt to resolve their Dispute informally as set forth in this Section 9.1 (the “Informal Dispute Resolution Process”). Either Party may initiate the Informal Dispute Resolution Process by giving notice of a Dispute to the other Party (the “Notice of Dispute”), which will include a reasonably detailed statement of the Dispute. During the Informal Dispute Resolution Process, each Party will honor all reasonable requests made by the other Party for non-privileged information reasonably related to the Dispute. All negotiations and proceedings pursuant to this Section 9.1 will be confidential and will be treated as compromise and settlement negotiations for purposes of applicable rules of evidence.

4.2 Formal Dispute Resolution. Either Party may seek formal resolution of a Dispute upon the earliest to occur of the following: (a) 30 days have elapsed from the delivery of the Notice of Dispute; (b) commencement of arbitration is appropriate to avoid the expiration of an applicable limitations period or to preserve a superior position with respect to other creditors; or (c) a Party makes a good-faith determination that a breach of the Agreement by the other Party is such that injunctive relief is necessary.

6.2 Arbitration. Except with respect to the specific aspect of any dispute, claim, or controversy arising out of or relating to the Agreement, or the breach, termination, enforcement, interpretation, or validity thereof, including whether any claim is arbitrable (“Dispute”) that reasonably requires injunctive relief as a remedy (in which case, the applicable Party may seek injunctive relief from a court of competent jurisdiction located in the Northern District of California or a California state court located in San Francisco), the Parties agree that any Dispute will be determined by final and binding arbitration conducted by JAMS according to the rules and procedures in effect at the time the arbitration is commenced. Disputes with amounts claimed greater than \$250,000 will apply the JAMS Comprehensive Arbitration Rules and Procedures, and Disputes with amounts claimed less than or equal to \$250,000 will apply the JAMS Streamlined Arbitration Rules. The arbitration will be conducted before a single neutral arbitrator in San Francisco, California. Judgment on the award may be entered in any court of competent jurisdiction. This clause will not preclude either Party from seeking provisional remedies in aid of arbitration from a court of appropriate jurisdiction. In all arbitrations, each Party will bear the expense of its own counsel, experts, witnesses, administrative fees and expenses, and preparation and presentation of evidence at the arbitration. Arbitration proceedings and information related to them will be deemed and maintained as Confidential Information of each Party, including the nature and details of the Dispute, evidence produced, testimony given, and the outcome of the Dispute, unless agreed otherwise or such information was already in the public domain or was independently obtained. Merchant and Affirm, and all witnesses, advisors, and arbitrators will share such information only as necessary to prepare for or conduct arbitration or other legal proceeding, or enforcement of the outcome, unless additional disclosure is required by law. If for any reason this arbitration clause is deemed inapplicable or invalid, both Merchant and Affirm waive, to the fullest extent allowed by law, any right to a trial by jury.

6.3 Governing Law. The Agreement and performance under the Agreement will be governed by and construed in accordance with the laws of the State of California notwithstanding any conflict of law rules; provided, however, that the Parties acknowledge that transactions under the Agreement may involve matters of interstate commerce, and notwithstanding the provisions in this paragraph referencing applicable substantive law, the Federal Arbitration Act (9 U.S.C. §§ 1-16) will govern the agreement to arbitrate.

7. Force Majeure.

7.1 Force Majeure Event. Except for each Party’s payment obligations, neither Party will be liable for any failure or delay in performance of its obligations under the Agreement if and to the extent such failure or delay is caused, in whole or in part, directly or indirectly, by fire, storm, earthquake, flood or other weather, terrorism,

epidemic, pandemic, unavailability of necessary utilities or raw materials, unavailability of components, war, riot, elements of nature or acts of God, regulation, ordinance, instructions of government or other public authorities, any other event that is traditionally recognized by California courts as an event of force majeure, or any other cause beyond the reasonable control of such Party, provided that the nonperforming Party is without fault in causing such failure or delay, and such failure or delay could not have been prevented by reasonable precautions and could not reasonably be circumvented by the nonperforming Party through the use of alternate sources, workaround plans, or other means.

7.2 Obligations. In the event of such a force majeure event, the nonperforming Party will give prompt notice to the Party to whom performance is due that describes at a reasonable level of detail the circumstances causing such failure or delay and the expected period of time the nonperformance will continue. The nonperforming Party will be excused under this Article 10 so long as such Party continues to use commercially reasonable efforts to recommence performance or observance whenever and to whatever extent possible without delay; however, notwithstanding the foregoing, such delay will not be excused under this Article 10 for more than 90 days.

8. Term and Termination.

8.1 Term. The Agreement will become effective on the Effective Date of Order Form No. 1 and will continue in full force and effect until the expiration or termination of the last Order Form that is subject to this Merchant Agreement.

8.2 Termination. Affirm may terminate the Agreement, including any Order Form, without cause at any time by giving Merchant notice. Either Party may terminate the Agreement for a material breach that is not cured within 30 days after notice by the other Party or immediately upon notice of termination in the event of a material breach that by its nature cannot be remedied within 30 days. Either Party may terminate the Agreement immediately if the other Party (a) terminates its business operations; (b) becomes insolvent; (c) suffers the appointment of a receiver or makes an assignment for the benefit of a creditor; or (d) enters into any voluntary or involuntary bankruptcy proceedings. In addition, Affirm may terminate the Agreement immediately if (i) Affirm discovers that Merchant misrepresented, omitted, or falsified any information or documentation provided to Affirm; (ii) Merchant engages in conduct that damages or disparages the reputation or goodwill of Affirm, its personnel, or the Services or otherwise harms or causes a loss of business or revenue to Affirm; (iii) Merchant violates any applicable laws; or (iv) as otherwise provided in the Agreement. Any termination by Affirm in accordance with the Agreement will be without cost or penalty.

8.3 Effect of Termination. If this Merchant Agreement is terminated for any reason, any Order Form then in effect will automatically be terminated as of the date this Merchant Agreement is terminated, unless otherwise agreed upon by the Parties.

8.4 Obligations upon Termination. Termination will not release either Party from financial obligations owed to the other Party for services delivered or payments owed for Services delivered prior to or after termination of this Merchant Agreement (or applicable Order Form). The Parties will cooperate to complete all outstanding obligations to Customers related to the Services. Upon termination of the Agreement:

(a) All authorizations and licenses granted by either Party will immediately terminate, and all rights will revert to the owner, provided that Affirm may continue to use Merchant Marks to the extent reasonably necessary to complete all outstanding obligations to Customers related to the Services. Merchant will immediately cease to represent itself as an Affirm partner and cease its use of any of the Affirm Marks.

(b) Upon request, and except as required by applicable law, each Party will immediately destroy or return to the other Party, and upon request, certify such destruction of, all the other Party's materials, documentation, data, and Confidential Information, including all related materials that were derived from such materials, documentation, data, and Confidential Information; provided, however, that Affirm may retain copies of

Merchant Confidential Information to the extent necessary for Affirm to respond to requests from Merchant's ecommerce platform host or provider, as applicable, after the Term.

9. Miscellaneous.

9.1 Notices, Acceptances and Approvals. All notices, acceptances, approvals, and other communications provided pursuant to the Agreement will be in writing, which may be provided electronically, and deemed duly given when: (a) sent via electronic mail by Merchant to legalnotices@affirm.com, (b) sent via electronic mail by Affirm to the electronic mail address submitted by Merchant on the most current Order Form, or (c) captured in the Merchant Portal or through other electronic means (e.g., "click-to-accept" radio buttons). Notices will be deemed received one business day after being sent or captured in accordance with the foregoing.

4.3 Applicable Laws. Merchant will comply, and will offer the Services in a manner that complies, with the laws, regulations, rules, requests by governmental authority, and court orders applicable to Merchant's business, the marketing and offering of the Services, and Merchant's use of Affirm IP. Affirm will comply with the laws, regulations, rules, requests by governmental authority, and court orders applicable to its provision of the Services.

4.4 Other Remedies.

(a) In addition to and without limiting any other remedies that Affirm may have under the Agreement, Affirm may suspend the Services, immediately or from such other date as determined by Affirm, upon notice to Merchant, and may suspend Payouts in the event that: (i) Merchant breaches, or Affirm reasonably suspects that Merchant has breached, any provision of the Agreement; (ii) Merchant undergoes a change of ownership or control and Affirm is unable to assess such new ownership or Affirm does not approve such new ownership; (iii) Merchant is involved in excessive Customer Disputes, including chargebacks related to Partial Payments; (iv) Affirm reasonably determines that such suspension is necessary to comply with applicable law; (v) there are any outstanding Past Due Amounts payable under the Agreement; (vi) a Lien has been created, incurred, assumed, or otherwise suffered to exist upon any Merchant Product, including inventory, assets, or any other property of Merchant, that is the subject of a transaction between Merchant and a Customer; (vii) Affirm has a reasonable suspicion of fraudulent transactions or other suspicious activity, including excessive chargebacks of Partial Payments, related to the Services; (viii) any Merchant Site undergoes a change in ownership or control; or (ix) Affirm or its bank partner is not authorized by Merchant's bank to debit the applicable Bank Account.

(b) Affirm may continue any suspension until: (i) Merchant has rectified Merchant's breach of the Agreement or has proven that Merchant did not breach the Agreement, in each case, to Affirm's reasonable satisfaction; (ii) Affirm has assessed and approved, in Affirm's sole discretion, Merchant's new ownership; (iii) Affirm determines, in its reasonable discretion, that Merchant is no longer involved in excessive Customer Disputes and that resuming the Services will not result in excessive Customer Disputes; (iv) Affirm is no longer required by law to suspend the Services; (v) Merchant has paid all Past Due Amounts; and (vi) Affirm no longer has a basis for reasonably suspecting fraudulent transactions or other suspicious activity related to the Services. Affirm will not be liable for any damages arising in connection with its suspension of the Services.

9.2 Independent Contractors. The Parties are independent contractors. Nothing in the Agreement will be construed to create a joint venture, partnership, franchise, or agency relationship between the Parties. Neither Party has the authority, without the other Party's approval, to bind or commit the other Party in any capacity.

9.3 Assignment. Neither Party may assign all or part of the Agreement without the prior consent of the other Party. Such consent will not be required in the case of an assignment in connection with the sale or transfer of all or substantially all the Party's assets. Following any assignment permitted hereunder, the assignee will have the same rights and obligations as the assignor and will agree in writing to be bound by the terms and

conditions of the Agreement. Merchant must promptly notify Affirm if Merchant undergoes a change of ownership or control.

9.4 No Third-Party Beneficiaries. Except as expressly set forth in this Section 12.6, the Agreement is for the benefit of, and may be enforced only by, Merchant and Affirm and their respective successors and permitted transferees and assignees, and is not for the benefit of, and may not be enforced by, any third party. Notwithstanding the foregoing, Merchant acknowledges and agrees that (a) Affirm Loan Services LLC will be a third-party beneficiary under the Agreement, (b) the Agreement confers on Affirm Loan Services LLC the rights and remedies set forth herein, (c) Affirm Loan Services LLC may enforce any and all rights of Affirm hereunder, except as prohibited by applicable law, and (d) Affirm Loan Services LLC will not be required to perform any of Affirm's obligations under the Agreement or be liable for Affirm's performance of or failure to perform such obligations. Affirm Loan Services LLC's rights under this Section 12.6 transfer to any successor of Affirm Loan Services LLC.

9.5 Further Assurances. Each Party will, upon the request of the other Party, promptly execute and deliver such documents and perform such acts as may be necessary to give full effect to the terms of the Agreement.

9.6 Interpretation. For purposes of the Agreement, (a) the words "include," "includes" and "including" will be deemed to be followed by the words "without limitation"; (b) the word "or" is not exclusive; and (c) the words "herein," "hereof," "hereby," "hereto" and "hereunder" refer to the Agreement as a whole. Where agreement, approval, authorization, acceptance, consent, or similar action by either Party is required under the Agreement, such action will be performed in accordance with Section 12.1 and, except where expressly provided as being in the discretion of a Party, will not be unreasonably delayed or withheld. The headings in the Agreement are for reference only and will not affect the interpretation of the Agreement. The Agreement will be construed without regard to any presumption or rule requiring construction or interpretation against the Party drafting an instrument or causing any instrument to be drafted.

9.7 Waiver. The failure of any Party to enforce any of the terms and conditions of the Agreement will not constitute a waiver of that Party's right thereafter to enforce each and every term and condition of the Agreement. Any single or partial exercise of any right hereunder will not preclude further exercise of the same right or the exercise of any other right hereunder by either Party. The waiver by any Party of any default or breach of the Agreement will not constitute a waiver of any other default or breach.

9.8 Entire Agreement. The Agreement, including the Affirm Policies and Service Terms, and Order Forms, constitute the entire understanding and contract between the Parties and supersedes all prior agreements (including any prior nondisclosure agreements entered into between the Parties), understandings, arrangements, commitments, or representations, oral or written, between the Parties with respect to the subject matter hereof. Unless otherwise stated in the Agreement with respect to a specific provision, any conflicts between provisions in the Agreement will be resolved in accordance with the following descending order of precedence: the provisions of the Affirm Policies and Service Terms, the provisions of any materials referenced in the Affirm Policies and Service Terms, the provisions of this Merchant Agreement, and the provisions of the applicable Order Form. The Agreement may be executed in two or more counterparts, each of which will be an original instrument, but all of which will constitute one and the same agreement.

9.9 Amendments and Severability. Affirm may amend the Agreement by giving Merchant no less than 30 days' notice prior to the effective date of the proposed change. If Merchant does not want to continue receiving the Services as a result of any such amendment, Merchant may terminate the Agreement by providing Affirm 30 days' notice of such termination. Merchant will be deemed to have accepted any amendment notified to Merchant by Affirm on the earlier of (a) Merchant's acceptance of the amendment, or (b) the effective date of the amendment (provided the Agreement has not been terminated before the effective date of the amendment). If any provision of the Agreement is determined to be invalid, illegal, or unenforceable, the remaining provisions of the Agreement will remain in full force and effect, and to the extent permitted and possible, the invalid or

unenforceable term will be deemed replaced by a term that is valid and enforceable and that comes closest to expressing the intention of such invalid or unenforceable term.

9.10 Survival. Termination of the Agreement will not release either Party from any payment incurred prior to or after termination of the Agreement, including Fees, refunds, or other amounts payable to Affirm with respect to Successful Transactions, or other obligations owed to the other or affect any rights or liabilities of either Party with respect to any breach of the Agreement. Articles 2, 5, 6, 7, 8, 9, and 11, as well as any other provision of the Agreement that contemplates performance or compliance subsequent to termination or expiration of the Agreement, will survive termination of the Agreement until all such obligations are completed; provided that with respect to Article 5, such survival will expire on the third anniversary of the effective date of the termination or expiration of the Agreement.