

20 May 2021

ASX ANNOUNCEMENT

MEDIA RELEASE

Sezzle Inc. (ASX: SZL) (Sezzle) is pleased to provide the attached media release distributed in the US regarding the Company's launch of its long term financing partnership with Ally.

This announcement was approved by the Company's CEO and Executive Chairman, Charlie Youakim, on behalf of the Sezzle Inc. Board.

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About Sezzle Inc.

Sezzle is a rapidly growing fintech company on a mission to financially empower the next generation. Sezzle's payment platform increases the purchasing power for 2.6 million Active Consumers by offering interest-free installment plans at online stores and select in-store locations. Sezzle's transparent, inclusive, and seamless payment option allows consumers to take control over their spending, be more responsible, and gain access to financial freedom. When consumers apply, approval is instant, and their credit scores are not affected. The increase in purchasing power for consumers leads to increased sales and basket sizes for the more than 34,000 Active Merchants that offer Sezzle.

For more information visit sezzle.com.

Sezzle's CDIs are issued in reliance on the exemption from registration contained in Regulation S of the US Securities Act of 1933 (Securities Act) for offers of securities which are made outside the US. Accordingly, the CDIs have not been, and will not be, registered under the Securities Act or the laws of any state or other jurisdiction in the US. As a result of relying on the Regulation S exemption, the CDIs are 'restricted securities' under Rule 144 of

the Securities Act. This means that you are unable to sell the CDIs into the US or to a US person who is not a QIB for the foreseeable future except in very limited circumstances until after the end of the restricted period, unless the re-sale of the CDIs is registered under the Securities Act or an exemption is available. To enforce the above transfer restrictions, all CDIs issued bear a FOR Financial Product designation on the ASX. This designation restricts any CDIs from being sold on ASX to US persons excluding QIBs. However, you are still able to freely transfer your CDIs on ASX to any person other than a US person who is not a QIB. In addition, hedging transactions with regard to the CDIs may only be conducted in accordance with the Securities Act.

Sezzle Launches Long Term Financing with Ally

Sezzle expands its “Buy Now Pay Later” product offerings with POS installment financing for eCommerce

- *Expanding beyond Sezzle’s core product, this solution furthers Sezzle’s mission of financial empowerment by enhancing customer financing offerings—making it possible for consumers to better manage their finances;*
- *Sezzle shoppers can finance seamlessly for purchases up to \$40,000 with Ally Lending’s monthly fixed-rate installment loans that extend up to 60 months. Example of monthly payment terms: payments of \$174.03/month for 6 months for \$1,000 financed at 14.99% APR.*

MINNEAPOLIS, MN [MONTH, DATE] 2021 -- Sezzle Inc. (ASX: [SZL](#)) (Sezzle or Company) // - [Sezzle](#), the highest-rated, purpose-driven Buy Now, Pay Later (BNPL) solution, is pleased to announce the launch of its long-term financing options with [Ally Lending](#), the personal lending arm of Ally Bank, the banking subsidiary of Ally Financial (NYSE: ALLY).

This financing solution expands upon Sezzle’s core product, offering longer loan terms for higher ticket transactions. Ally Lending enables monthly fixed-rate installment-loan products that extend up to 60 months in length and US\$40k per installment plan through a fully digital application process (*subject to credit review and approval).

Per Sezzle’s mission of financial empowerment, Ally’s financing solution is a more transparent, responsible, and consumer-friendly option for consumers. The launch of Sezzle’s long-term product is an additional advantage to shoppers that use Sezzle as a financial co-pilot on their path to financial empowerment.

“We heard from our merchants that they were looking for solutions to suit a wider range of products, including higher-priced items,” said Sezzle President Paul Paradis. “With Ally Lending’s personalized, flexible financing solutions now available on Sezzle’s platform, we offer shoppers a responsible, transparent way to finance higher ticket items over a longer period. It’s a win-win for retailers and consumers.”

For more information visit, [Sezzle.com](#).



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Sezzle is a rapidly growing fintech company on a mission to financially empower the next generation. Sezzle's payment platform increases the purchasing power for millions of Active Consumers by offering interest-free installment plans at online stores and select in-store locations. Sezzle's transparent, inclusive, and seamless payment option allows consumers to control their spending, be more responsible, and gain access to financial freedom. When consumers apply, approval is instant, and their credit scores are not impacted, unless the consumer elects to opt-in to a credit building feature called Sezzle Up.

This increase in purchasing power for consumers leads to increased sales and basket sizes for the more than 34,000 Active Merchants that offer Sezzle.

For additional assets and news on Sezzle please visit <https://my.sezzle.com/news/>

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About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial-services company with \$181.9 billion in assets as of March 31, 2021. As a customer-centric company with passionate customer service and innovative financial solutions, we are relentlessly focused on "Doing it Right" and being a trusted financial-services provider to our consumer, commercial, and corporate customers. We are one of the largest full-service automotive-finance operations in the country and offer a wide range of financial services and insurance products to automotive dealerships and consumers. Our award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage lending, personal lending, and a variety of deposit and other banking products, including savings, money-market, and checking accounts, certificates of deposit (CDs), and individual retirement accounts (IRAs). Additionally, we offer securities-brokerage and investment-advisory services through Ally Invest. Our robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>.

For further images and news on Ally, please visit <http://media.ally.com>.