



# Investor Presentation

August 2025

# Disclaimer

## Cautionary Note Regarding Forward-Looking Statements

This presentation (the "Presentation") contains summary information about the activities of Sezzle as of the date of this Presentation. The information in this Presentation is of a general nature and does not purport to be complete and the information in the Presentation remains subject to change without notice. Also, the information in the Presentation should not be relied upon as advice to potential investors or current shareholders. This Presentation has been prepared without taking into account the objectives, financial situation or needs of any particular prospective investor or current shareholder. Before making an investment decision, prospective investors and current shareholders should consider the appropriateness of the information having regard to their own objectives, financial situation and needs and seek appropriate advice, including financial, legal and taxation advice appropriate to their jurisdiction. The Presentation also includes information regarding our market and industry that is derived from publicly available third-party sources that have not been independently verified by Sezzle.

This Presentation contains certain "forward-looking statements" under Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), including, but not limited to, statements regarding our anticipated new products, our ability to gain future market share, our timeline and intentions relating to operations in international markets, our strategy, our future operations, our financial position, our estimated revenues and losses, our projected costs, our prospects, and the plans and objectives of management. These forward-looking statements are generally identified by the words "could," "believe," "anticipate," "intend," "estimate," "expect," "project" or other words or expressions of similar meaning (or the negative versions of such words or expressions). These forward-looking statements are subject to a number of risks and uncertainties, including those set out in this Presentation, but not limited to: (i) impact of the "buy-now, pay-later" ("BNPL") industry becoming subject to increased regulatory scrutiny; (ii) impact of operating in a highly competitive industry; (iii) impact of macro-economic conditions on consumer spending; (iv) our ability to increase our merchant network and Gross Merchandise Volume ("GMV"); (v) our ability to increase our consumer base and GMV; (vi) our ability to effectively manage growth, sustain our growth rate and maintain our market share; (vii) our ability to promote and maintain our brand; (viii) our ability to maintain adequate access to capital in order to meet the capital requirements of our business; (ix) our ability to manage financial risk of consumer loans facilitated on our platform; (x) impact of exposure to consumer bad debts and insolvency of merchants; (xi) our ability to manage risk with respect to our agreement with our originating bank partner; (xii) impact of the integration, support and prominent presentation of our platform by our merchants; (xiii) impact of any data security breaches, cyberattacks, employee or other internal misconduct, malware, phishing or ransomware, physical security breaches, natural disasters, or similar disruptions; (ix) impact of key vendors or merchants failing to comply with legal or regulatory requirements or to provide various services that are important to our operations; (xv) impact of the loss of key partners and merchant relationships; (xvi) impact of exchange rate fluctuations in the international markets in which we operate; (xvii) our ability to protect our intellectual property rights and third party allegations of the misappropriation of intellectual property rights; (xviii) our ability to retain employees and recruit additional employees; (ixx) impact of the costs of complying with various laws and regulations applicable to the BNPL industry in the United States and Canada; (xx) our ability to achieve our public benefit purpose and our election to forego B Corporation recertification; and (xxi) the other factors identified in the "Risk Factors" section of our Annual Report on Form 10-K for the year ended December 31, 2024 and the Company's subsequent filings filed with the Securities and Exchange Commission available at [www.sec.gov](http://www.sec.gov). These forward-looking statements are based on our current expectations and assumptions about future events and are based on currently available information as to the outcome and timing of future events. Nevertheless, and despite the fact that management's expectations and estimates are based on assumptions management believes to be reasonable and data management believes to be reliable, our actual results, performance or achievements are subject to future risks and uncertainties, any of which could materially affect our actual performance. Except as otherwise required by applicable law, we disclaim any duty to update any forward-looking statements to reflect events or circumstances after the date of this Presentation.

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All financial figures are expressed in U.S. dollars unless otherwise stated.

In addition to financial measures presented in accordance with U.S. generally accepted accounting principles ("U.S. GAAP"), this Presentation includes certain financial information, including Gross Merchandise Volume ("GMV", formerly known as Underlying Merchant Sales, or UMS), Monthly On-Demand & Subscribers ("MODS"), and Active Subscribers, which has been provided as supplemental measures of operating performance that are key metrics used by management to assess Sezzle's growth and operating performance. For example, GMV is an operating metric in assessing the volume of transactions that take place on the Sezzle Platform, which is an indicator of the success of our merchants and the strength of the Sezzle Platform and MODS is a monthly metric that captures unique users of the On-Demand product and subscribers enrolled in Anywhere and Premium products. Sezzle also use these operating metrics in order to evaluate the effectiveness of our business strategies, to make budgeting decisions, and to compare our performance against that of other peer companies using similar measures. GMV, MODS, and Active Subscribers do not represent revenue earned by Sezzle, are not components of Sezzle's income or included within Sezzle's financial results prepared in accordance with GAAP. The GMV, MODS, and Active Subscribers financial measures used by Sezzle may differ from the non-U.S. GAAP financial measures used by other companies.

## No Offer or Solicitation

This report shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. No offering of securities shall be made except by means of a prospectus meeting the requirements of Section 10 of the Securities Act or pursuant to another available exemption.

## WebBank

Pay Later loans are originated by WebBank except loans in IA, Puerto Rico & Canada. For example, for a \$300 loan Pi4, you make one \$75 down payment today, then three \$75 payments every two weeks for a 45.0% annual percentage rate (APR) & total payments of \$307.49, which includes a \$7.49 Service Fee (finance charge) charged at loan origination. Service fees vary & can range from \$0 to \$7.49 depending on the purchase price & Sezzle product. Actual fees are reflected in checkout.



# Sezzle at a Glance

# Prized BNPL Platform

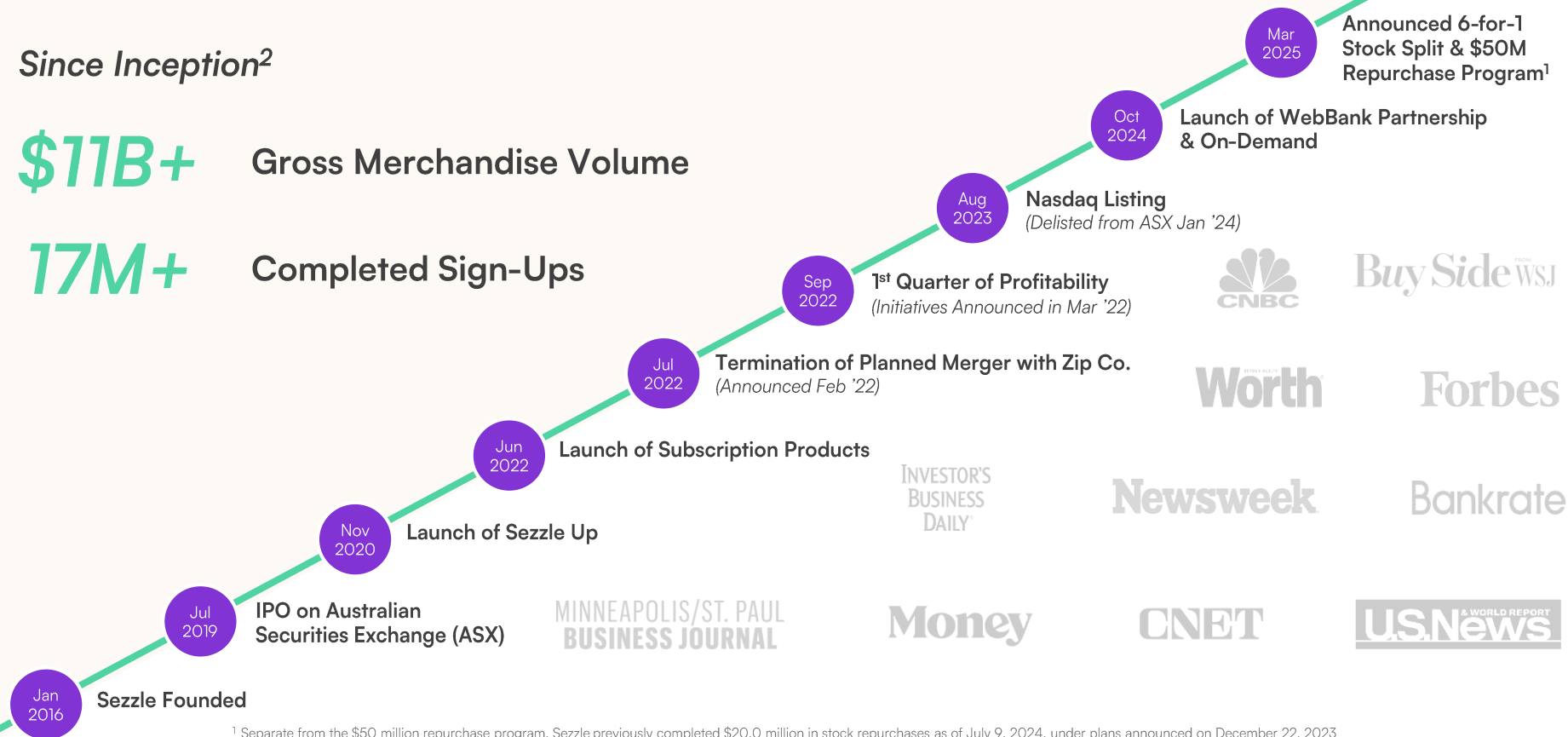
Since Inception<sup>2</sup>

**\$11B+**

Gross Merchandise Volume

**17M+**

Completed Sign-Ups



<sup>1</sup> Separate from the \$50 million repurchase program, Sezzle previously completed \$20.0 million in stock repurchases as of July 9, 2024, under plans announced on December 22, 2023 (\$5.0 million) and June 20, 2024 (\$15.0 million). <sup>2</sup> Since Inception figures are rounded to the nearest billion and million, respectively.

# Financial Snapshot

## 2Q25 Results

GMV Growth (YoY)	74.2%
Total Revenue Growth (YoY)	76.4%
Net Income	\$27.6M
Net Income Margin	28.0%
Adjusted EBITDA <sup>5</sup>	\$37.9M
Adjusted EBITDA Margin	38.4%
Total Revenue Less Transaction Related Costs <sup>4</sup> as a % of Total Revenue	61.1%
Average Quarterly Purchase Frequency	6.1x
2Q24 Average Quarterly Purchase Frequency	4.8x
Monthly On-Demand & Subscribers (MODS <sup>2</sup> )	748K
YoY Growth	62.0%

## Performance & Guidance

	FY2024 Actuals	FY2025 Guidance
Total Revenue Growth (YoY)	70.1%	60-65%
Adjusted Net Income <sup>1</sup>	\$64.6M	\$120.0M
Adjusted Net Income Per Diluted Share <sup>3</sup>	\$1.80	\$3.25
Adjusted EBITDA	\$170.0-\$175.0M	92-98%

## Driving Shareholder Value

\$20.0M	\$50.0M
Stock Repurchase Completed in Jul '24	Stock Repurchase Announced in Mar '25

<sup>1</sup> Adjusted Net Income is a non-GAAP financial measure. For a reconciliation of Net Income and Adjusted Net Income see Appendix III. Adjusted Net Income for the quarter was in line with Net Income, as no significant or unique items were recorded. <sup>2</sup> As of June 30, 2025, Monthly On-Demand & Subscribers (MODS) defined as the combined total of Active Subscribers and Monthly On-Demand users. Monthly On-Demand users are unique users that have made at least one purchase through On-Demand during the month. MODS rounded to the nearest thousand. <sup>3</sup> Effective March 28, 2025, we performed a 6-for-1 stock split of the Company's common stock, affected through a stock dividend. The Net Income Per Diluted Share guidance is adjusted to reflect the stock split. <sup>4</sup> Total Revenue Less Transaction Related Costs is a non-GAAP financial measure. For a reconciliation of Operating Income and Total Revenue Less Transaction Related Costs, see Appendix I. <sup>5</sup> Adjusted EBITDA is a non-GAAP financial measure. For a reconciliation Adjusted EBITDA, see Appendix II.

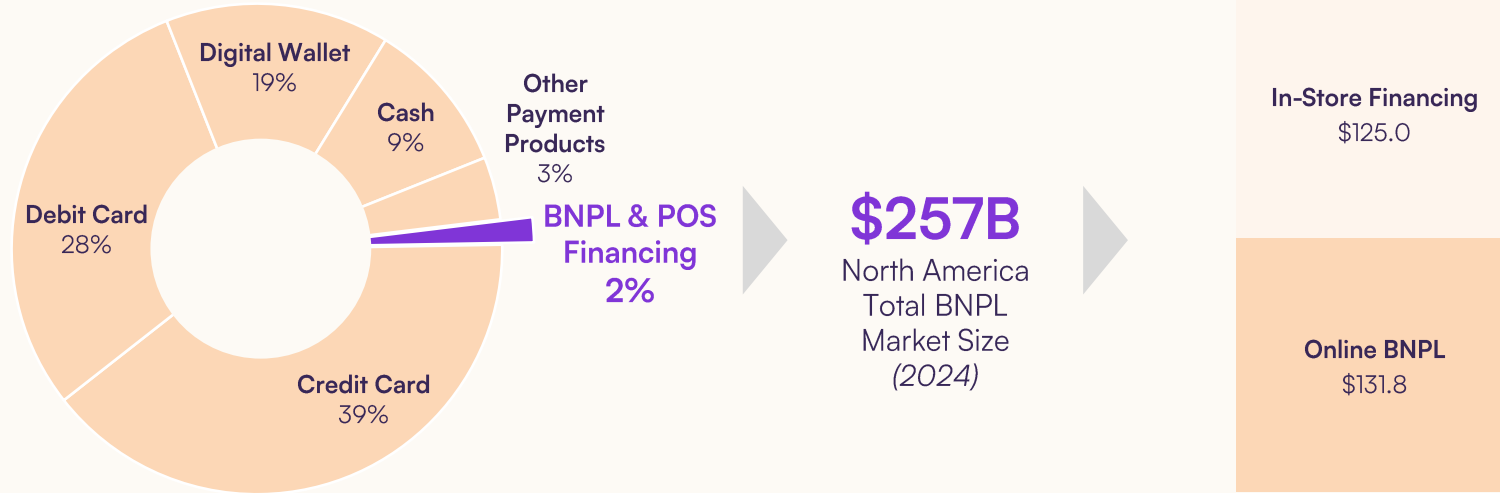


# The Markets We Serve

# The Nascent and Growing BNPL Market

*Buy Now, Pay Later (BNPL) represents less than 2% of North America's Total Commerce Transaction Value*

*Sezzle represents less than 1% of North America's Total BNPL Market*



**Significant Opportunity for Market Growth in North America**

*BNPL e-Commerce Market Penetration by Country*



**6%**



**10%**



**15%**



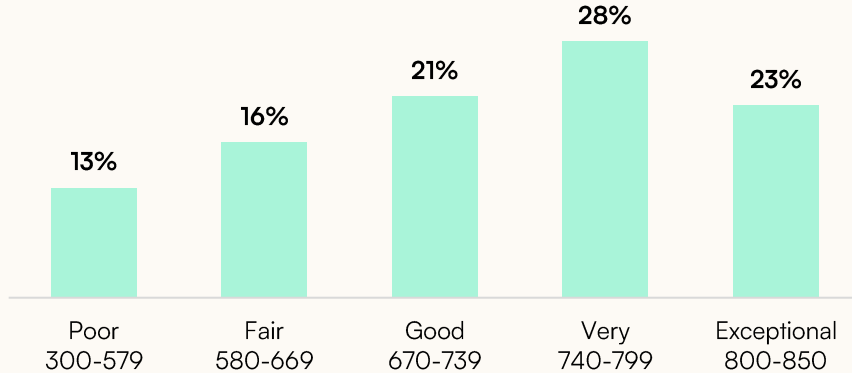
**20%**

Source: Worldpay, The Global Payments Report 2025.

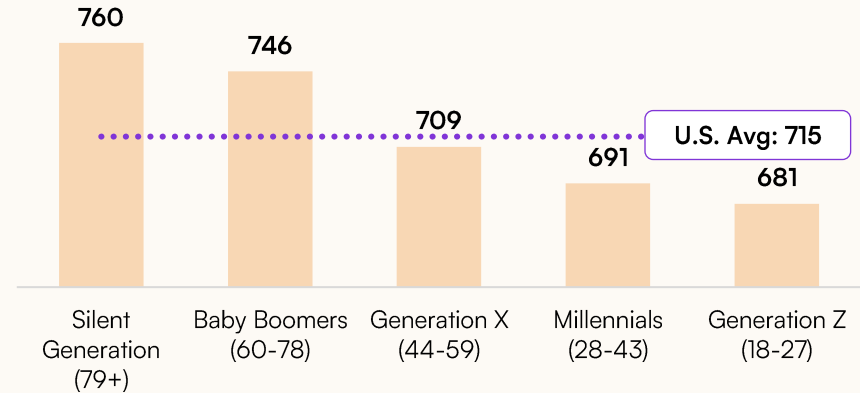
# U.S. Consumer Credit Market Snapshot

Younger generations struggle with *below average credit scores*

2024 U.S. FICO Distribution<sup>3</sup>



2024 Average FICO by Generation<sup>3</sup>



49M

Adults who are either *credit invisible* or *unscorable*<sup>1</sup>

48%

U.S. adults who have been *rejected at least once* when applying for credit products in the past year<sup>2</sup>

<sup>1</sup> Credit invisible are those with no mainstream credit profile at the credit bureaus; unscorable are those with some information in their mainstream credit file, but not enough to generate a conventional score. 2022 Financial Inclusion and Access to Credit, Oliver Wyman & Experian.

<sup>2</sup> Bankrate. <sup>3</sup> Experian.



# Why *Millions* of Consumers Choose Sezzle

Increasing *financial inclusion* by providing credit to those who often face challenges in accessing traditional credit options



**78%**<sup>1</sup>

of Sezzle consumers are ages between 18 — 47 (Gen Z & Millennial)



**40%**<sup>2</sup>

of BNPL users would leave carts without BNPL offered at checkout



**71%**<sup>2</sup>

of BNPL users utilize/would use BNPL for cash flow management



**1 out of 3**<sup>2</sup>

BNPL users reported increased credit score

4.9/5



4.6/5



4.1/5



★ Trustpilot

**Sezzle makes it easy!**

“Sezzle makes it easy to split a large purchase into affordable payments...Sezzle allowed me to purchase everything I needed and split the bill up a bit. 10/10 will use again!”

Rob

★ Trustpilot

**Everything is great!!!**

“The payments are wonderful. An even split every two weeks. Keeps me good with the purchases I make. Also helping credit in the process of an incredible plus. 5 stars all around.”

Jonathan

<sup>1</sup>As of December 31, 2024. <sup>2</sup>PYMNTS series entitled “The Credit Accessibility Series” in collaboration with Sezzle.

# Unlocking *Growth* For Our Merchant Partners

Driving *traffic and incremental revenue* through a frictionless checkout experience and customized marketing capabilities

## Merchant Benefits

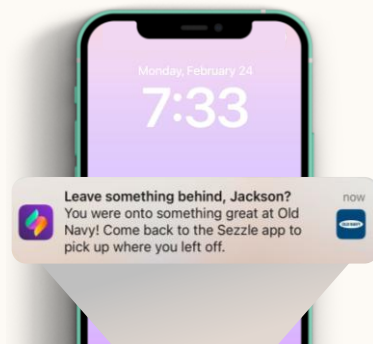
<6 Months<sup>1</sup>  
Payback period

Up to 57%<sup>1</sup>  
Average Order Value Lift

110%<sup>1</sup>  
Return on Investment (ROI)

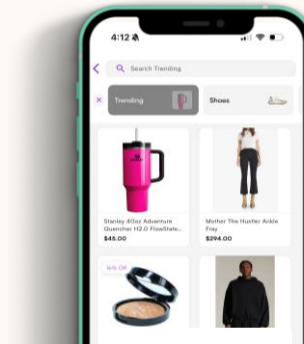
## Personalized Shopping

Higher Conversion for Merchant Partners through Personalized In-App Push Notifications



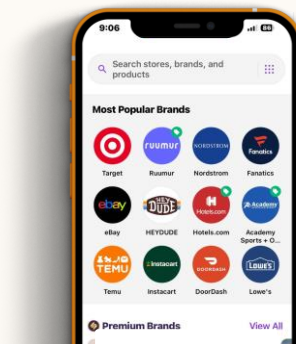
## Product Marketplace

Providing Hyper-Personalized Merchant and Product Recommendations



## In-App Placement

Maximizing Engagement & Driving Additional Sales for Merchant Partners



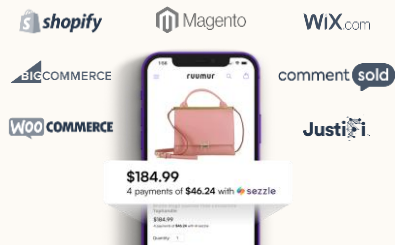
<sup>1</sup> 2023 The Total Economics Impact of Sezzle, Forrester Research, Inc.



# Robust & Expanding Product Ecosystem

# Expanding Our Ecosystem

Initial Business Model

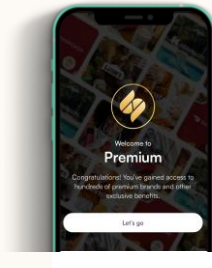


Direct & Virtual Card  
Integration

## Economics for Sezzle:

- Merchant discount rate (MDR)
  - Interchange revenue (VC integration)

Launched in 2Q22

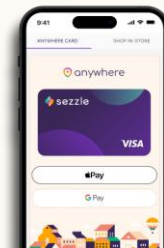


Premium

## Economics for Sezzle:

- Affiliate & Gift Card commission
  - Interchange revenue
  - Subscription revenue

Launched in 2Q23

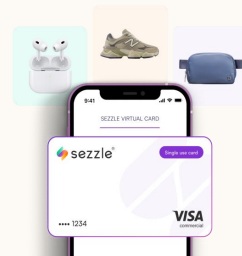


Anywhere  
(Anywhere VISA is accepted)

## Economics for Sezzle:

- Interchange revenue
- Subscription revenue

Launched in 4Q24



On-Demand  
(Anywhere VISA is accepted)

## Economics for Sezzle:

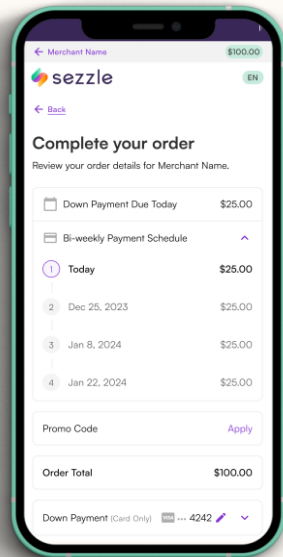
- Service Fee<sup>1</sup> revenue
- Interchange revenue

<sup>1</sup>Service Fee (Finance Charge).

# Comprehensive Suite of Payment Options

Offering a *full suite of payment options*, allowing consumers to choose based on their schedule and needs

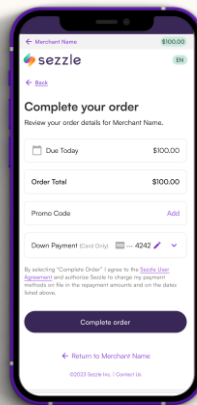
## Pay-in-4



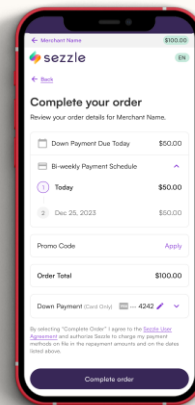
Example: \$100 Purchase

	25%	25%	25%	25%
	\$25	\$25	\$25	\$25
Time of purchase	Week 1	Week 2	Week 3	Week 4

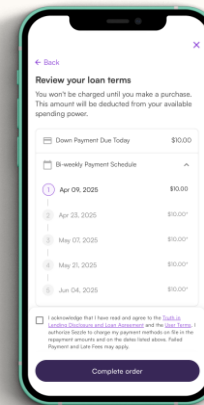
## Pay-in-Full



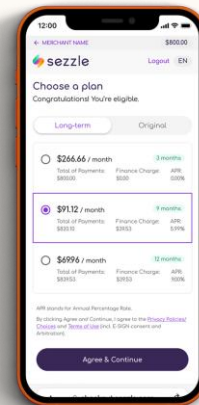
## Pay-in-2



## Pay-in-5 (beta)



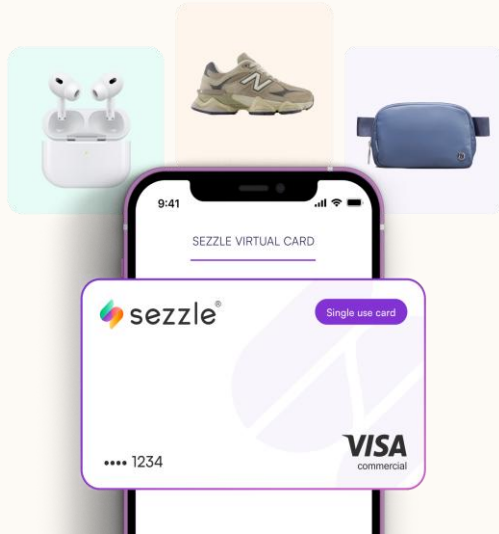
## Long-Term<sup>1</sup>




<sup>1</sup> Length of loan and APR varies by user and merchant offering and is determined by Sezzle's long-term lender.


# On-Demand<sup>1</sup>


**Pay Later Just  
Got More Flexible**



## How it Works

- 

1 Shop any brand in the Sezzle app or anywhere<sup>3</sup>
- 

2 Request single-use amount needed
- 

3 Pay Service Fee<sup>2</sup> at the point of purchase

## Benefits for Sezzle



Early data supports greater consumer activation as non-subscribers can shop anywhere<sup>3</sup>



Enhances the ability to compete for enterprise merchants

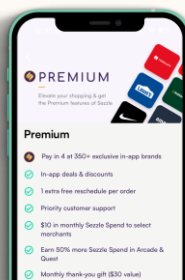
<sup>1</sup> Available only in the U.S. <sup>2</sup> Service Fee (Finance Charge). <sup>3</sup> Anywhere Visa is accepted.

# 748,000 Monthly On-Demand & Subscribers<sup>1</sup> (MODS<sup>2</sup>) Engagement *Fueling Growth*



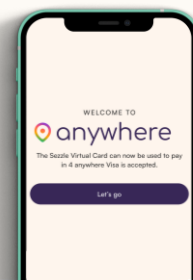
## On-Demand

Pay Later anywhere Visa is accepted, with a one-time service fee<sup>3</sup> at the point of purchase



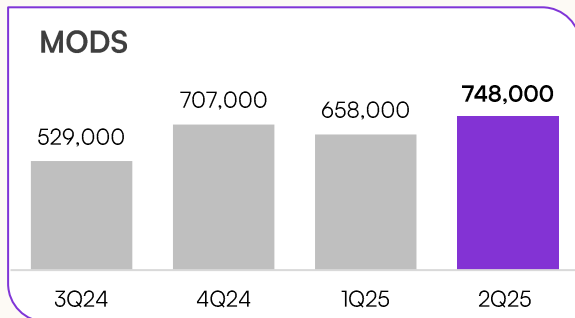
## Premium (subscription)

Access to 350+ premium merchants through Affiliate & Gift Card platform partners



## Anywhere (subscription)

Pay Later anywhere Visa is accepted including all Premium benefits



~11

More Orders from *Subscribers vs. Non-Subscribers* during 2Q25 on Average

38x

Top 10% *Anywhere Subscribers* 90-days Frequency<sup>4</sup>

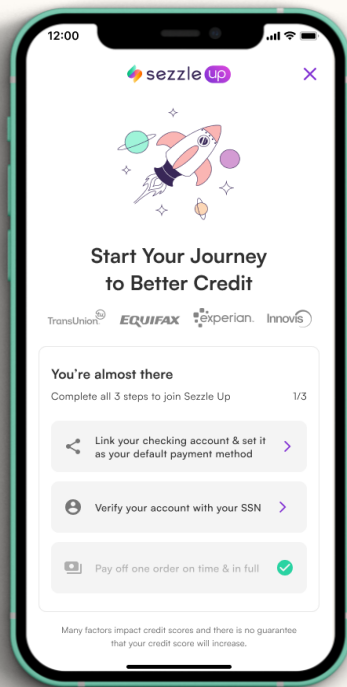
~37%

In-store Orders as % of *Total Anywhere Orders*<sup>5</sup>

<sup>1</sup>As of June 30, 2025, Active Subscribers rounded to the nearest thousand was 484,000. <sup>2</sup>As of June 30, 2025, Monthly On-Demand & Subscribers (MODS) defined as the combined total of Active Subscribers and Monthly On-Demand users. Monthly On-Demand users are unique users that have made at least one purchase through On-Demand during the month. MODS rounded to the nearest thousand. <sup>3</sup>Service Fee (Finance Charge).

<sup>4</sup>Frequency is defined as the average total number of Sezzle orders placed by active Anywhere subscribers in 2Q25. <sup>5</sup>Orders placed during 2Q25.

# Helping Consumers *Build Credit History* through Sezzle Up



*The first BNPL platform in North America* to offer credit reporting optionality through short-term installments in the U.S. & Canada

TransUnion<sup>tu</sup>

EQUIFAX

experian.

Innovis

**Files Sezzle Up Consumer purchase activities**  
to all major credit bureaus in the U.S.

## Lower

**2<sup>nd</sup> payment failure rate** for average Sezzle Up Consumer  
versus non-Sezzle Up Consumer

## Higher

**Order count** per Sezzle Up Consumer  
versus non-Sezzle Up Consumer



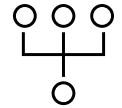
# Propelling Growth through a Bank Partner

## WebBank Partnership



- WebBank is a Utah-chartered industrial bank
- Entered 5-year strategic partnership program on August 26<sup>th</sup>, 2024; launched September 2024
- WebBank will serve as the exclusive lender and originate select Pay Later products (i.e., Pay-in-5, Pay-in-4 & Pay-in-2)

Launch of unified fees



Streamlined regulatory approach



Future product innovations



# Investing for the Future

## Acquisition

*Strategically deploying marketing spend* to acquire new consumers, with a current *six-month payback period* target for each cohort.

Sezzle Giveaways

Coupons & Discounts



## Retention

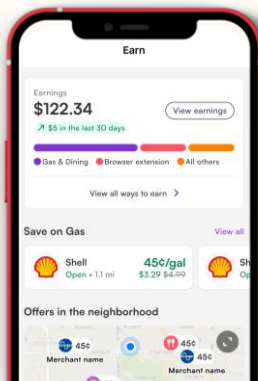
*Targeted offers* with the goal of *driving repeat usage*.

In-app  
Exclusive Offers

Merchant Offers

Coupons & Discounts

**Recent Product Offerings Helping Accelerate Our Growth Strategy**



Earn Tab

On-Demand

Price Comparison

Browser Extension

Sezzle Balance

Products Tab

Express Checkout

Pay-in-5

Money IQ

# Consumer Engagement Driven by Strategic *Acquisition and Retention*

*Higher marketing spend leading to strong consumer activity*

**75**  
NPS<sup>3</sup>

**52%**

YoY Growth in  
*Monthly Active Users*<sup>2</sup>

**138%**

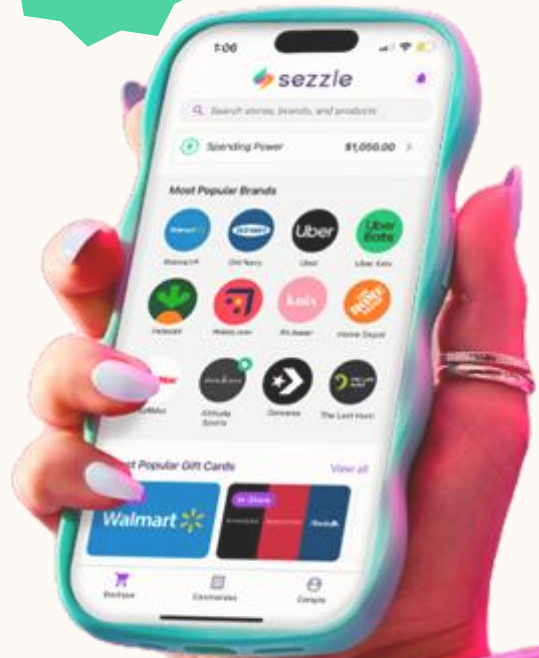
YoY Growth in  
*Revenue Generating  
Users*<sup>1</sup> by month

**62%**

YoY Growth in *MODS*<sup>4</sup>

**112%**

YoY Growth in  
*Monthly Sessions*<sup>5</sup>



<sup>1</sup> Revenue Generating Users are unique users that Sezzle monetized. <sup>2</sup> Monthly Active Users is defined as the number of unique users that transacted or engaged with the Sezzle app during the month. <sup>3</sup> Net Promoter Score (NPS) last 30-days as of June 30, 2025. <sup>4</sup> As of June 30, 2025. Monthly On-Demand & Subscribers (MODS) defined as the combined total of Active Subscribers and Monthly On-Demand users. Monthly On-Demand users are unique users that have made at least one purchase through On-Demand during the month. MODS rounded to the nearest thousand. <sup>5</sup> A Session occurs when a Sezzle Consumer opens the Sezzle app and ends after 30 minutes of inactivity.

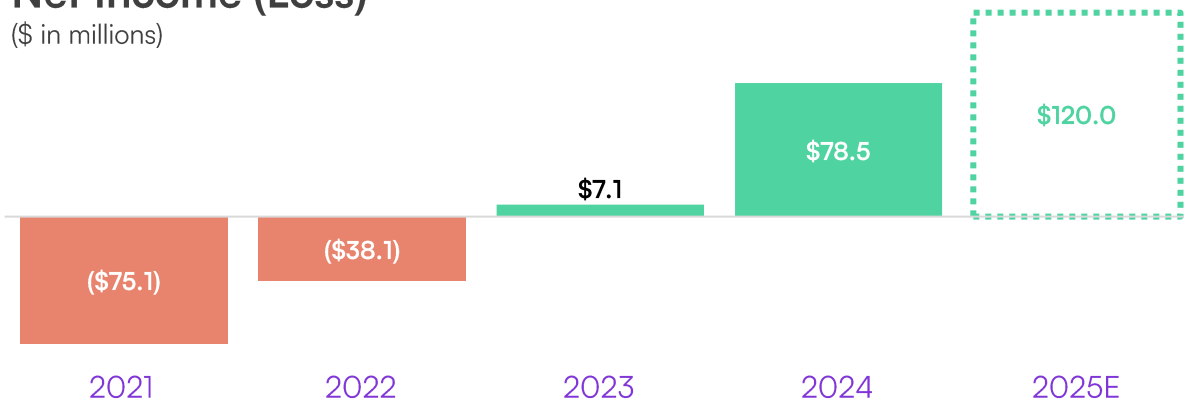


# Growing Profitably Through Strong Execution

# Initiatives *Exceeding* Expectations

## Net Income (Loss)

(\$ in millions)



- Expansion into new markets
- Rising OpEx

- Reduction in work force
- Winding down global operations
- Launched Sezzle Premium

- Impact of 2022 profitability initiatives
- Introduction of Subscription products
- Launched Sezzle Anywhere

- New product launches including On-Demand
- Introduction of bank sponsorship

### *Innovating for the future*

- Checking + Saving Accounts, Earned Wage Access, Budgeting Capabilities, among others

## FY2022 Profitability Initiatives



### Revenue Initiatives

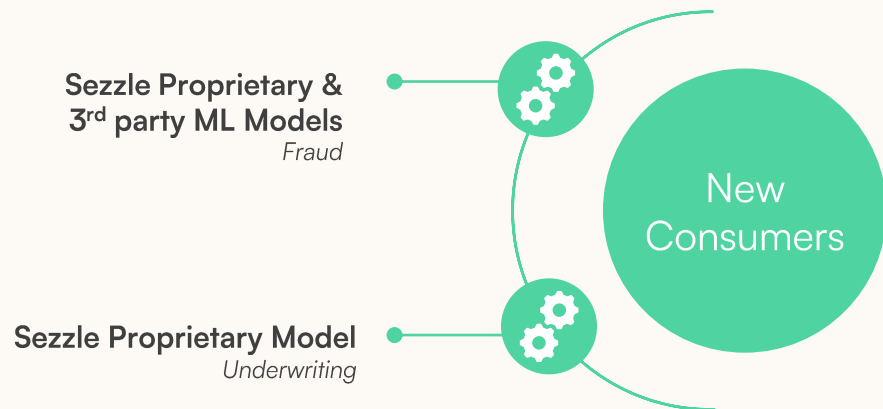
- Introduced Sezzle Premium
- Offboarded or renegotiated pricing with merchants and network partners
- Affiliate merchant enhancements
- Incentivized consumers to shift from card to ACH
- Introduced Pay-in-Full



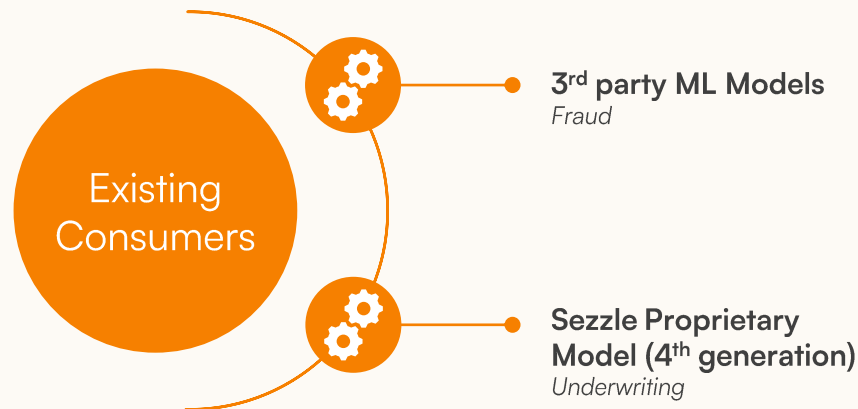
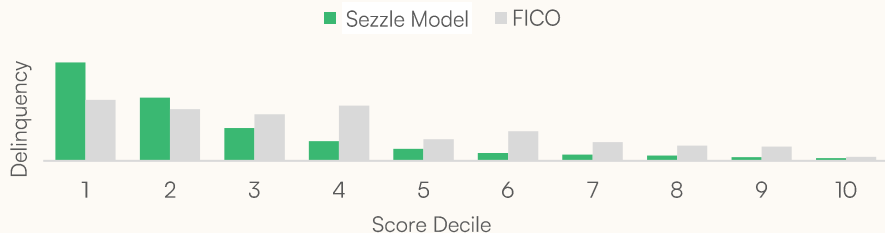
### Cost Initiatives

- Improved credit underwriting
- Reduction in workforce (RIF)
- Ceased payment operations in India
- Began wind-down of Europe & Brazil
- Reduced, renegotiated, and eliminated non-critical third-party tech and marketing spend

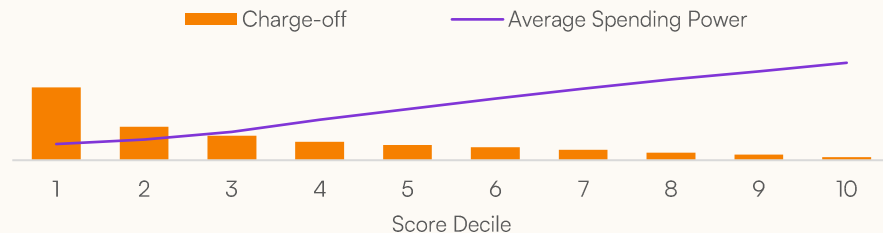
# Robust & Proprietary In-House Underwriting Strategy



Sezzle Model is *more predictive than FICO* for new Sezzle consumers' delinquency



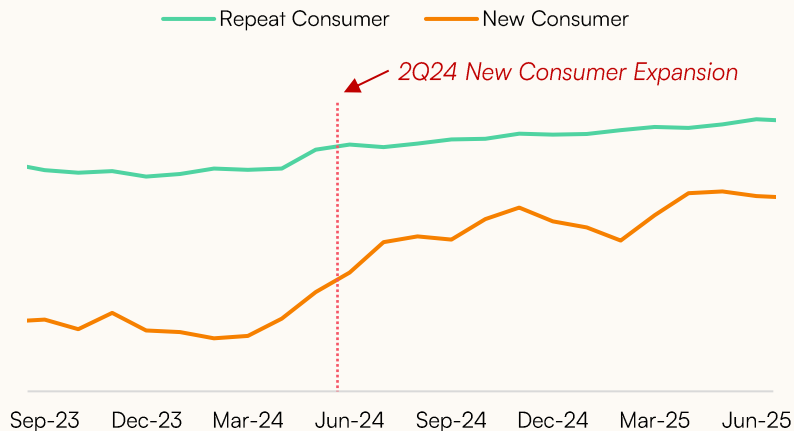
Spending Power allocated directly by Sezzle Model



# Controlled Underwriting to Optimize Growth & Profitability

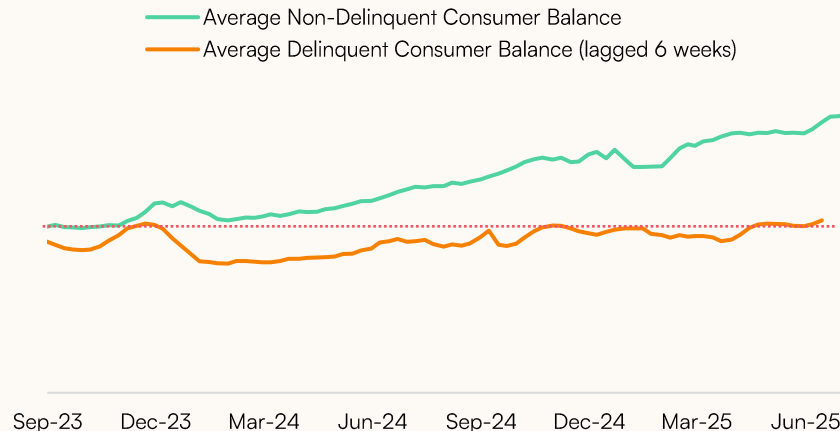
Approval rates increased in the 2H24 for both repeat and new consumers...

## Approval Rates

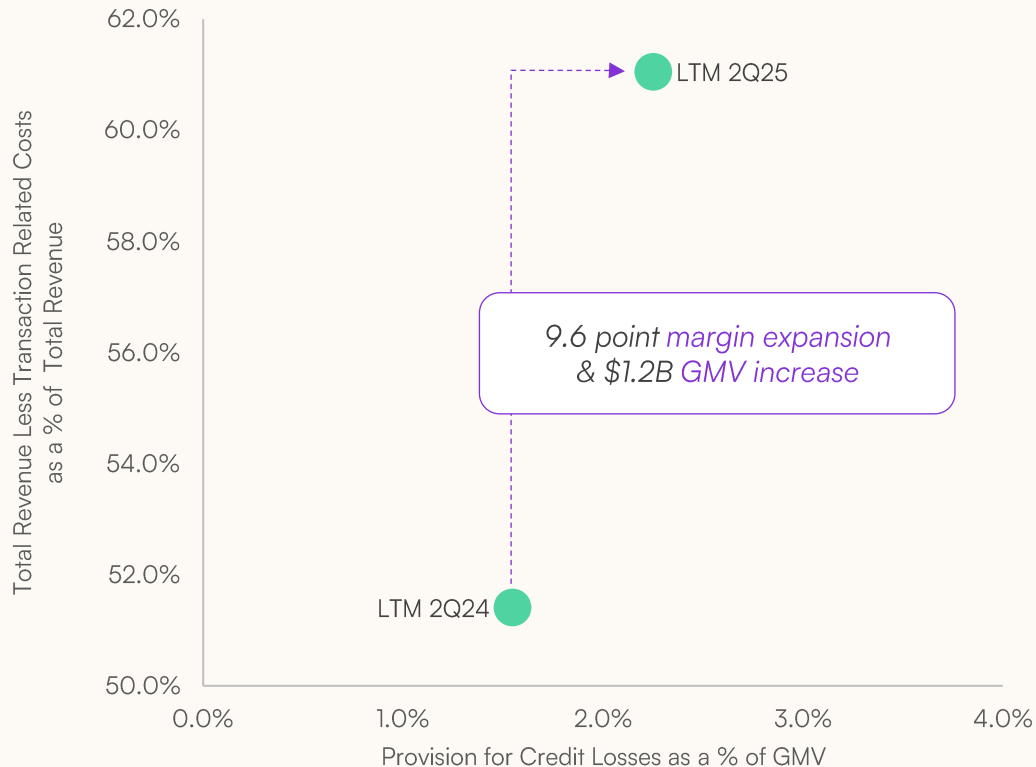


...while the outstanding balance for delinquent consumers remained in-line

## Average Consumer Balances



# Positioned for All Conditions



*The short duration product results in quick portfolio turnover, with repayment trends evident after 14 days*

Type of Loan	Std. Loan Tenor
Sezzle	42 days
Lease-to-Own	12+ months
Personal Loans (e.g. home improvement)	12-84 months
Auto Loan	~70 months
Home Equity Line of Credit (HELOC)	10-15 years
Home Mortgage	15-30 years

Source: PYMNTS, Wells Fargo, U.S. Bank, Experian, Citizens Bank, SoFi

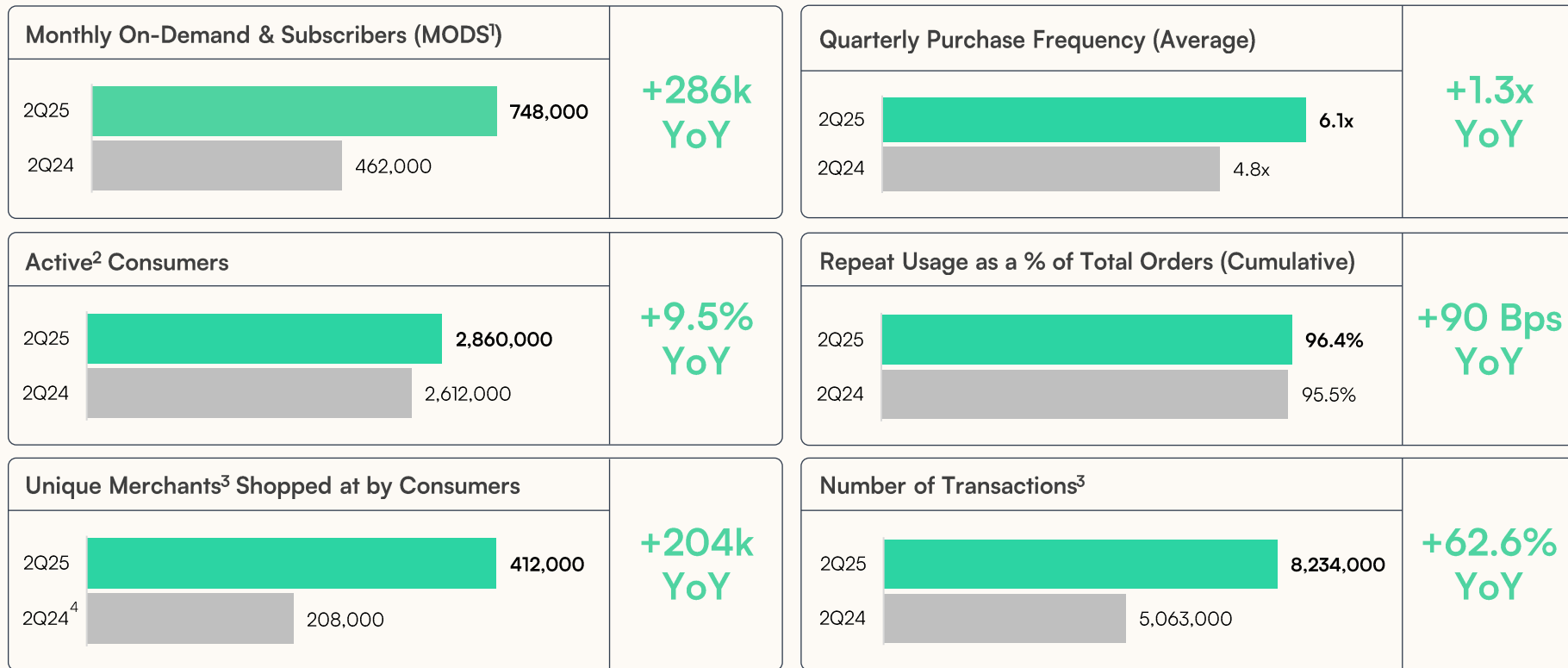


# YoY Progression Overview

	2Q24	2Q25	YoY Change
Total Revenue	\$56.0M	\$98.7M	76.4% ↑
Net Income	\$29.7M	\$27.6M	-7.1% ↓
Adjusted Net Income <sup>1</sup>	\$12.7M	\$24.4M	91.8% ↑
Adjusted EBITDA Margin <sup>2</sup>	32.9%	38.4%	5.5 Pts ↑
Total Revenue Less Transaction Related Costs <sup>3</sup> as a % of Total Revenue	57.6%	61.1%	3.5 Pts ↑
Non-Transaction Related OpEx <sup>4</sup> as a % of Total Revenue	32.9%	28.1%	-4.8 Pts ↓

<sup>1</sup>Adjusted Net Income is a non-GAAP financial measure. For a reconciliation of Net Income and Adjusted Net Income, see Appendix III. Adjusted prior periods to include the windfall/shortfall to income tax expense for equity-based compensation. <sup>2</sup>Adjusted EBITDA Margin is a non-GAAP financial measure equal to non-GAAP Adjusted EBITDA divided by Total Revenue. For a reconciliation of Net Income to non-GAAP Adjusted EBITDA, see Appendix II. <sup>3</sup>Total Revenue Less Transaction Related Costs is a non-GAAP financial measure. For a reconciliation of Operating Income and Total Revenue Less Transaction Related Costs, see Appendix I. <sup>4</sup>Non-Transaction Related Operating Expenses is a non-GAAP financial measure and is equal to Personnel, Third-Party Technology and Data, Marketing, Advertising, and Tradeshow, and General and Administrative Operating Expenses. See Appendix I for reconciliation of Non-Transaction Related Operating Expenses and respective definitions.

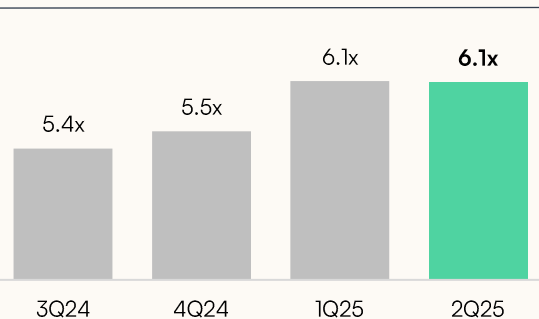
# YoY Engagement Metrics



<sup>1</sup> Monthly On-Demand & Subscribers (MODS) defined as the combined total of Active Subscribers and Monthly On-Demand users. Monthly On-Demand users are unique users that have made a least one purchase through On-Demand during the month. MODS rounded to the nearest thousand. <sup>2</sup> Active is defined as having had at least one transaction through the Sezzle platform in the last twelve months, not subject to a minimum required number of transactions criteria (Consumers rounded to nearest thousand). <sup>3</sup> Unique Merchants and Number of Transactions are rounded to the nearest thousand. <sup>4</sup> Previously reported as 209,000. Revised to 208,000 based on further analysis of unique merchant classifications.

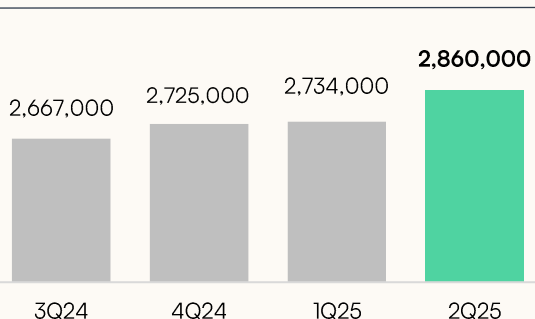
# Last Twelve Months (LTM) QoQ Engagement Metrics

Quarterly Purchase Frequency (Average)



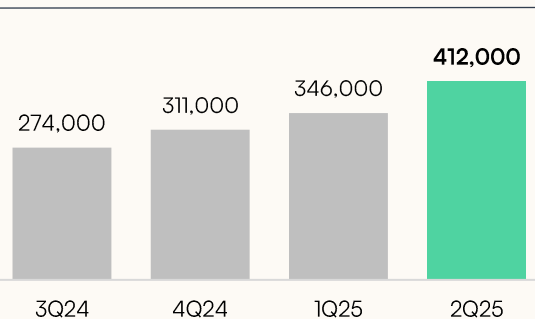
+0.0x QoQ

Active<sup>1</sup> Consumers



+4.6% QoQ

Unique Merchants<sup>2</sup> Shopped at by Consumers

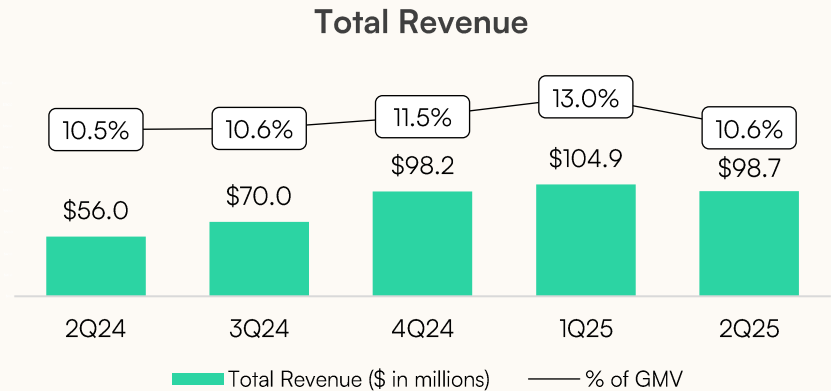
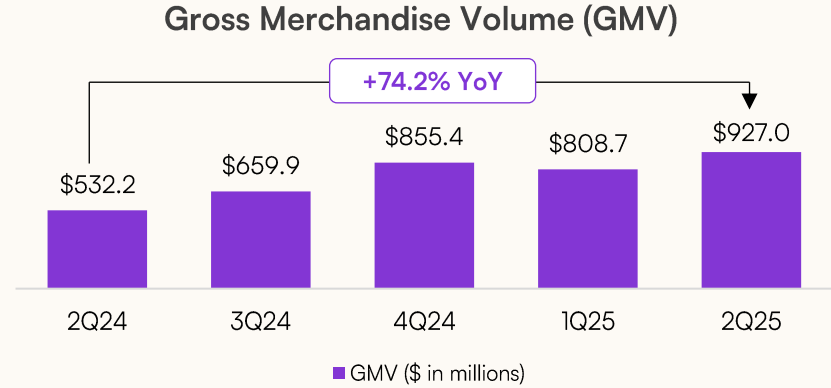


+66k QoQ

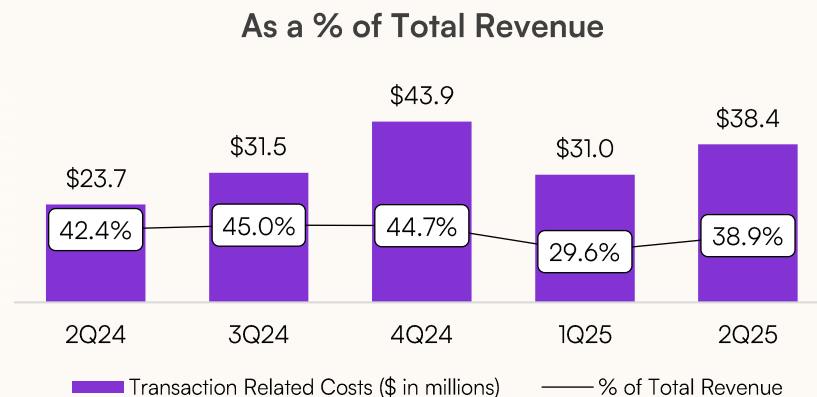
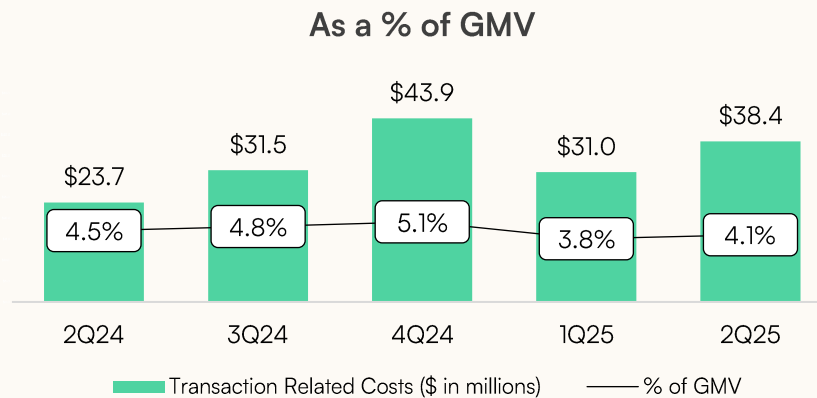
<sup>1</sup> Active is defined as having had at least one transaction through the Sezzle platform in the last twelve months, not subject to a minimum required number of transactions criteria (Consumers rounded to nearest thousand).

<sup>2</sup> Unique Merchants are rounded to the nearest thousand.

# Gross Merchandise Volume (GMV) & Total Revenue



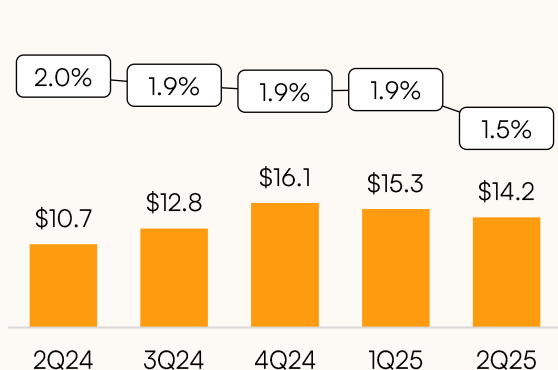
# Transaction Related Costs<sup>1</sup>



<sup>1</sup> Transaction Related Costs is a non-GAAP financial measure that represents the combined total of Transaction Expense, Provision for Credit Losses, and Net Interest Expense.  
For a reconciliation of Transaction Related Costs see Appendix II for reconciliation.

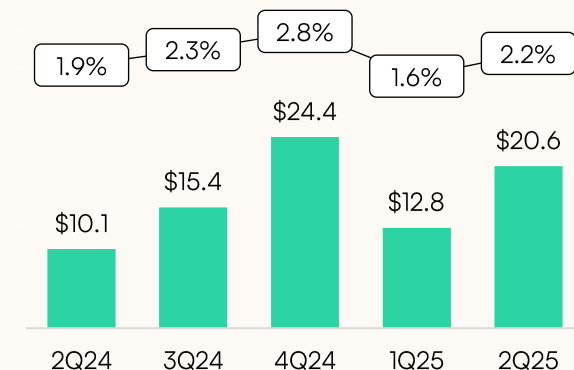
# Transaction Related Costs<sup>1</sup>

## Transaction Expense



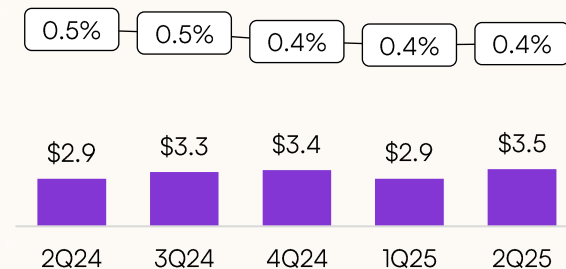
Transaction Expense (\$ in millions) — % of GMV

## Provision for Credit Losses



Provision for Credit Losses (\$ in millions) — % of GMV

## Net Interest Expense

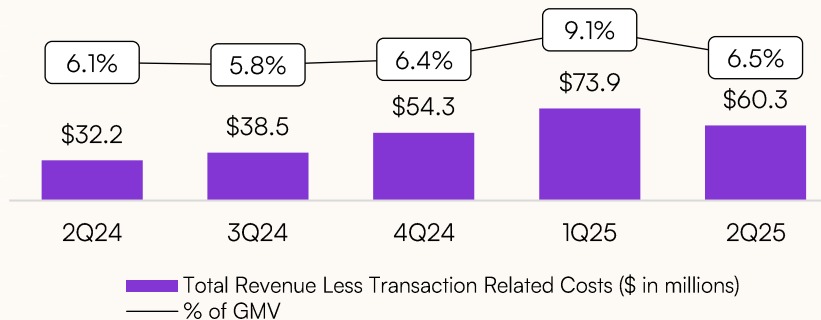


Net Interest Expense (\$ in millions) — % of GMV

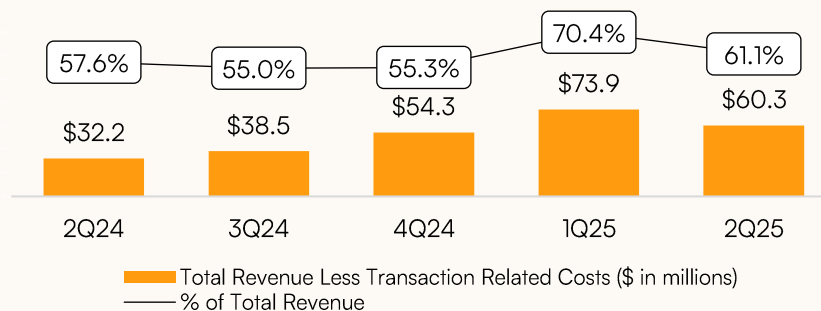
<sup>1</sup> Transaction Related Costs is a non-GAAP financial measure that represents the combined total of Transaction Expense, Provision for Credit Losses, and Net Interest Expense. For a reconciliation of Transaction Related Costs see Appendix II for reconciliation.

# Total Revenue Less Transaction Related Costs<sup>1</sup>

As a % of GMV



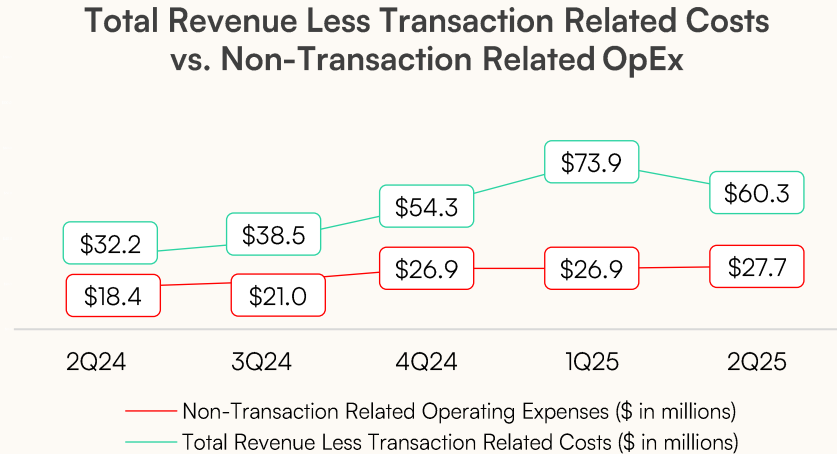
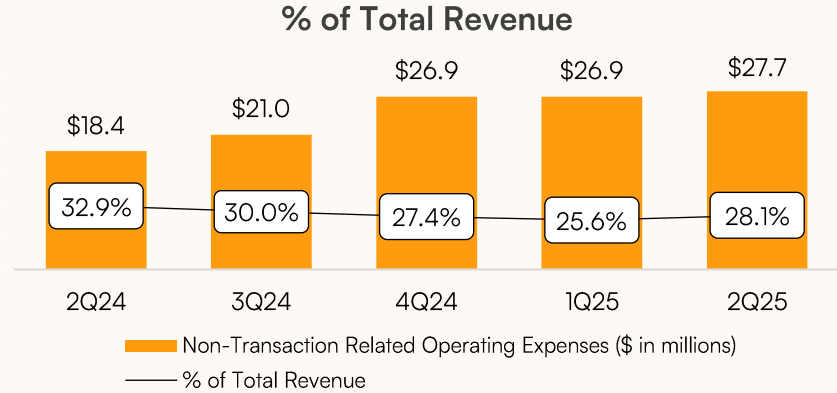
As a % of Total Revenue



<sup>1</sup>Total Revenue Less Transaction Related Costs is a non-GAAP financial measure. For a reconciliation of Operating Income and Total Revenue Less Transaction Related Costs see Appendix I for reconciliation.

# Non-Transaction Related Operating Expenses<sup>1</sup>

\$7.8M YoY Increase in Marketing Spend in 2Q25

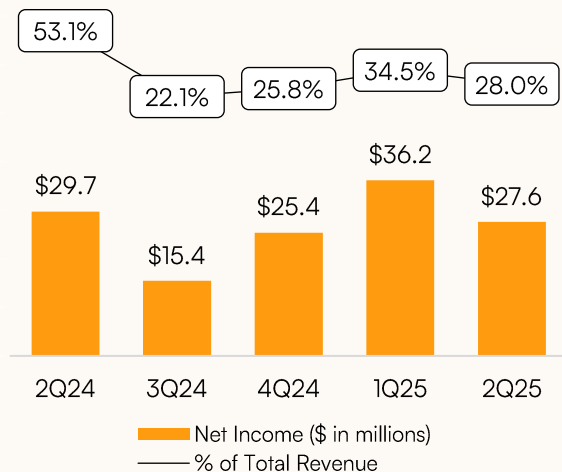


<sup>1</sup>Non-Transaction Related Operating Expenses and Total Revenue Less Transaction Related Costs are non-GAAP financial measures. See Appendix I for reconciliations.

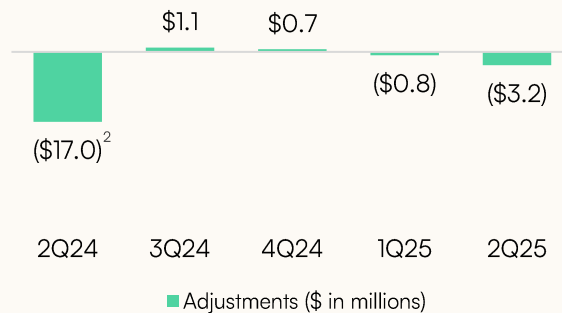


# Net Income & Adjusted Net Income

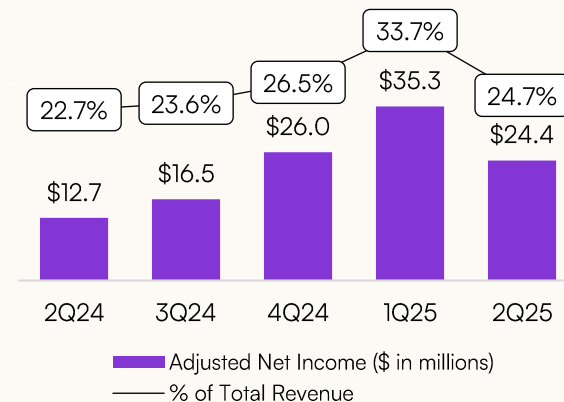
## Net Income



## Adjustments



## Adjusted Net Income<sup>1</sup>

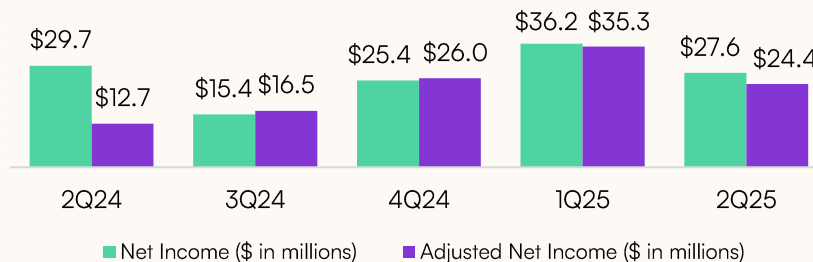


<sup>1</sup>Adjusted Net Income is a non-GAAP financial measure. For a reconciliation of Net Income and Adjusted Net Income see Appendix III. Adjusted prior periods to include the windfall/shortfall to income tax expense for equity-based compensation.

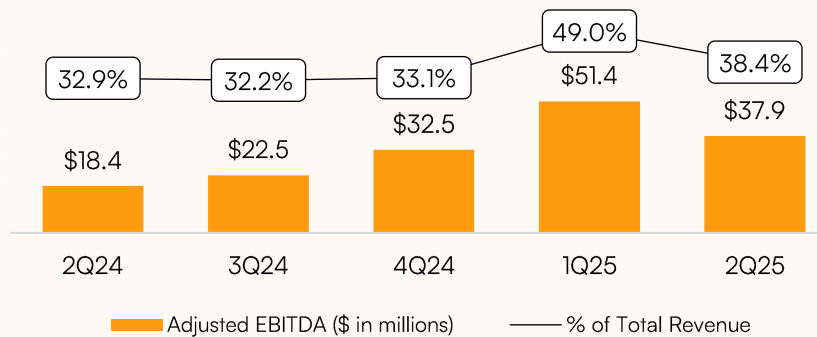
<sup>2</sup>Includes \$16.8 million discrete income tax benefit from the release of the valuation allowance previously recorded on discrete tax items.

# Net Income & Adjusted EBITDA<sup>1</sup>

## Net Income & Adjusted Net Income<sup>2</sup>



## Non-GAAP Adjusted EBITDA



<sup>1</sup> Adjusted EBITDA is a non-GAAP financial measure. For a reconciliation Adjusted EBITDA, see Appendix II. <sup>2</sup> Adjusted Net Income is a non-GAAP financial measure. For a reconciliation of Net Income and Adjusted Net Income see Appendix III for reconciliation. Adjusted prior periods to include the windfall/shortfall to income tax expense for equity-based compensation.

# Select Balance Sheet & Cash Flow Metrics

## Balance Sheet

\$ in Thousands

	Audited Dec 31, 2024	Unaudited Mar 31, 2025	Unaudited Jun 30, 2025
<b>Key Assets</b>			
Cash and cash equivalents <sup>1</sup>	\$73,185	\$88,893	<b>\$88,943</b>
Restricted cash	\$25,125	\$31,976	<b>\$31,026</b>
Total cash	\$98,310	\$120,869	<b>\$119,969</b>
Total notes receivables, net	\$164,562	\$146,628	<b>\$184,940</b>
<b>Key Liabilities</b>			
Merchant accounts payable	\$68,967	\$65,380	<b>\$60,478</b>
Drawn on line of credit <sup>2</sup>	\$105,000	\$70,800	<b>\$131,300</b>
<b>Total Stockholders' Equity<sup>1</sup></b>	<b>\$87,835</b>	<b>\$125,762</b>	<b>\$130,398</b>

## Net Cash Provided From Operations

<b>Year-to-Date</b>	<b>\$40,900</b>	<b>\$58,837</b>	<b>\$22,522</b>
---------------------	-----------------	-----------------	-----------------

<sup>1</sup> On December 22, 2023, and June 20, 2024, our Board of Directors authorized stock repurchase plans to buy back up to \$5M and \$15M of outstanding shares, respectively. These plans expired on June 17, 2024, and July 9, 2024, respectively, in accordance with their terms. The Board adopted a new repurchase program on March 10, 2025, authorizing the buy back of up to \$50 million of outstanding shares with no fixed expiration, subject to market conditions and other factors. During the quarter ending June 30, 2025, the Company spent \$23.5M to acquire 678,529 shares under its common stock repurchase plan. <sup>2</sup> The availability on the line of credit for quarters ending June 30, 2025, March 31, 2025, and December 31, 2024, is as follows; \$4.0M, \$52.2M, and \$39.0M, respectively.

# Outlook

	2024 Actual	2025 Guidance
Total Revenue	70% Growth	60% — 65%
Total Revenue Less Transaction Related Costs <sup>1</sup> as a % of Total Revenue	55.7%	60% — 65%
Effective Income Tax Rate	(16.6%) <sup>2</sup>	~25% (excluding discrete items)
Adjusted Net Income <sup>4</sup>	\$64.6M	\$120.0M
Adjusted Net Income Per Diluted Share <sup>3, 4</sup>	\$1.80	\$3.25
Net Income	\$78.5M	YTD, Net Income exceeds Adjusted Net Income by \$4.1M due to discrete tax items, which will cause Net Income to differ from the previous guidance of \$120.0M
Net Income Per Diluted Share <sup>3</sup>	\$2.19	
Adjusted EBITDA <sup>5</sup>	\$88.4M	\$170.0 — \$175.0M

<sup>1</sup> Total Revenue Less Transaction Related Costs is a non-GAAP financial measure. For a reconciliation of Operating Income and Total Revenue Less Transaction Related Costs see Appendix I.

<sup>2</sup> Effective Income Tax Rate of (16.6%) for FY2024 was driven by the release of the Company's valuation allowance during the year ended December 31, 2024. <sup>3</sup> The updated 2025 guidance assumes diluted weighted-averaged share count of 36.690 million. This share count reflects the 6-for-1 stock split of the Company's common stock, affected through a stock dividend. <sup>4</sup> Adjusted Net Income is a non-GAAP financial measure. For a reconciliation of Net Income and Adjusted Net Income see Appendix III. Adjusted prior periods to include the windfall/shortfall to income tax expense for equity-based compensation. The 2024 actual on Net Income per Diluted Share and Adjusted Net Income per Diluted Share guidance is adjusted to reflect the 6-for-1 stock split. <sup>5</sup> Adjusted EBITDA is a non-GAAP financial measure. For a reconciliation of Net Income and Adjusted EBITDA see Appendix II.



# Appendices

# Appendix I: Reconciliation of GAAP to Non-GAAP Financial Measures

## Reconciliation of Operating Income to Total Revenue Less Transaction Related Costs

(in \$ thousands)	For the three months ended				
	June 30, 2025	March 31, 2025	December 31, 2024	September 30, 2024	June 30, 2024
<b>Operating income</b>	<b>\$ 36,086</b>	<b>\$ 49,895</b>	<b>\$ 30,870</b>	<b>\$ 20,841</b>	<b>\$ 16,699</b>
Personnel	11,681	15,048	14,580	13,424	12,737
Third-party technology and data	3,428	3,374	2,871	2,386	2,180
Marketing, advertising, and tradeshow	8,772	5,346	5,364	2,726	995
General and administrative	3,846	3,131	4,085	2,417	2,522
Net interest expense	(3,501)	(2,914)	(3,441)	(3,328)	(2,911)
<b>Total revenue less transaction related costs</b>	<b>\$ 60,312</b>	<b>\$ 73,880</b>	<b>\$ 54,329</b>	<b>\$ 38,466</b>	<b>\$ 32,222</b>

## Reconciliation of Operating Expenses to Non-Transaction Related Operating Expenses

(in \$ thousands)	For the three months ended				
	June 30, 2025	March 31, 2025	December 31, 2024	September 30, 2024	June 30, 2024
<b>Operating expenses</b>	<b>\$ 62,616</b>	<b>\$ 55,017</b>	<b>\$ 67,353</b>	<b>\$ 49,117</b>	<b>\$ 39,270</b>
Transaction expense	(14,243)	(15,317)	(16,074)	(12,761)	(10,742)
Provision for credit losses	(20,646)	(12,801)	(24,379)	(15,402)	(10,094)
<b>Non-transaction related operating expenses</b>	<b>\$ 27,727</b>	<b>\$ 26,899</b>	<b>\$ 26,900</b>	<b>\$ 20,954</b>	<b>\$ 18,434</b>

# Appendix II: Reconciliation of GAAP to Non-GAAP Financial Measures

## Reconciliation of Operating Expenses to Transaction Related Costs

(in \$ thousands)	For the three months ended					
	June 30, 2025	March 31, 2025	December 31, 2024	September 30, 2024	June 30, 2024	
<b>Operating expenses</b>	\$ 62,616	\$ 55,017	\$ 67,353	\$ 49,117	\$ 39,270	
Personnel	(11,681)	(15,048)	(14,580)	(13,424)	(12,737)	
Third-party technology and data	(3,428)	(3,374)	(2,871)	(2,386)	(2,180)	
Marketing, advertising, and tradeshow	(8,772)	(5,346)	(5,364)	(2,726)	(995)	
General and administrative	(3,846)	(3,131)	(4,085)	(2,417)	(2,522)	
Net interest expense	3,501	2,914	3,441	3,328	2,911	
<b>Transaction related costs</b>	\$ 38,390	\$ 31,032	\$ 43,894	\$ 31,492	\$ 23,747	

## Reconciliation of Net Income to Adjusted EBITDA

(in \$ thousands)	For the three months ended					
	June 30, 2025	March 31, 2025	December 31, 2024	September 30, 2024	June 30, 2024	
<b>Net income</b>	\$ 27,604	\$ 36,164	\$ 25,367	\$ 15,446	\$ 29,702	
Depreciation and amortization	324	274	258	233	247	
Income tax expense (benefit)	5,068	10,842	2,362	2,163	(16,123)	
Equity and incentive-based compensation	1,498	1,273	1,370	1,456	1,462	
Other (income) expense, net	(87)	(25)	(300)	(96)	(51)	
Fair value adjustment on warrants	-	-	-	-	-	
Net interest expense	3,501	2,914	3,441	3,328	2,911	
Loss on extinguishment of line of credit	-	-	-	-	260	
<b>Adjusted EBITDA</b>	\$ 37,908	\$ 51,442	\$ 32,498	\$ 22,530	\$ 18,408	

# Appendix III: Reconciliation of GAAP to Non-GAAP Financial Measures

## Reconciliation of Net Income to Adjusted Net Income<sup>1</sup>

(in \$ thousands; except per share amounts)	For the three months ended					For the twelve months ended
	June 30, 2025	March 31, 2025	December 31, 2024	September 30, 2024	June 30, 2024	December 31, 2024
<b>Net income</b>	\$ 27,604	\$ 36,164	\$ 25,367	\$ 15,446	\$ 29,702	\$ 78,522
Discrete tax expense (benefit)	(3,155)	(803)	951	1,154	(17,210)	(15,105)
Loss on extinguishment of line of credit	-	-	-	-	260	260
Fair value adjustment on warrants	-	-	-	-	-	1,262
Other (income) expenses, net	(87)	(25)	(300)	(96)	(51)	(354)
<b>Adjusted net income</b>	<b>\$ 24,362</b>	<b>\$ 35,336</b>	<b>\$ 26,018</b>	<b>\$ 16,504</b>	<b>\$ 12,701</b>	<b>\$ 64,585</b>
Diluted weighted-average shares outstanding <sup>2</sup>	35,507				36,147	35,891
<b>Adjusted net income per diluted share</b>	<b>\$ 0.69</b>				<b>\$ 0.35</b>	<b>\$ 1.80</b>

<sup>1</sup>Adjusted prior periods to include the windfall/shortfall to income tax expense for equity-based compensation. <sup>2</sup>Effective March 28, 2025, we performed a 6-for-1 stock split of the Company's common stock, affected through a stock dividend. Share and per-share amounts have been retroactively adjusted.



## Non-GAAP Financial Measures

To supplement our operating results prepared in accordance with generally accepted accounting principles in the United States (“GAAP”), we present the following non-GAAP financial measures: Total revenue less transaction related costs; transaction related costs; non-transaction related operating expenses; adjusted net income; adjusted net income margin; adjusted net income per diluted share; adjusted earnings before interest, taxes, depreciation, and amortization (“Adjusted EBITDA”); and Adjusted EBITDA margin. Definitions of these non-GAAP financial measures and summaries of the reasons why management believes that the presentation of these non-GAAP financial measures provide useful information to the Company and investors are as follows:

- Total revenue less transaction related costs is defined as GAAP total revenue less transaction related costs. Transaction related costs is the sum of GAAP transaction expense, provision for credit losses, and net interest expense less certain non-recurring charges as detailed in the reconciliation table of GAAP operating income to non-GAAP total revenue less transaction related costs above. We believe that total revenue less transaction related costs is a useful financial measure to both management and investors for evaluating the economic value of orders processed on the Sezzle Platform.
- Non-transaction related operating expenses is defined as the sum of GAAP personnel; third-party technology and data; marketing, advertising, and tradeshow; and general and administrative operating expenses. We believe that non-transaction related operating expenses is a useful financial measure to both management and investors for evaluating our management of operating expenses not directly attributable to orders processed on the Sezzle Platform.
- Adjusted EBITDA is defined as GAAP net income, adjusted for certain non-cash and non-recurring charges including depreciation, amortization, equity and incentive—based compensation, and merger-related costs, as well as net interest expense as detailed in the reconciliation table of GAAP net income to adjusted EBITDA. We believe that this financial measure is a useful measure for period-to-period comparison of our business by removing the effect of certain non-cash and non-recurring charges, as well as funding costs, that may not directly correlate to the underlying performance of our business.
- Adjusted EBITDA margin is defined as Adjusted EBITDA divided by GAAP total revenue. We believe that this financial measure is a useful measure for period-to-period comparison of our business’ unit economics by removing the effect of certain non-cash and non-recurring charges, as well as funding costs, that may not directly correlate to the underlying performance of our business.
- Adjusted net income is defined as GAAP net income, adjusted for certain charges including discrete tax items, fair value adjustments on warrants, losses on the extinguishment of our lines of credit, and other income and expense, as detailed in the reconciliation table of GAAP net income to adjusted net income. We believe that this financial measure is useful for period-to-period comparison of our business by removing the effect of certain charges that, in management's view, does not correlate to the underlying performance of our business during a given period.
- Adjusted net income margin is defined as Adjusted net income divided by GAAP total revenue. We believe that this financial measure is a useful measure for period-to-period comparison of our business by removing the effect of certain charges that, in management's view, does not correlate to the underlying performance of our business during a given period.
- Adjusted net income per diluted share is defined as non-GAAP adjusted net income divided by GAAP weighted-average diluted shares outstanding. We believe that this financial measure is a useful measure for period-to-period comparison of shareholder return by removing the effect of certain charges that, in management's view, does not correlate to the underlying performance of our business during a given period.

## Non-GAAP Financial Measures (Cont.)

Additionally, we have included these non-GAAP measures because they are key measures used by our management to evaluate our operating performance, guide future operating plans, and make strategic decisions, including those relating to operating expenses and the allocation of resources. Therefore, we believe these measures provide useful information to investors and other users of this press release to understand and evaluate our operating results in the same manner as our management and board of directors. However, non-GAAP financial measures have limitations, should be considered supplemental in nature, and are not meant as a substitute for the related financial information prepared in accordance with U.S. GAAP. These limitations include the following:

- Total revenue less transaction-related costs is not intended to be measures of operating profit or cash flow profitability as they exclude key operating expenses such as personnel, general and administrative, and third-party technology and data, which have been, and will continue to be for the foreseeable future, significant recurring GAAP expenses.
- Transaction related costs exclude significant expenses such as personnel, general and administrative, and third-party technology and data, which have been, and will continue to be for the foreseeable future, significant recurring GAAP expenses.
- Non-transaction related operating expenses exclude significant expenses, including transaction expense and provision for credit losses, which have been, and will continue to be for the foreseeable future, significant recurring GAAP expenses.
- Adjusted EBITDA and adjusted EBITDA margin exclude certain recurring, non-cash charges such as depreciation, amortization, and equity and incentive—based compensation, which have been, and will continue to be for the foreseeable future, recurring GAAP expenses. Further, these non-GAAP financial measures exclude certain significant cash inflows and outflows, which have a significant impact on our working capital and cash.
- Adjusted EBITDA and adjusted EBITDA margin excludes net interest expense, which has a significant impact on our GAAP net income, working capital, and cash.
- Adjusted net income, adjusted net income margin, and adjusted net income per diluted share excludes certain charges such as losses on the extinguishment of our lines of credit, fair value adjustments on our warrants, other income and expense, and discrete tax items which have been, and may be in the future, recurring GAAP expenses.
- Long-lived assets being depreciated or amortized may need to be replaced in the future, and these non-GAAP financial measures do not reflect the capital expenditures needed for such replacements, or for any new capital expenditures or commitments.
- These non-GAAP financial measures do not reflect income taxes that may represent a reduction in cash available to us.
- Non-GAAP measures do not reflect changes in, or cash requirements for, our working capital needs.

Other companies, including companies in our industry, may calculate the non-GAAP financial measures differently or not at all, which reduces their usefulness as comparative measures. Because of these limitations, you should not consider these non-GAAP financial measures in isolation or as substitutes for analysis of our financial results as reported under GAAP, and these non-GAAP financial measures should be considered alongside other financial performance measures, including net income and other financial results presented in accordance with GAAP. We encourage you to review the related GAAP financial measures and the reconciliations of these non-GAAP financial measures to their most directly comparable GAAP financial measures and not rely on any single financial measure to evaluate our business.

# Thank You

**Lee Brading, CFA**

SVP, Corporate Development & Investor Relations

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**Erin Foran**

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