

SUCCESS METRICS



197%

Increase in PayPal Credit use year over year¹



64%

Of PayPal Credit sales utilized PayPal Credit's Easy Payments in May of 2020²



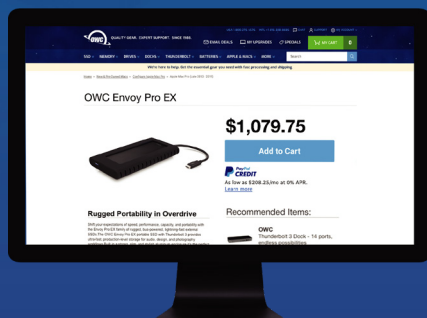
334%

Increase in average order value with PayPal Credit's Easy Payments from October through November of 2019³

“PayPal Credit's Easy Payments is a significant value-driver and a means of enabling our customers' purchasing capabilities. We could not be more thrilled.”

– Rick Van Dyne

OWC, Vice President, eCommerce and Sales
www.owc.com, www.macsales.com



Giving customers confidence when needed most

OWC is a unique, worldwide online source for upgrading technology products. They also provide 24/7 support for exceptional customer experiences and free educational content. OWC is also rare in their commitment to environmental stewardship and sustainability. They are literally a net energy producer, supplying their own needs and delivering surplus energy back to the grid. It is this commitment to their products and their environment that has built their customers' confidence and loyalty.

Challenge

With more than 30 years of innovation, quality, and trust, OWC saw that economic realities often prevented their customers from being able to purchase products they needed. They required a partner that could offer their valuable customers flexible financing options. Additionally, they wanted transparent terms that would offer their customers convenient credit to buy now and pay over time. Ultimately, they needed a partner they could trust and a credit product that was flexible and secure.

Solution

Fortunately, OWC did not need to look far. After a thorough review of available solutions, OWC chose PayPal Credit's⁴ Easy Payments as their financing option. OWC prominently placed PayPal Credit's Easy Payments messaging on product pages throughout their website, desktop and mobile. Since PayPal Credit's Easy Payments is about flexibility and transparency, OWC customers can enjoy up to 12 Easy Payments at 0% APR, subject to credit approval and minimum purchase requirements.⁵ And PayPal Credit's Easy Payments comes with the same security and flexibility they have grown to trust from PayPal.

Outcome

The OWC/PayPal partnership makes it possible for shoppers to buy what they need, when they need it. Users immediately embraced PayPal Credit's Easy Payments, as reflected in the increased use of PayPal Credit.¹ As of May 2020, PayPal Credit's Easy Payments purchases captured 64% of PayPal Credit sales on their website.² Because PayPal Credit's financing terms are easy and clear, buyers don't have to delay purchases. OWC's Rick Van Dyne said, “PayPal Credit's Easy Payments' transparency is a huge advantage for our customers. It's convenient, it's simple, and it's driven conversion. We've seen positive results already and doubling down on visibility of PayPal Credit's Easy Payments will bring even greater results.”



1. Data based on the PayPal internal data from April 2019 through April 2020.

2. Data based on the PayPal internal data for May 2020.

3. Data based on the PayPal internal data from October 2019 through November 2019.

4. PayPal Credit is subject to consumer credit approval.

5. For New Accounts: Variable Purchase APR is 23.49%. The APR is accurate as of 3/1/2020 and will vary with the market based on the Prime Rate (as defined in your credit card agreement). Minimum interest charge is \$2.00. Results may not be typical and may vary substantially by business.

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