



Zip Unveils New Ad Campaign with WNBA Superstar Kelsey Plum

Financial Innovator and Women's Basketball Icon Team Up to Showcase Flexible Spending Power

NEW YORK – October 1, 2024 – [Zip](#) (ASX: ZIP), a digital financial services company offering innovative, people-centered products, today announced a new advertising campaign featuring two-time WNBA champion, Olympian, and superstar Kelsey Plum. The "Pay How You Want" campaign showcases Zip's payment options that let customers manage their spending without relying on traditional credit solutions and make the most of life's opportunities.

The centerpiece of the campaign is a 30-second spot that follows Plum through an iconic pre-game tunnel walk. The ad illustrates the Zip Pay in 4¹ product, issued by WebBank, which allows customers to split purchases into four installments, and complements Plum's multifaceted lifestyle as a businesswoman, role model, and elite athlete.

"My success as a professional athlete and entrepreneur has always come down to having a game plan, and that's what I love about Zip," said Kelsey Plum. "Zip provides all the tools you need to win. It's not just about splitting payments – it's about having options. Whether you're picking up new gear for the season or investing in yourself off the court, I love that Zip gives me the option to make choices that work for my needs."

"This campaign brilliantly captures how Zip supports customers in taking control of their finances and living life on their own terms," said Jinal Shah, Chief Marketing Officer at Zip. "Kelsey Plum embodies the confidence we aim to provide customers, including professional athletes who have said they've used Zip to budget better. We're particularly proud that the power of women was represented both in front of and behind the camera - from award-winning director Andrea Buccilla - to the creative team at Malka, our agency partner. "Pay How You Want" demonstrates that when a customer uses Zip, they are empowered to take charge of their financial journey and pursue their passions without limits."

As a key player in the financial services industry, Zip has introduced several innovative features, including the Pay Anywhere² functionality, which enables customers to use Zip pretty much anywhere Visa³ is accepted.

The "Pay How You Want" campaign, created in partnership with Malka Media, launches today across various digital and social media platforms including cable and on-demand television, TikTok, YouTube, Meta, and out-of-home.

About Zip

ASX-listed Zip Co Limited (ASX: ZIP) is a digital financial services company, offering innovative and people-centered products. Operating in two core markets - Australia and New Zealand (ANZ) and the United States (US), Zip offers access to point-of-sale credit and digital payment services, connecting millions of customers with its global network of tens of thousands of merchants.

Founded in Australia in 2013, Zip provides fair, flexible and transparent payment options, helping customers to take control of their financial future and helping merchants to grow their businesses.

For more information, visit: www.zip.co



¹For example, for a \$335 purchase, you'd make four \$85.25 payments every two weeks starting today for a 31.11% annual percentage rate and a total of payments of \$341. A \$6 installment fee is charged at commencement - you pay \$1.50 of this fee as a prepaid finance charge when you make your initial payment today. The remaining \$4.50 is included in your future payments. Actual installment fees vary and can range from \$0 to \$7.50 depending on the purchase price and Zip product used. Actual amount of fee for your purchase will be reflected in checkout. Estimation of installment payment and annual percentage rate excludes potential tax and shipping costs. Zip Pay Anywhere and Zip Checkout financing through Zip issued by WebBank. All loans are subject to credit approval.

²Eligibility criteria apply. See payment terms: Zip Loan Terms of Service | Zip, previously Quadpay. Loans to California residents, other than loans through the Zip Pay Anywhere and Zip Web Checkout are made or arranged pursuant to a California Lenders Law license.

³VISA is a trademark owned by Visa International Service Association and used under license.