

ASX Announcement

19 August 2020

Openpay signs partnership with global e-commerce technology group and brand owner, The Hut Group (THG)

Key highlights:

- **Openpay signs agreement with global e-commerce technology group and brand owner, The Hut Group (THG) to offer its *Buy now. Pay smarter.* plans across THG brands and through the THG Ingenuity platform**
- **In the UK, 1 to 6-month Openpay plans will be offered across multiple brands in THG's portfolio**

MELBOURNE Australia, 19 August 2020: 'Buy now. Pay smarter.' company, Openpay Group Ltd (ASX: OPY) (**Openpay** or the **Company**) is pleased to announce that it has secured a new merchant partnership for its differentiated buy now, pay later offering with The Hut Group (THG).

THG is a digital-first consumer brand and proprietary technology group with global brand leadership positions across the beauty and nutrition sectors. It operates more than 200 localised websites, retailing goods in 169 countries and in the year to 31 December 2019, the Group grew sales by 24% to £1.14bn, with 66% of sales generated internationally outside of the UK. THG owns market leaders Lookfantastic and Myprotein amongst other prestigious international brands.

Under the three-year deal, Openpay will be integrated into THG's Ingenuity platform in the UK and Australia, providing THG's multiple brands and consumers in those markets with access to Openpay's BNPS services. It enables UK consumers access to monthly interest-free payment plans of between one and six months.

THG Ingenuity is THG's proprietary, end-to-end technology and operating platform that has enabled the group to successfully build and scale its own global, direct to consumer brands and a growing portfolio of brands for international consumer goods groups and retailers including Nestlé, Procter & Gamble, PZ Cussons Beauty, Johnson & Johnson and Nintendo.

Openpay CEO, Michael Eidel commented: "We are delighted to have secured this partnership with landmark international retailer, THG, which builds on the strong growth we have reported in the UK market over recent quarters. In line with our stated strategy to drive both international and local growth, this deal also reinforces our strong position in the Australian Retail vertical."

Matthew Moulding, Founder and Chief Executive Officer of THG, added: "The agreement with Openpay will add further payment capabilities to our end-to-end ecommerce platform Ingenuity, and deliver additional payment opportunities for the benefit of our consumers."

The partnership is expected to launch in the UK in Q2 FY21 and in Australia in Q2 FY22.

More information

Investors are invited to visit our website at openpay.com.au for more information on Openpay.

Authorised by
Michael Eidel
CEO and Managing Director
Openpay Group Ltd

For further information, please contact:

Investors	Media
Ed Bunting Company Secretary Mobile: +61 401 555 333 investors@openpay.com.au	Jane Lowe IR Department Mobile: +61 411 117 774 jane.lowe@irdepartment.com.au

About Openpay - see more at openpay.com.au

Openpay Group Ltd (ASX: OPY) is a well-established player in the fast-growing global market for 'Buy now pay later' (BNPL) payment solutions. Openpay partners with merchants to provide BNPL repayment plans to customers in-store, in-app and online. Openpay's BNPL offering allows customers to purchase what they want and need while spreading repayments over time with no interest costs.

By providing flexible payment solutions to customers, Openpay's BNPL offering also facilitates increased transaction values and conversion rates for merchants at checkout.

Openpay provides services to Customers and Merchants in Australia, New Zealand and the United Kingdom.

About THG

The Hut Group (THG) is an international online retailer and technology company. Founded in 2004 by CEO Matthew Moulding, Manchester-based THG now operates 200+ localised websites, retailing goods in 169 countries. In the year to 31 December 2019, the Group grew sales by 24% to £1.14bn, with 66% of sales generated internationally. More than half of THG's sales come from its own brand products. THG own market leaders Lookfantastic and Myprotein amongst other brands operating primarily in the beauty and wellbeing sector.

About THG Ingenuity

THG Ingenuity is THG's proprietary, end-to-end technology and operating platform that has enabled the group to successfully build and scale its own global, direct to consumer ("D2C") brands, including market leaders Myprotein and Lookfantastic. The platform now powers the ongoing growth of THG's own brands and services a growing portfolio of international FMCGs and blue-chip retailers, including Nestlé, Procter & Gamble, Walgreens Boots Alliance, Johnson & Johnson and Nintendo.

THG Ingenuity comprises access to THG's international infrastructure across warehouse fulfilment, digital content studios and event spaces, an end-to-end proprietary software solution required to operate and scale retail brands, and a suite of in-house consultative and management services across trading, marketing and brand strategy. It is one of the only platforms that is underpinned by proven expertise as it has demonstrably scaled brands globally.