



11 December 2020

## **ZIP PARTNERS WITH FACEBOOK TO DRIVE SMALL BUSINESS GROWTH**

**Zip Co Limited** (ASX: Z1P) ("**Zip**" or "the **company**") today announced a partnership with Facebook that will enable small and medium-sized Australian businesses to use Zip Business to pay for advertising on the global social platform.

Currently in testing, the service will enable small businesses advertising on the platform to reach the millions of Australians now shopping online, drive sales and invest in growth, without impacting their cash-flow.

The partnership is the next exciting step in the development of Zip Business. The full service will commence with a controlled, staged roll-out, starting with Facebook pre-paid advertisers.

Peter Gray, Zip Co-Founder and COO, said:

*"With 14 million Australians using Facebook every day, the social network is an increasingly important advertising channel for small businesses.*

*Providing Zip as a payment option makes Facebook advertising even more accessible and valuable to business owners and helps smooth their cash-flow.*

*Small businesses are a crucial part of the Australian economy, making up almost 98 percent of the business sector. For many of these businesses, cash-flow is a primary concern, and 92 percent of small businesses believe they would have generated more revenue in the previous year if their cash-flow was better. Partnering with Facebook is an important step not only in the expansion of Zip Business, but in helping small business owners to capitalise on recent growth in the ecommerce sector and to get ahead."*

Paul McCrory, Director, Facebook Australia and New Zealand, said:

*"Small to medium businesses are the heartbeat of the Australian economy. When businesses succeed the entire community benefits. We are excited to launch the buy now pay later advertising payments integration, that will help businesses access capital to grow. This innovation, coming directly from Australia, holds great potential to ensure small business thrives."*

Zip Business gives small and medium business owners access to Zip's buy now pay later digital wallet to help run their business and pay for everyday expenses interest free.

This release was approved by the Chief Executive Officer on behalf of the Board.

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**About Zip**

ASX-listed Zip Co Limited (Z1P: ASX) is a leading player in the digital retail finance and payments industry. The company offers point-of-sale credit and digital payment services to the retail, home, health, automotive and travel industries. Zip has operations across Australia, New Zealand, South Africa, the United Kingdom and the USA. Zip also owns Pocketbook, a leading personal financial management tool. Zip is focused on offering transparent, responsible and fairly priced consumer and SME products. Zip's platform is entirely digital and leverages big data in its proprietary fraud and credit-decisioning technology to deliver real-time responses. Zip is managed by a team with over 100 years' experience in retail finance and payments and is a licensed and regulated credit provider.

For more information, visit: [www.zip.co](http://www.zip.co)