



**Affirm Installments | Lifecycle Email Template**

*Copy and paste the following text into your launch email. Please do not alter this text in any way. Additionally, please ensure you use the footer disclosure that aligns with your regulatory status.*

<b>Subject Line:</b>	Pay over time with Affirm!
<b>Preheader:</b>	Select Affirm at checkout to make easy monthly payments.
<b>Message:</b>	<p>{First Name},</p> <p>Next time you're shopping with us, there's a new way to pay. With Affirm, you can split your purchase into monthly payments with no hidden fees.</p> <p>Here's how it works:</p> <ol style="list-style-type: none"><li><b>1. Fill your basket</b> Select Affirm at checkout, then enter a few pieces of info for a real time decision.</li><li><b>2. Choose how you pay</b> Pick the monthly payment plan that works best for you. You'll never pay more than you agree to up front.</li><li><b>3. Pay over time</b> Make payments at <a href="https://affirm.com">affirm.com</a>. You'll get regular reminders about your payments.</li></ol> <p>Affirm is a form of credit. Credit subject to credit check. Terms apply. U.K. residents only, 18 and over with a bank account or a debit card. Credit is subject to a minimum spend, which may vary from time to time. A down payment may be required. Missed payments could affect your financial status.</p>

	<p style="text-align: center;">22% Representative APR</p> <p style="text-align: center;"><b>Start Shopping</b></p> <p style="text-align: center;">[Merchant can include examples of their products here]</p> <p>Discover a new way to pay, shop with Affirm today! Check out <a href="https://affirm.com">affirm.com</a> for more details.</p>
<p><b>Disclosure (included in the footer of your email):</b></p>	<p><i>[Note: As a Credit Broker, Authorised Representative, or Introducer Authorised Representative of Affirm, you will need to disclose your regulatory status to the customer. The FCA prescribes the content of these disclosures and they must be used <b>as is</b>, with no changes, depending on the Credit Broker, AR or IAR status of your business. Select the disclosure below that aligns with your regulatory status.]</i></p> <p><b>For Credit Brokers:</b></p> <p>[Merchant partner's legal entity name (as it appears on the FCA register)] is authorised and regulated by the Financial Conduct Authority (FCA Firm Reference Number: XXX) and acts as a credit broker and is not a lender, offering regulated credit products provided exclusively by Affirm U.K. Limited. Credit subject to credit check. Terms apply. U.K. residents only, 18 and over.</p> <p>[insert postal address of merchant partner].</p> <p>Affirm U.K. Limited provides consumer credit products and is authorised and regulated by the Financial Conduct Authority ("FCA") for carrying out regulated consumer credit activities (firm reference number 756087). Company number 10199101, with its registered Office is at C/O TMF Group, 1 Angel Court, 13th Floor, London, EC2R 7HJ . Affirm is the trading name of Affirm U.K. Limited.</p> <p><b>For Authorized Representatives:</b></p> <p>[Merchant partner's legal entity name (as it appears on the FCA register)] is an Appointed Representative of Affirm U.K. Limited which is authorised and regulated by the Financial Conduct Authority (Firm Reference Number: 756087).</p> <p>Affirm U.K. Limited provides consumer credit products and is authorised and regulated by the Financial Conduct Authority ("FCA") for carrying out regulated consumer credit activities (firm reference number 756087). Company number 10199101, with its registered Office is at C/O TMF Group, 1 Angel Court, 13th Floor, London, EC2R 7HJ. Affirm is the trading name of Affirm U.K. Limited.</p> <p><b>For Introducer Authorized Representatives:</b></p> <p>[Merchant partner's legal entity name (as it appears on the FCA register)] is an Introducer Appointed Representative of Affirm U.K. Limited which is authorised and regulated by the Financial Conduct Authority (Firm Reference Number: 756087).</p> <p>Affirm U.K. Limited provides consumer credit products and is authorised and regulated by</p>

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<b>Footer details:</b>	<ul style="list-style-type: none"><li>• Your company name and/or logo</li><li>• Your company postal address</li><li>• Option to unsubscribe</li></ul>