



ASX Announcement

12 December 2023

Splitit closes strategic growth commitment from Motive Partners, delists from ASX

Splitit Payments Limited (“Splitit” or the “Company”) (ASX:SPT), is pleased to announce that it has closed the first US\$25 million of its US\$50 million (approximately AU\$[77] million¹) growth commitment from funds advised by Motive Partners (together with its affiliates, “Motive”) to accelerate Splitit’s growth and support the execution of its strategic plan.

Motive’s US\$50 million commitment is comprised of two US\$25 million tranches in exchange for the issuance of new preference shares. The first US\$25 million tranche closed yesterday after Splitit received overwhelming shareholder approval on 13th November 2023 for (1) the voluntary delisting of the Company from ASX and (2) the redomicile of the Company from Israel to the Cayman Islands by means of a share-exchange accomplished through a merger. The second US\$25 million tranche will be invested upon Splitit achieving certain 2023 full-year financial performance milestones (which Splitit is currently exceeding)² and the satisfaction of certain other closing conditions. For additional information, please refer to Splitit’s ASX Announcement dated 16 August 2023.

Dawn Robertson, Chair of Splitit, commented, “We are delighted to close Motive’s first round of growth investment. As a world-class private equity sponsor with significant capital, extensive payments expertise, value-additive capabilities, and deep industry relationships, Motive is the ideal partner to support Splitit in creating long-term value.”

Nandan Sheth, Managing Director and CEO of Splitit, added, “Attracting a strategic investor of this calibre is a testament to the quality of our team and our unique, innovative offering. Motive’s investment significantly strengthens our balance sheet and brings additional global payments expertise, allowing the team to accelerate our white-label product strategy, product innovation, and our Tier One global distribution partnerships.”

Jeff Yabuki, Chairman and Founding Partner at Motive, commented, “We are thrilled to become a strategic investor in Splitit. The Company and its management have created a differentiated approach to commerce innovation across an impressive set of strategic partnerships which we believe will further unlock an attractive market. We look forward to partnering with Splitit’s talented team to take the Company to new heights.”

Blythe Masters, Founding Partner at Motive, added, “We have been impressed by Splitit’s evolution into the premier card-attached instalments platform and are excited for the opportunity to apply our expertise and

¹ Indicative based on the [1.54] USD to AUD exchange rate on [11] December 2023. All other amounts in this announcement quoted in USD.

² Targets are currently exceeded measured on a year-to-date basis to 30 September 2023.



resources to further enhance Splitit’s global growth trajectory.”

Splitit will complete its delisting from the ASX from close of trading on Tuesday 12 December 2023.

The announcement has been approved and authorised to be given to ASX by Dawn Robertson, Chairman of the Board of Splitit.

Splitit Media Contact Information

Lyndal Newman
Global Marketing Director, Splitit
lyndal.newman@splitit.com

Motive Partners Media Contact Information






Sam Tidswell-Norrish
Managing Director, Motive Partners
sam@motivepartners.com

About Splitit

Splitit powers the next generation of commerce innovation through its merchant-branded Instalments-as-a-Service platform. Splitit is solving the challenges businesses face with legacy Buy Now, Pay Later (BNPL) providers while unlocking commerce innovation at the point of sale for card networks, issuers, and acquirers all through a single network API. Splitit’s Instalments-as-a-Service platform mitigates issues with legacy BNPL like the declining conversion funnel, clutter at the checkout, and a lack of control of the merchant’s customer experience while putting the power back in the hands of merchants to nurture and retain customers, drive conversion, and increase average order value. Splitit’s white-label solution is the easiest instalment option for merchants to adopt, integrate, and operate while delivering an uncluttered, simplified experience embedded into their existing purchase flow. Headquartered in Atlanta, Splitit has an R&D center in Israel and offices in London and Australia. For more information, please visit Splitit.com.

About Motive Partners

Motive Partners is a specialist private equity firm that combines Investors, Operators, and Innovators (the “IOI model”) to pursue growth equity and buyout investments in technology-enabled financial and business services companies. Motive has \$4.8 billion in assets under management and targets five primary subsectors: Banking & Payments, Capital Markets, Data & Analytics, Investment Management, and Insurance. Through its in-house combination of Investors, Operators, and Innovators, Motive brings differentiated expertise, connectivity, and capabilities to its investments to create long-term value. Today, Motive employs over 230 professionals and maintains offices in New York City, London, and Berlin. For more information, please visit motivepartners.com.

 www.splitit.com
 info@splitit.com
 5901 Peachtree Dunwoody Road, Suite C-480, Atlanta, GA 30328-7188, USA
 1 Charterhouse Mews, London EC1M 6BB, UK
 Rialto South Tower, 525 Collins St., Melbourne VIC 3000, Australia