

Retail Express partners with Afterpay to offer direct payment integration for retailers.

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The 'Buy Now Pay Later' (BNPL) payment category continues to charge forward, with growth expected to exceed 120% this year.¹

Recognised by many as the must-have and preferred BNPL option, Afterpay allows shoppers to receive products immediately and pay for them in four, interest-free instalments.

Shoppers who use Afterpay tend to have a greater spend per transaction and over their customer lifetime, and be more loyal. Of the 2.6 million active Afterpay customers in Australia & New Zealand, 90% are returning customers who on average shop with Afterpay 9 times in a year.

The Retail Express and Afterpay POS integration allows retailers to save time and minimise effort, providing a more efficient and streamlined payment experience for both customers and staff.

To integrate Afterpay into Retail Express, it's a simple 3-step process:

- Customers open their Afterpay Mobile App in-store to make a purchase

- A barcode is generated in their Afterpay Mobile App

- Retailers scan the barcode and process the transaction in Retail Express

In addition to providing a superior customer experience, the powerful functionality of Retail Express means retailers can leverage valuable purchasing insights for business and marketing initiatives.

An intelligent product search and up-selling and cross-selling engine recommends the most relevant range of products to suit Afterpay customers.

Powerful profiling and marketing tools send highly targeted campaigns to offer the most relevant products and offers over the customers' lifetime.

Implementation of advanced loyalty programs to ensure Afterpay customers are rewarded and form long-term relationships

Afterpay purchases can be identified and compared with other payment methods with Retail Express's unrivalled reporting capabilities.

Afterpay joins a diverse and growing portfolio of Retail Express integration partners from payments, eCommerce, marketing & analytics, accounting, human resources, to inventory & logistics.

"Retail Express has invested significantly in partnerships with leading software, business and retail technology providers since the beginning. The opportunity to work with Afterpay, given their market strength and innovation in payments and technology, will help Australian and New Zealand retailers drive further growth and loyalty." - Aaron Blackman, CEO Retail Express

About Retail Express

Retail Express is a cloud retail POS platform that drives faster growth across online and physical retail channels. The company was founded to address limitations around existing software solutions for fast-growing retailers. To date, Retail Express has helped drive over \$20bn in Australian and New Zealand retail sales and the industry expertise remains second-to-none.

As we come into the EOFY period, Retail Express' cloud POS system is also eligible under the instant tax write-off scheme. Australian retailers that

invest in these systems before June 30th 2019 could claim an instant tax deduction in the current financial year. Find out more here:

<https://retailexpress.com.au/hardware-offer/>

About Afterpay

Afterpay Touch Group (ATG) is a technology-driven payments company with a mission to make purchasing feel great for a global customer base. ATG comprises the Afterpay and Touch products and businesses. Afterpay is driving retail innovation by allowing leading retailers to offer a 'buy now, receive now, pay later' service that does not require end-customers to enter into a traditional loan or pay any upfront fees or interest to Afterpay. Afterpay currently has globally around 3.5 million active customers and over 25,000 active retail merchants on-boarded. Touch comprises innovative digital payment businesses servicing major consumer-facing organisations in the telecommunications, health and convenience retail sectors in Australia and overseas.

Reference

<https://www.powerretail.com.au/multichannel/bnpl-growing-120-each-year/>

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