



4 December 2020

**ASX RELEASE**

Company Announcements Platform

## **E-Commerce Company, Zebit Inc. On Track to Achieve FY20 Forecast**

### **Highlights**<sup>1</sup>

- **Zebit has delivered a record Black Friday with \$1.63M in Net Sales on the day (an increase of 29.9% compared to Black Friday 2019);**
- **Zebit has also delivered total Net Sales of \$23.5M<sup>2</sup> for the first two months of Q4 2020 (compared to Net Sales of \$19.3M for the same period in 2019), and approved a record 3,000 new customers in a single day;**
- **Zebit continues to see strong credit performance leading to widening contribution margin;**
- In November, Zebit also earned a stellar Net Promoter Score of 79, which demonstrates its value proposition continues to be perceived as world class by its customer base;
- Zebit's previous Q3 FY20 Trading Update<sup>3</sup> demonstrated strong Contribution Margin<sup>4</sup> since the Company's inception, with that positive momentum continuing into Q4 FY20;
- The Company reiterates it is on track to achieve its Prospectus forecast for the year ending 31 December 2020.

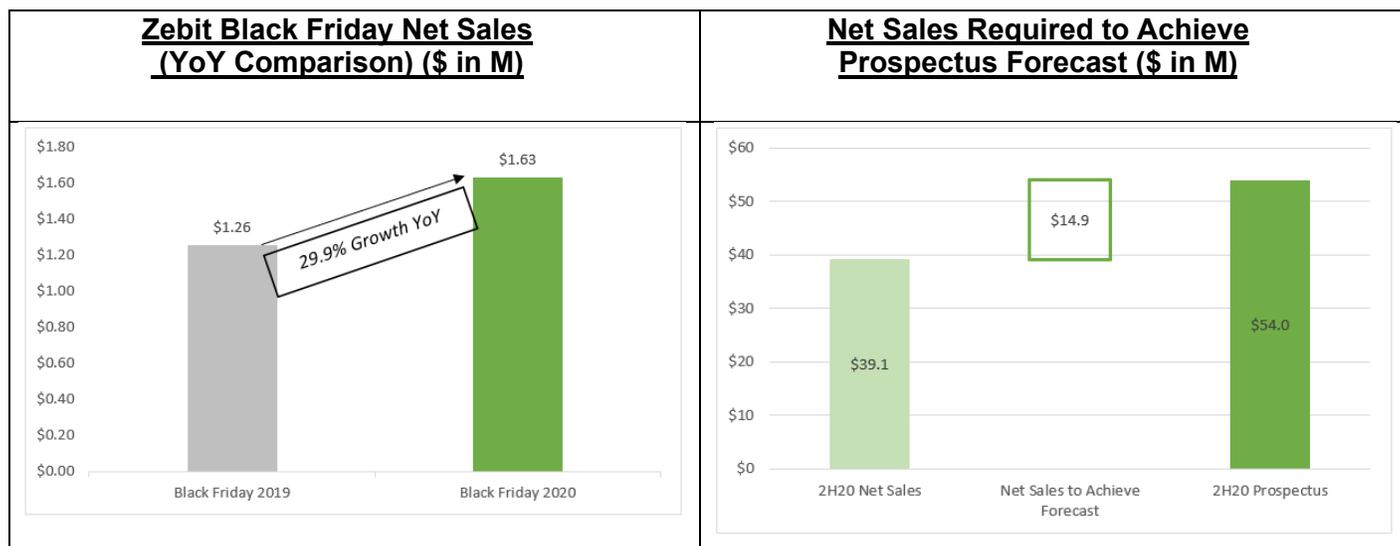
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<sup>1</sup> All figures presented in U.S. Dollars. Zebit's financial year end is 31 December.

<sup>2</sup> "Net Sales" equals Gross Sales minus sales associated with cancelled orders. Net Sales is recorded as orders are booked by customers, compared to Revenue which is recorded as orders are delivered to customers. Net Sales is used in lieu of revenue since Zebit has not yet completed a month-end close for the month of November.

<sup>3</sup> Quarterly Trading Update and Appendix 4C released to ASX on 29 October 2020.

<sup>4</sup> "Contribution Margin" is Gross Margin less Bad Debt Reserve. "Gross Margin" is the dollar margin, reflected as a percentage, between the price at which Zebit sources a product and the price Zebit charges its customer for the product including shipping margin and all dropship fees and adjustments. "Bad Debt Reserve" is the proportion of bad debt Zebit expects to take for historical outstanding sales. Refer to Section 6.2.4 of Zebit's Prospectus for further information.



Zebit President and CEO, Marc Schneider commented: “We are extremely pleased with our trading results over the last few months and we believe that the sales achieved in the first two months of Q4 is a strong indicator of how healthy and robust the December month is expected to be.

So far this holiday season has proven to be a solid tailwind for the business. Q4 is seasonally the Company’s strongest, and we are entering the final month of FY20 with strong momentum. I look forward to publishing our Q4 results in January 2021 and our FY20 numbers shortly thereafter.”

This announcement was approved for release by Zebit Inc’s Board

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### **About Zebit Inc.**

Zebit is a California based eCommerce and BNPL company dedicated to changing the lives of over 120 million U.S. credit-challenged consumers by giving them access to a broad set of products and the ability to pay for those products in instalments over six months with no predatory late fees or interest charges. Zebit’s mission is to make online shopping inclusive of everyone, regardless of their financial history. The Company’s unique business model and cutting-edge underwriting offer a one-stop shopping experience to this untapped and growing consumer base. Zebit was founded in 2015 and operates in all 50 States across the U.S. For more information visit [www.zebit.com](http://www.zebit.com).

Zebit’s CHES Depositary Interests (CDIs) are issued in reliance on the exemption from registration contained in Regulation S of the U.S. Securities Act of 1933 (Securities Act) for offers of securities which are made outside of the U.S. Accordingly, the CDIs have not been, and will not be, registered

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