affirm | Landing Page

The below copy has been pre-approved and it's ready to be deployed.
Additionally, please ensure you use the footer disclosure that aligns with your regulatory status and you comply with the Email Best Practices in the U.K. Merchant Partner Marketing Guidelines.

Logo Lock up	Your logo I Affirm logo (either at the top of the page or as an overlay on top of the hero image)
Headline	Pay over time from 0% APR
Subheadline	Now you can select Affirm at checkout and split the cost into monthly instalments - from interest-free options to longer-term payment plans. No late, hidden or surprise fees.
Section Header	Just select [Affirm logo] at checkout
Affirm Value Prop 1	Know before you owe. Get clear, upfront terms - the amount you see is what you'll pay.
Affirm Value Prop 2	Flexible payment plans. You pick the plan that works for you.
Affirm Value Prop 3	No hidden fees, ever. You won't pay late, hidden or surprise fees with Affirm
Disclosure	Affirm is a form of credit, subject to credit check and minimum spend. Terms apply. U.K. residents, 18+ with a bank account or debit card. Missed payments could affect your financial status. Representative example: A £900 purchase might cost £75.00/mo over 12 months at 22% Representative APR. A down payment may be required.
'How Affirm works' section: you can copy and paste the copy below into your email templates or you can use our designed module (the downloadable version can be found on our Resource Business Hub)	
Section Header	How Affirm works
Section Sub-header	Discover flexible payment options

Step 1	Select Affirm at checkout Just enter a few details to see if you qualify - it will not affect your credit score.
Step 2	Pick your payment plan Choose what works for you, from interest-free options to plans that give you more time to pay.
Step 3	Pay over time Set up Autopay in the Affirm app or make payments at affirm.com. We'll also send you regular reminders
FAQs Header	Frequently Asked Questions
FAQ 1	How do Affirm eligibility checks and creditworthiness assessments work? As part of the eligibility check and creditworthiness assessment, Affirm contacts the credit reference agencies, but this will not affect your credit score or be seen by any other lender. We may ask you some questions about your personal circumstances and consider multiple factors to make a decision if our product will work for you and is financially sustainable. Even if you've passed our eligibility check and creditworthiness assessment, we reserve the right to refuse any application or to refuse a loan for certain purposes.
FAQ 2	Will Affirm impact my credit score? When creating an Affirm account and seeing if you qualify, a soft credit check is performed. Checking your eligibility won't affect your credit score. If you decide to buy with Affirm, these things may affect your credit score: making a purchase with Affirm, your payment history with Affirm, how much credit you've used, and how long you've had credit.
FAQ 3	Am I eligible to use Affirm? To check your eligibility to use Affirm, you'll need: · To be 18 years of age or over · To be a resident of the United Kingdom · A valid UK Driving Licence or Passport · A UK bank account which supports direct debit or a debit card · An SMS-capable UK phone number · To meet the minimum cart size required to use Affirm at checkout.
FAQ 4	Does Affirm charge interest and fees? Fees - We don't charge any fees. That means no late fees, no

	prepayment fees, no annual fees, and no fees to open or close your account. Interest - Depending on the size of your purchase and where you're shopping, your payment plan may include interest. You'll never owe more interest than you agree to on day one—so you always know exactly what you pay upfront.
FAQ 5	Where can I find out more information about using Affirm? Visit Affirm's website at help.uk.affirm.com
Footer Disclosures **1) Choose the disclosure associated with your regulatory status with the FCA** **2) Fill in with your information the parts highlighted in yellow**	**Introducer Appointed Representative** [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: XXXX). 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 at C/O TMF Group, 1 Angel Court, 13th Floor, London, EC2R 7HJ. Affirm is the trading name of Affirm U.K. Limited. **Appointed Representative** [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: XXXX). 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 at C/O TMF Group, 1 Angel Court, 13th Floor, London, EC2R 7HJ. Affirm is the trading name of Affirm U.K. Limited. **Credit Broker**

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<td>[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.

[insert postal address of merchant partner].

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