affirm

Launch Email (Interest-bearing options + 0% APR option)

Copy and paste the following text into your launch email. Please do not alter this text in any way. You can use applicable CTAs throughout the email.
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.

Subject Line	New! Flexible payment options from 0% APR
Pre Header	Choose Affirm at checkout to pay over time
Logo Lock-up	Your logo | Affirm logo (either at the top of the page or as an overlay on top of the hero image)
Headline	Introducing a flexible way to pay - starting at 0% APR
Subheadline	Now you can pay over time with no late or hidden fees, ever. Flexible payments with Affirm help you budget with more time to pay
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.
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
'How it 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 Business Resource Hub)	
Section Header	How it works
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
You can add a CTA ' Learn more about Affirm' linked to affirm.com or your Affirm landing page	
Disclosure (included in the footer of your email):	*[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 as is, 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 and fill in with your information the parts 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** [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]. 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.