

## AFTERPAY – PARTNER CONTENT

# Shop now, pay later in a flexible, human-centric and seamless way

In 2010, AfterPay started with post-payment solutions with the main vision of providing easy, secure and reliable payment after delivery solutions to consumers. Twelve years later, the company has grown to include more than 7000 merchants and five million active consumers in The Netherlands and has become one of the biggest BNPL (Buy Now Pay Later) providers in Europe.

The BNPL concept is here to stay. Recent research shows that in The Netherlands it is expected to grow with 74,7 per cent by 2022. In addition, AfterPay Insights Research shows that more than 50 per cent of Dutch Shoppers have a need for BNPL services due to the benefits it offers and about 36 per cent of consumers seek out webshops that offer a BNPL service. In other words, BNPL is growing fast and it's AfterPay's goal to deliver sustainable solutions for its consumers.

## Personal Finance

“The digitalization of our daily lives is a blessing, but also a curse”, says Teresa Schlichting, Chief Strategy Officer at AfterPay/Arvato Financial Solutions “Some consider the BNPL concept risky, for it could lead to people losing the overview of their personal finances, but I would like to turn it around. It is not because of BNPL products that people lose track of their spending's. It is due to the increased opportunities of spending money in various ways and from various accounts on various channels. However there is also good news. With the right digital financial tools people will have even more opportunities to live the life they are striving for, without compromising on their financial literacy and freedom.” “We believe that a payment product has to be sustainable and transparent in all its aspects. And don't only offer a transparent overview into your open invoices, but you can also

manage your returns in a way that allows you to only pay for what you really want to keep”, states Nikki Constantine, Director Global Marketing & Brand at AfterPay.

## Flexible

Imagine that you could shop for all your daily needs with one product. Constantine: “In that way you would always have a transparent view into your open invoices and the due dates of your payments. You could flex them, postpone them to a later time or make use of our additional pay later products. You would always have an insight into the interest you are paying and the open amount we trust you can pay back without getting into financial difficulties.” And it would allow you to be flexible to plan your payments to your convenience, for instance when your salary hits your bank account. Schlichting: “We remind you about payments and we grant you a period of pausing payments. We believe in the freedom a digital tool

can deliver. This is why we are developing our product in a direction where the consumer can rely on having a transparent overview and flexible payment options to suit their evolving payment needs.”

## BNPL

“We truly believe that our consumers can profit from a long-term relationship with us and the merchants”, Constantine continues. “BNPL is growing and here to stay. And it's developing into two main directions. For the merchants it is about integrating BNPL, splitting payments and integrating other flexible payment methods even deeper into their consumer journey. For the consumer, BNPL is becoming one of many ways to pay and finance their life in an easy, seamless and frictionless way. Our research also shows that BNPL is for all customers and verticals. It is not ‘just’ fashion for the millennial shopper. In the last year we have seen a massive growth in home improvement and beauty products.

And our online shoppers are older in age and look to BNPL to experience the product first and then pay. It will become integrated in our daily lives.”

## Human-centric

“We are constantly putting the human experience and our product at the core of everything we do”, ends Schlichting. “We are developing products towards a digital pathfinder for your personal finances. Digitalization allows new ways of paying and we do everything we can to create an ecosystem where merchants and consumers can manage their personal finances in the most flexible, human-centric and transparent way.”

Look for more information on [www.afterpay.nl](http://www.afterpay.nl)



**Teresa Schlichting,**  
Chief Strategy Officer  
AfterPay/Arvato Financial  
Solutions



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