



eCommerce Fest SG 2021

**How Buy Now Pay Later is
Driving Growth for
eCommerce Businesses**



hoolah

Buy Now, Pay Later

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General Manager, hoolah Singapore

A New Era for Southeast Asia's Digital Growth



- APAC online retail sales expected to grow from USD 1.5 trillion to **USD 2.5 trillion in 2024**¹
- **75.8% of online retail sales occur on mobile devices**; to reach USD 2 trillion by 2024 at a CAGR of 13.6%¹
- Strong growth in SE Asia's Internet sectors - expected to hit **USD 100 billion in GMV** with **e-commerce registering a 63% growth (2019-2020)**²
- **84% of Southeast Asia urban consumers are predicted to use e-wallets by 2025**³
- **Digital payments in the SE Asia region projected to reach USD 1 trillion by 2025**⁴

¹ Forrester 2020 Online Retail Forecast, Asia Pacific

² e-Economy SEA Report 2020 by Google, Temasek, and Bain and Company

³ BCG May 2020. Southeast Asian Consumers Are Driving a Digital Payment Solution

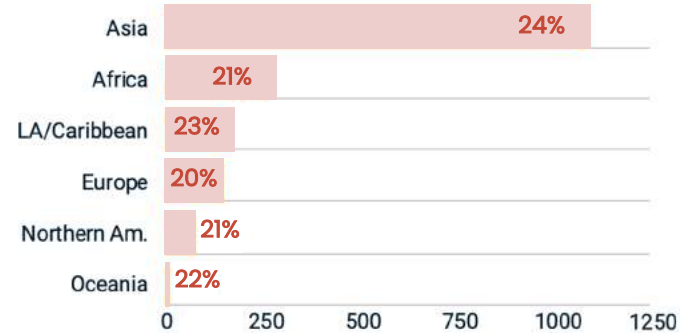
⁴ Research and Markets 2019. Mobile Payment Services 2019 - A Survey of the Development of Global Mobile Payments in Both Emerging and Developed Markets

Keeping Up With Consumers' Changing Preferences

Globally, the millennials' generation are larger than any adult cohort (in size).

- Makes up 1.8 billion people worldwide, or 23% of global population¹¹
- First **digital native** generation (hyper-connected)
- Their **changing preferences point to the future of contactless**
- Over half likely to avoid shopping at stores that don't offer contactless payments⁵
- Since the pandemic, **82% are more likely to have used a new shopping or payment method, including Buy Now Pay Later** ⁵

Millennials (1000 000s); % of region's total population



What is Buy Now, Pay Later?

For consumers:

Splits their purchases into three interest-free monthly repayments at no additional cost



For merchants:

Omnichannel conversion solution

IPPs vs. BNPL

Tied to a specific bank credit card
Split over 6 - 36 month installments,
with interest

Driving purchase of big-ticket purchases
like TVs, sofa sets, etc.

Better when consumers miss their
payments

IPPs target a mature, credit card-carrying
demographic

Ubiquitous - Works with all banks, all cards
Split into 3 interest-free installments

Everyday luxuries - The Median Transaction
Value on hoolah is \$170 for debit cards /
\$200 for credit cards

Incentivised by
consumers' timely repayment

Buy Now Pay Later is most popular with
consumers aged **26 - 35**, with 80% of these
consumers paying with debit.

The BNPL Market



- In 2019, global BNPL valued at **US\$7.3 billion**¹²
- Expected to reach **US\$33.6 billion** in 2027 at CAGR of 21.2%¹²
- [Australia] BNPL accounted for **10% of all e-commerce transactions** in 2020¹³
 - More than **6.1 million open accounts** by June 2019 (30% of the nation's adult population)
- [UK] Online purchases using BNPL growing at a rate of 39% YoY, with **market share set to double** by 2024¹⁴

^[12] Coherent Market Insights July 2020

^[13] ASIC November 2020. Buy now pay later. An industry update

^[14] FIS March 2021. Global Payments Report

Snapshot of BNPL in APAC



- BNPL e-commerce market share will more than double in APAC, from 0.6% in 2020 to 1.3% in 2024 (64% growth rate)¹⁴
- **[Singapore]** Currently 3% of e-commerce market but forecasted to **increase market share to 13% in the next 4 years**¹⁴
 - **38% of Singaporeans, an estimated 1.1 million people, have used a BNPL service**¹⁵
- **[Malaysia]** **Growing at a rate of 64%** and is fastest growing online payment method¹⁴
- **[Japan]** Projected to make up **7% of all online sales by 2024**, up from 3% in 2020¹⁴

^[14] FIS March 2021. Global Payments Report

^[15] Finder Singapore 2020. Buy Now Pay Later Report

For Consumers

Pay via any debit or credit card

“ hoolah is easy and fuss-free! It accepts both debit and credit cards which I love!

Helps them spend responsibly, value transparency, and even encourage quality, sustainable purchasing decisions



Manage personal cash flow & monthly budget

“ hassle free for people like me who don't wish to sign up for credit card and can space out my budget

Reduces impact of price by splitting their purchases into three, monthly interest-free repayments at no additional cost

For Merchants

Cost effectively drive consumer visits

“ We love working with hoolah because it helps us find new and relevant ways to attract customers

- SIXTY8IGHT

Increase consumer conversion

“ hoolah helped convince our consumers that they are able to afford better goods

- APOL



hoolah

Drive conversion,
basket size and
loyalty

Drive repeat consumers

“ 30% of first time hoolah users make another purchase within 30 days

Drive basket size

“ customers were purchasing a basket size 20% higher

- Paula's Choice

hoolah

To be Asia's leading Buy Now Pay Later ecosystem

for our customers

defined by exceptional experience,
culture, and people



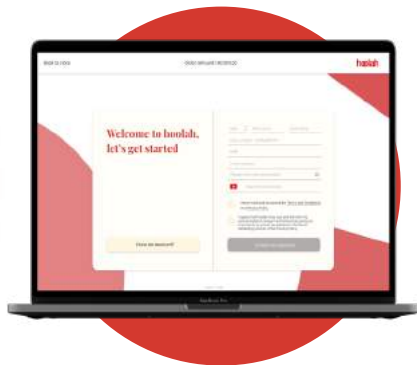


Online - Seamless Checkout

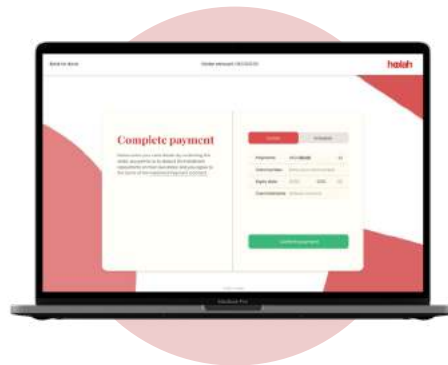
Buy Now, Pay Later: 3 Payments. Always 0% Interest.



Choose your favourite products



Quickly create a **hoolah** account



Confirm your order / review payment dates



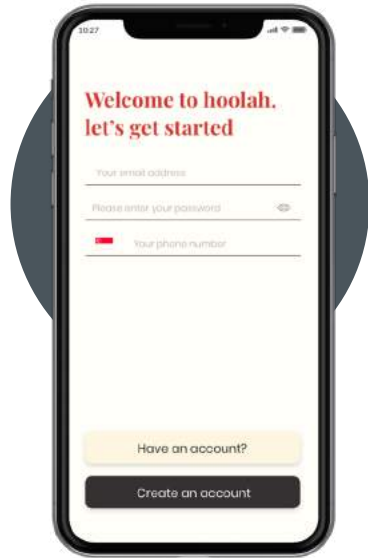
Receive exclusive offers from **hoolah**





In-Store - Seamless Checkout

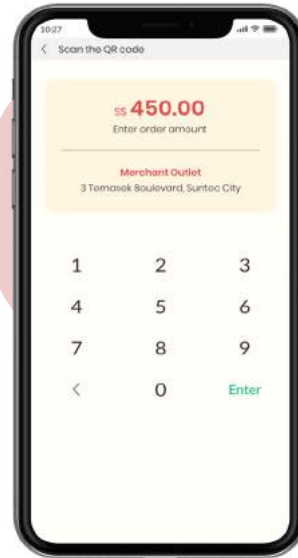
Buy Now, Pay Later: 3 Payments. Always 0% Interest.



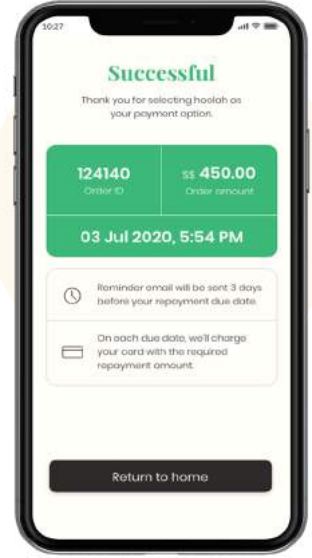
Download **hoolah** app
and create account



Scan the **hoolah** QR
code at your favourite
shop



Enter the amount and
confirm payment



Receive exclusive offers
from **hoolah**

Seamless Integration



Online



InStore

Pre-built



Pre-built plug-ins to the major shopping carts or direct hoolah API integration



Simple QR Code setup at the POS

Technical Differentiation

Machine learning drives continual refinement of the risk engine



No reliance on 3rd party feeds



hølah

Built to **scale** across multiple geographies



Data-driven risk engine allows for targeted optimization



Connect merchants, manufacturers and consumers across **multiple channels**



hoolah



Maximising Your BNPL Experience

1. Do your research

- Not all BNPL providers are the same
 - Consider the user experience, team's expertise, and customer service as key differentiators

2. Spread the word

- Announce the BNPL program to customers
 - EDM, social media, etc.

3. Display digital signage

- Display marketing collaterals in various areas of your store, e.g:
 - **BNPL banner** on website
 - **Price divider** on your product page

4. Get listed in your BNPL partner's directory


- Be sure to submit your e-commerce store and **get listed**
- **Increase traffic** directed from BNPL store directory to your e-commerce website

Case Study I: SENNHEISER

Challenge: To unlock new consumer segments and help the younger demographic afford Sennheiser's competitively priced products

Since partnering with hoolah, in just five months:

- **300%** increase in sales
- **80%** increase in GMV
- **Increase in website traffic** from hoolah's store directory
- More customers **completing their basket purchases**
- Way beyond creating innovative, yet practical products that appeal to audiophiles and more, Sennheiser is also leveraging hoolah, to reach out to **more prospects via community marketing**

The hoolah logo is displayed in a bold, lowercase, sans-serif font. The letter 'o' is stylized with a horizontal line through its center, resembling a wheel or a stylized '0'. The color is a vibrant red.A black and white profile photograph of a woman with dark hair pulled back, looking towards the right. The image is partially obscured by the red circular graphic on the left side of the slide.

“hoolah allowed us to penetrate into the market of debit card holders without doing the heavy lifting.”

Penny, Regional E-commerce Manager at Sennheiser

Case Study II: 6IXTY8IGHT

Challenge: 6IXTY8IGHT's no-promotions policy posed an obstacle to consumers who only buy discounted items

Since 6IXTY8IGHT started offering hoolah at checkout (online and in-store):

- **Eliminate** need for **discounting**
- Increased sales among **young generations** (36% - up from 25% previously)
- **20% of total transactions** are done through hoolah

The logo for 'hoolah' is written in a bold, lowercase, sans-serif font. The letter 'o' is stylized with a horizontal line through its center, resembling a wheel or a stylized '0'. The color is a vibrant red.

Paulino Moreno

Regional Managing Director - Singapore & Malaysia, 6ixty8ight

Proven Results At Scale



WOMENS FASHION

GMV ↑ 18%
AOV ↑ 24%



MENS FASHION

GMV ↑ 21%
AOV ↑ 26%



LIFESTYLE

GMV ↑ 21%
AOV ↑ 33%



BEAUTY

GMV ↑ 25%
AOV ↑ 31%



ELECTRONICS

GMV ↑ 29%
AOV ↑ 33%



HOME FURNISHING

GMV ↑ 32%
AOV ↑ 21%

SAMSUNG



CONVERSE →



Strawberrynet™

FURLA



BONIA



Timberland

VANS



Bata

Superdry®



ECCO

melissa

DECATHLON

PUMA

kipling



sift&pick

GNC
LIVE WELL.

BEYOND
THE VINES

CLARINS



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Download the hoolah app



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