

Copy and paste the following text into your social assets.

For each social asset below, review the options provided and choose the financing program that reflects your Affirm offering. Please don't alter this text without approval from Affirm. You can reach out to your Client Success Manager or merchanthelp@affirm.com with any questions or concerns.

Instagram Feed Post

Make sure to use the disclosures below for each message, within the caption of the post.

Installments	We're proud to partner with @affirm! Now you can pay at your own pace, and never pay a single hidden fee.
Required Disclosure	Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders .

Installments with 0% APR	We're proud to partner with @affirm! Now you can pay at your own pace starting at 0% APR, and never pay a single hidden fee.
Required Disclosure	Rates from 0% APR or 10-36% APR. Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders . Options depend on your purchase amount, and a down payment may be required. See affirm.com/licenses for important info on state licenses and notifications.

Pay in 4	We're proud to partner with @affirm! Buy today and make 4 interest-free payments with zero fees.
Required Disclosure	Payment options are offered by Affirm and are subject to an eligibility check. Options depend on your purchase amount, and a down payment may be required. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Finance Lender license. For licenses and disclosures, see affirm.com/licenses .

Adaptive Checkout	We're proud to partner with @affirm! Choose how you pay at your own pace— from 4 interest-free payments every two weeks or monthly payments.
Required Disclosure	Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders . CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Finance Lenders Law license.

Instagram Story

Applicable to all financing programs: due to lack of caption and limited real estate in Story format, use copy provided and tag @affirm so viewers can click through to Affirm's bio, where a brief disclosure is present.

Installments & (Promotional) 0% APR	Brand + [Affirm logo - download here] Buy today, Pay later starting at 0% APR! Swipe up to shop [Link to your store]
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Installments & 0% APR	Brand + [Affirm logo - download here] Buy today. Pay at your own pace. Swipe up to shop [Link to your store]
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Pay in 4	Brand + [Affirm logo - download here] Buy today, Make 4 interest-free payments! Swipe up to shop [Link to your store]
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Adaptive Checkout	Brand + [Affirm logo - download here] Buy today. Choose how you pay at your own pace. Swipe up to shop [Link to your store]
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Adaptive Checkout	<p>Brand + [Affirm logo - download here]</p> <p>Buy today. Choose how you pay at your own pace.</p> <p>Swipe up to shop [Link to your store]</p>
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All Programs: Launch announcement	<p>New!</p> <p>Buy today and pay later. Just select Affirm at checkout.</p> <p>Swipe up to shop [Link to your store]</p>
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Facebook Feed Post

If Feed Post: Use same disclosures and requirements as Instagram Feed Post.

If Story: Same disclosures and requirements as Instagram Story.

	Installments with or without 0% APR
Description	Shop [merchant] and split your purchase into easy payments with Affirm!
Image	<i>Add image here</i>
Headline	Pay at your own pace with Affirm
Link	<i>Add your URL here</i>
CTA	Learn more [Link to landing page]

Facebook Ad

	Pay in 4
Description	Shop [merchant] and make 4 interest-free payments with no fees!
Image	<i>Add image here</i>
Headline	Pay over time with Affirm
Link	<i>Add your URL here</i>
CTA	Learn more [Link to landing page]

	Adaptive Checkout
Description	Shop [merchant] and make 4 interest-free payments with no fees!
Image	<i>Add image here</i>
Headline	Pay over time with Affirm
Link	<i>Add your URL here</i>
CTA	Learn more [Link to landing page]

Disclosure	Rates from 0% APR or 10–36% APR. Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders . Options depend on your purchase amount, and a down payment may be required. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Finance Lenders Law license. For licenses and disclosures, see affirm.com/licenses .
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