



## Adaptive Checkout and 0% APR Installments | Landing Page

Copy and paste the following text into your landing page.

For each dynamic field, review the options provided and choose the one 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](mailto:merchanthelp@affirm.com) with any questions or concerns.

|                         |                                                                                                                                                                                                                                                          |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Hero</b>             | {insert your own header image}                                                                                                                                                                                                                           |
| <b>Headline</b>         | Pay at your own pace                                                                                                                                                                                                                                     |
| <b>Subhead</b>          | With Affirm, split purchases into 4 interest-free payments every two weeks or longer-term monthly payments                                                                                                                                               |
| <b>Description</b>      | When inspiration strikes, Affirm helps you say yes without giving up financial control. Select Affirm at checkout to split your purchase into 4 interest-free payments, or select a monthly installment plan over a time period that works best for you. |
| <b>How Affirm Works</b> | Prequalify now<br>Download button here. {Button should link to pre-qualification page.}<br><br>OR<br><br>Just select {Affirm logo} at checkout<br>Download Affirm logo <a href="#">here</a> . {Static text only.}                                        |
| <b>Headline</b>         | Choose 4 interest-free payments paid every two weeks or monthly installments.                                                                                                                                                                            |
| <b>Subhead</b>          | For example, a \$800 purchase might cost \$72.21/mo over 12 months at 15% APR                                                                                                                                                                            |
| <b>Steps</b>            | <b>1. Fill your cart</b><br>Select Affirm at checkout, then enter a few pieces of info for a real-time decision.<br><br><b>2. Choose how to pay</b><br><br>Pick the plan that fits your budget. You'll never pay late or hidden fees.                    |

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|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | <p><b>3. Pay over time</b><br/>Make payments at <a href="https://affirm.com">affirm.com</a> or in the Affirm app. You'll also get reminders by text and email.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Image</b>              | {insert step 1 image, step 2 image, and step 3 image here}                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Headline</b>           | Buy with confidence                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Subhead</b>            | With Affirm, you always know exactly what you'll owe and when you'll be done paying.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Affirm Value Props</b> | <p><b>Transparent</b></p> <p>You'll never pay late fees, hidden fees, or annual fees. And never any compound interest, either.</p> <p><b>Flexible</b></p> <p>You choose the payment schedule that works best for you.</p> <p><b>Fair</b></p> <p>Affirm doesn't charge late fees or hidden fees of any kind, ever.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Disclosure</b>         | <p>Rates from 0–36% APR. Payment options through Affirm are subject to an eligibility check, may not be available everywhere, and are provided by these lending partners: <a href="https://affirm.com/lenders">affirm.com/lenders</a>. 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 Financing Law license. For licenses and disclosures, see <a href="https://affirm.com/licenses">affirm.com/licenses</a>.</p>                                                                                                                                                                                                               |
| <b>FAQs</b>               | <p><b>Can I pay off my purchase early?</b><br/>Yes! There's no penalty for paying early.</p> <p><b>How do I make my payments?</b><br/>You can make or schedule payments at <a href="https://affirm.com">affirm.com</a> or in the Affirm app for iOS or Android. Affirm will send you email and text reminders before payments are due.</p> <p><b>Can I return an item I bought with Affirm?</b><br/>Yes—you can return an item you bought with Affirm by initiating the return process with the store.</p> <p><b>Does checking my eligibility affect my credit?</b></p> <p>No, your credit won't be affected when you create an Affirm account or check your eligibility (including checking your pre qualification eligibility). When you apply for or</p> |

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|  | <p>check to see if you prequalify for Affirm financing, it's considered a soft inquiry, which does not affect your credit. If you decide to pay with installments through Affirm, your payment plan and repayment activity may be reported to credit bureaus.</p> |
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You can find more information on [Affirm's Help Center](#).

**Do I need a mobile number to use Affirm?**

Yes, you'll need a mobile phone number from the U.S. or U.S. territories. This helps Affirm verify it's really you who is creating your account and signing in.

**Where can I learn more about Affirm?**

You can visit their website at [affirm.com](https://affirm.com).