

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](mailto: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.

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

<b>Installments with 0% APR</b>	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.
<b>Required Disclosure</b>	Rates from 10-36% APR. Payment options through Affirm are subject to an eligibility check 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. See <a href="https://affirm.com/licenses">affirm.com/licenses</a> for important info on state licenses and notifications.

<b>Pay in 4</b>	We're proud to partner with @affirm! Buy today and make 4 interest-free payments with zero fees.
<b>Required Disclosure</b>	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 <a href="https://affirm.com/licenses">affirm.com/licenses</a> .

<b>Adaptive Checkout</b>	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.
<b>Required Disclosure</b>	Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: <a href="https://affirm.com/lenders">affirm.com/lenders</a> . 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.

<b>Installments &amp; (Promotional) 0% APR</b>	Brand + [Affirm logo - download <a href="#">here</a> ] Buy today, Pay later starting at 0% APR! Swipe up to shop [Link to your store]
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<b>Installments &amp; 0% APR</b>	Brand + [Affirm logo - download <a href="#">here</a> ] Buy today. Pay at your own pace. Swipe up to shop [Link to your store]
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<b>Pay in 4</b>	Brand + [Affirm logo - download <a href="#">here</a> ] Buy today, Make 4 interest-free payments! Swipe up to shop [Link to your store]
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<b>Adaptive Checkout</b>	Brand + [Affirm logo - download <a href="#">here</a> ] Buy today. Choose how you pay at your own pace. Swipe up to shop [Link to your store]
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<b>Adaptive Checkout</b>	Brand + [Affirm logo - download <a href="#">here</a> ] Buy today. Choose how you pay at your own pace. Swipe up to shop [Link to your store]
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<b>All Programs: Launch announcement</b>	<p>New! 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.*

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

## Facebook Ad

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

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

<b>Disclosure</b>	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: <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 Finance Lenders Law license. For licenses and disclosures, see <a href="https://affirm.com/licenses">affirm.com/licenses</a> .
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