

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.

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|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Hero</b>             | {insert your own header image}                                                                                                                                                                                                                                                                                                                                            |
| <b>Headline</b>         | Make 4 interest-free payments with Affirm                                                                                                                                                                                                                                                                                                                                 |
| <b>Subhead</b>          | When inspiration strikes, say yes with confidence—knowing you'll never pay late or hidden fees.                                                                                                                                                                                                                                                                           |
| <b>How Affirm Works</b> | <p>Check your purchasing power now<br/>{<a href="#">link to purchasing power page.</a>}</p> <p>OR</p> <p>Just select {<a href="#">Affirm logo</a>} at checkout<br/>Download Affirm logo <a href="#">here</a>. {Static text only.}</p>                                                                                                                                     |
| <b>Headline</b>         | Keep it simple with Pay in 4                                                                                                                                                                                                                                                                                                                                              |
| <b>Subhead</b>          | For example, an \$800 purchase could be split into 4 interest-free payments of \$200 every 2 weeks.                                                                                                                                                                                                                                                                       |
| <b>Steps</b>            | <p><b>1. Fill your cart</b></p> <p>When you're done shopping, select Affirm at checkout.</p> <p><b>2. Choose how to pay</b></p> <p>Enter a few pieces of info for a real time decision.</p> <p><b>3. Pay over time</b></p> <p>Make 4 payments every 2 weeks at <a href="https://affirm.com">affirm.com</a> or in the Affirm app. You'll get email and text reminders.</p> |
| <b>Image</b>            | {insert step 1 image, step 2 image, and step 3 image here}                                                                                                                                                                                                                                                                                                                |

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| <b>Headline</b>           | Buy with confidence                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Subhead</b>            | When you pay with Affirm, you always know exactly what you'll owe and when you'll be done paying. You'll never pay late fees or hidden fees of any kind.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <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>         | Payment options are offered by Affirm, are subject to an eligibility check, and may not be available everywhere. 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>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><br/>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 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. You can find more information on <a href="#">Affirm's Help Center</a>.</p> <p><b>Do I need a mobile number to use Affirm?</b></p> |

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|  | <p>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.</p> |
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**Where can I learn more about Affirm?**

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