



**OXPAY FINANCIAL LIMITED**  
(Company Registration Number: 200407031R)

**For Immediate Release**

## **OxPay Partners with Atome to Introduce Buy Now Pay Later Feature**

- **OxPay partners with Atome to offer merchants the ability to accept flexible deferred payments**
- **OxPay has begun rolling out the new feature in Malaysia and is in the process of targeting merchants in Singapore and Thailand**

**SINGAPORE, October 25<sup>th</sup>, 2022 – OxPay Financial Limited (SGX: TVV) (“OxPay” or the “Company”, and together with its subsidiaries, the “Group”)** is pleased to announce its partnership with Atome, Asia’s leading buy now pay later platform, to expand and accelerate flexible deferred payments acceptance across thousands of merchants in Asia. Both companies are excited at the opportunity to capitalise on the natural synergies between their respective payment platforms. OxPay expects the increased flexibility in their payment offerings to garner support from consumers and see an uplift in both customer adoption and average spend. In return, Atome is poised to benefit from its exposure to OxPay’s extensive business network.

Atome is currently available in 10 markets in Asia, and partners over 15,000 retailers to offer a range of flexible deferred payments options, both online and offline. Key retail partners include Sephora, Agoda, ZALORA, SHEIN, Zara, Lazada, H&M, Nike, adidas and Charles & Keith.

OxPay has launched Atome in collaboration with merchants in Malaysia such as Jal Yoga Malaysia, OMG Optical House and Andro Medical. In the coming months, the Group plans to roll out the service in Singapore and Thailand. OxPay sees potential in Atome’s customer-centric business model and is targeting major brands, on top of existing merchants such as Estee Lauder and Al-Futtaim Group, in preparation for its Singapore debut. Currently, both



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parties are also in talks of extending their partnership with PT MCP Indo Utama, the Company's associate in Indonesia.

***“As economies in Asia continue to recover post-COVID-19 lockdowns, the overall credit market is forecasted to grow at an expedited rate. Thus, we believe that it is an exciting time to partner with Atome. In time, we anticipate that Atome’s innovative financing model will accelerate the growth of our merchant partners and provide greater financial support to underserved customers in emerging markets.”*** said Mr. Henry Tan, Managing Director of OxPay.

***“We are excited to partner with OxPay and accelerate the acceptance of the buy now pay later platform across thousands of merchants across Malaysia and then to Singapore and Thailand, and enable a superior, secure checkout experience for consumers. This partnership will give merchants the ability to offer frictionless and flexible deferred payments acceptance and be able to tap into younger customer segments such as the Gen Z and millennials who are digitally savvy.”*** said Mr. Jeremy Wong, Head of Strategic Partnerships at Atome.

**#End#**

### **About OxPay**

OxPay is principally engaged in the provision of merchant payment services and digital commerce enabling services, offering online-to-offline (O2O) solutions through a fully integrated platform with a focus on servicing merchants in the retail, transportation and food and beverage industries. Its end-to-end payment platform offers comprehensive solutions for merchants, ranging from hardware and software to data analytics and other technology-driven value-added services tailored to specific industries. Its solutions cater to merchants with both on-line and off-line presences, provided through a unified platform for digitalising engagement across all channels. OxPay currently has a presence in four geographical markets - Singapore, Malaysia, Indonesia and Thailand - with ambitions to become a regional player in the global payment space.

For more information, please visit us at <http://oxpayfinancial.com/>

### **About Atome**

[Atome](#) is a leading buy now pay later platform in Asia, partnering online and offline retailers to increase conversions and grow average orders and customer segments. It currently partners over 15,000 online and offline retailers in 10 markets (Singapore, Indonesia, Malaysia, Hong Kong, Taiwan China, Vietnam,



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Philippines, Thailand, Mainland China, and Japan). Key merchant partners include Sephora, Agoda, ZALORA, SHEIN, Zara, Marks & Spencer, Charles & Keith, Aldo and Pandora. For consumers, Atome offers choice, convenience and flexibility in how they choose to shop and pay. Atome is part of Advance Intelligence Group, one of the largest independent technology startups based in Singapore. Founded in 2016, the Group has presence across South and Southeast Asia, Latin America and Greater China. The Group is backed by top tier investors SoftBank Vision Fund 2, Warburg Pincus, Northstar, Vision Plus Capital, Gaorong Capital, Pavilion Capital, GSR Ventures and EDBI.

For more information, please visit us at <http://www.atome.sg/>

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*This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. (the "Sponsor"), in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited ("SGX-ST") Listing Manual Section B: Rules of Catalist.*

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