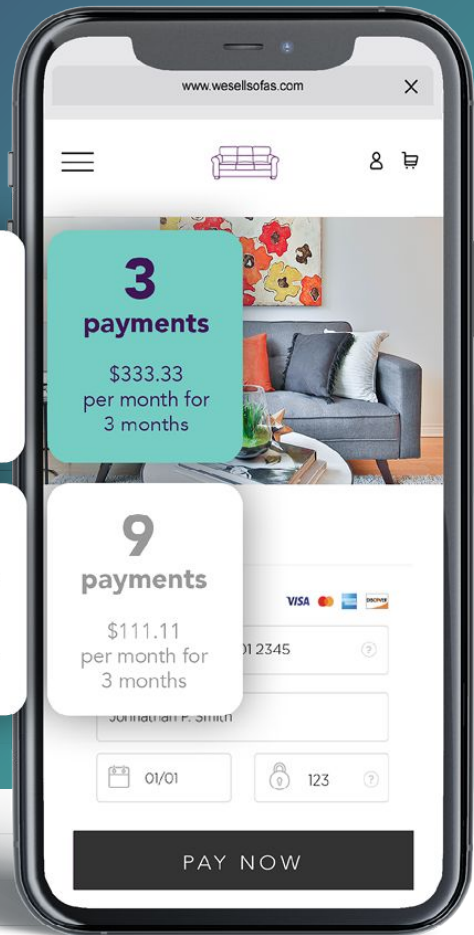


Splitit Integration Handbook & Requirements

June 2023



Pay now
\$1000.00

3
payments
\$333.33
per month for
3 months

6
payments
\$166.67
per month for
3 months

9
payments
\$111.11
per month for
3 months

VISA Mastercard American Express

01 2345

01/01

123

PAY NOW

Contents

- Onsite Messaging/Requirements
 - Home Page
 - Catalog/Category Page
 - Product Page (*Required)
 - Cart Page
 - Checkout (*Required)
 - Dedicated Financing Page
 - Abandon-Cart emails
- Onsite Messaging Non-allowables
- Key Resources

Splitit messaging can be shown as either whitelabel or utilizing Splitit-branding; for more information please reach out to your Splitit support team

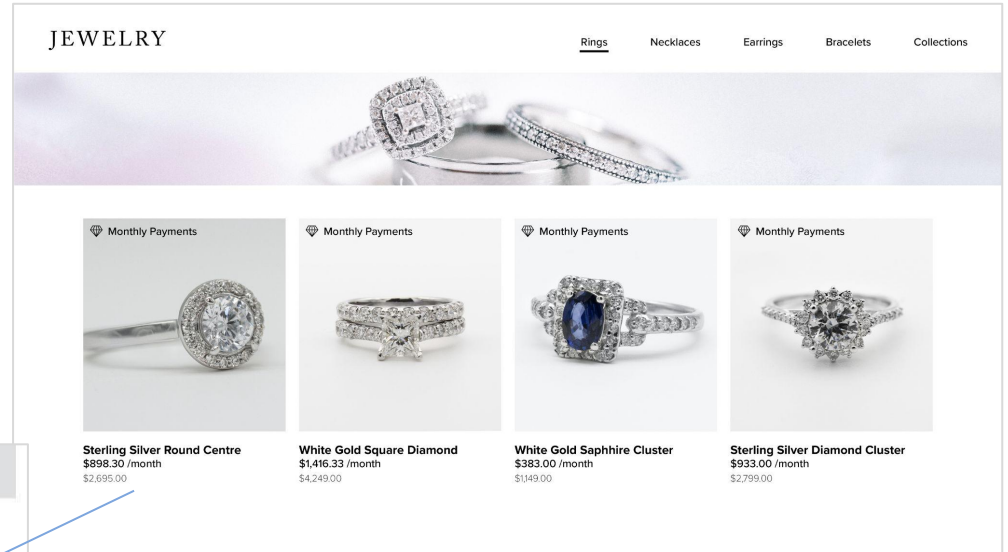
Home Page (Recommended)

Home page messaging on the banner is a great way to entice shoppers further into the conversion funnel and looking into products.

The screenshot shows a website header with the word "JEWELRY" on the left and navigation links for "Engagement", "Jewelry", "Gemstones", "Diamonds", and "Collections" on the right. The main banner features a large image of two diamond rings. The text in the banner reads: "PAY MONTHLY ON YOUR CREDIT CARD. NO APPLICATION AND NO ADDITIONAL FEES." Below this text is a "Learn more" button. Below the banner is a grid of three product cards, each titled "Monthly Payments" and featuring a different piece of jewelry: a ring with a pink gemstone, a bracelet, and a pair of earrings. At the bottom of the page is a black footer with the text "PAY MONTHLY ON YOUR CREDIT CARD. NO APPLICATION, NO ADDITIONAL FEES. *" and a "Learn more" button.

Catalog Page / Category Page

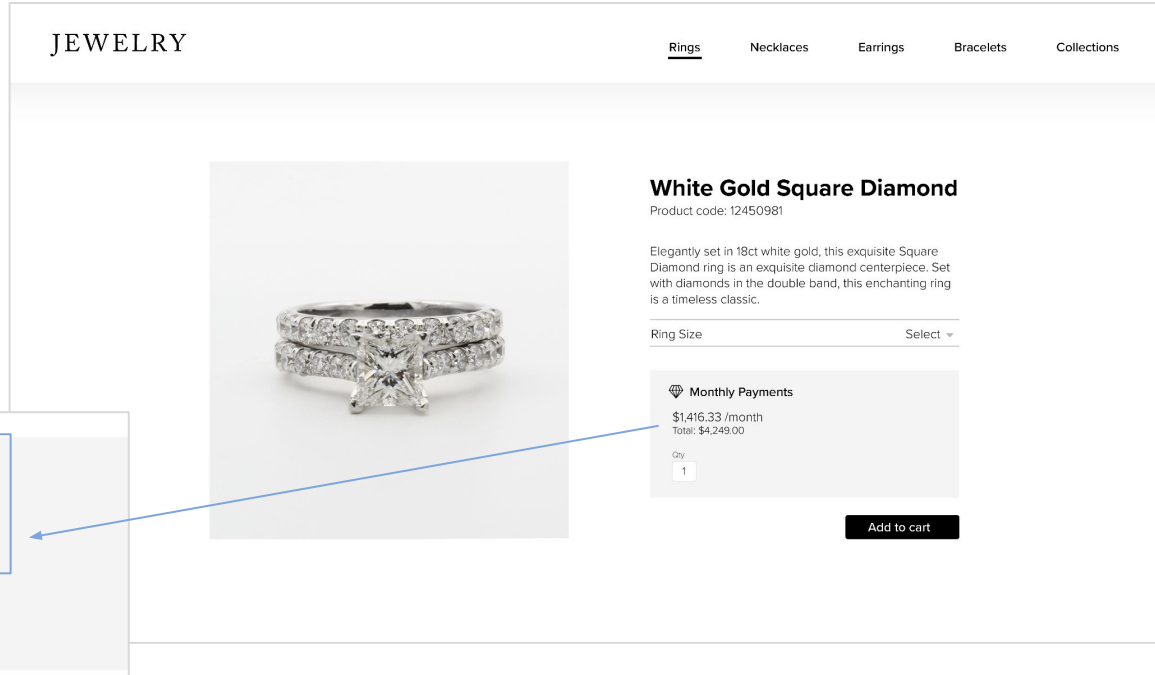
Showing the as-low-as pricing on this page can help drive consumers to higher order value products as seen opposite.



Sterling Silver Round Centre
\$898.30 /month
\$2,695.00

Product Page (Required)

This is the most important page to feature Splitit and where the buying option is made; showing the as-low-as price will drive conversion and decrease friction at checkout.



Product Page Learn More (Required)

It's important to show 'How Splitit works' here to explain the simplicity of the service, further driving conversion at checkout.

JEWELRY

[Rings](#) [Necklaces](#) [Earrings](#) [Bracelets](#) [Collections](#)

White Gold Square Diamond

Product code: 12450981

Elegantly set in 18ct white gold, this exquisite Square Diamond ring is an exquisite diamond centerpiece. Set with diamonds in the double band, this enchanting ring is a timeless classic.

Ring Size Select +

Monthly Payments

\$1,416.33 /month
Total: \$4,249.00

Qty

[Add to cart](#)

At the time of purchase, once the merchant confirms your order, you will only be charged for the first payment. The remaining balance will be held on your credit card until the final payment is made. After each monthly payment, the amount held from your available balance will be reduced to the new remaining balance (the held amount might appear as "pending").

To be eligible, you must own a credit card and have the entire amount of your purchase available on your card.

* You will not be charged additional interest or fees for paying in installments. Credit Card Terms and Conditions will still apply

Monthly payments on your credit card.

No applications, no additional fees.*

What do I need to pay in installments?

- A credit card with the full purchase amount available.
- Debit cards are not accepted.

Why pay in monthly installments?

- No need to apply for a new loan
- No additional interest or fees*
- No credit check
- Receive your credit card rewards

How does it work?

- At the time of purchase, your card will be authorized for the full purchase amount. This authorization uses the existing credit available on your card, so you don't need to take out a new loan.
- After each monthly payment, the amount held on your card will be reduced by the amount paid that month.

Example Plan:

Purchase price	Credit required	Number of payments
\$1,000	\$1,000	3

Monthly payments	Amount paid	Amount held on card
1 st payment	\$333.33	\$666.67
2 nd payment	\$333.33	\$333.34
3 rd payment	\$333.34	\$0

* You will not be charged additional interest or fees for paying in installments. Credit Card Terms and Conditions will still apply

Cart Page (Recommended)

Particularly if you have add-ons or multiple product baskets, this helps drive larger order values and in any situation drives shoppers to the final step.

The screenshot shows a shopping cart page for a jewelry store. The page title is "JEWELRY". There are navigation links for "Rings", "Necklaces", "Earrings", "Bracelets", and "Collections". The main content area displays a product: "White Gold Square Diamond" with a price of "\$4,249.00". The product code is "12450981", the quantity is "1", and the size is "K". There are "View" and "Remove" links. To the right of the product is a "Shopping Cart" section with a "Monthly Payments" option. The monthly payment is "\$1,416.33 /month", the total is "\$4,249.00", and there are "3 payments". A "Checkout" button is located below the cart section. A blue arrow points from the "Monthly Payments" section in the main cart to a callout box below. The callout box contains the following information:

- Monthly Payments**
- \$1,416.33 /month
- Total: \$4,249.00
- 3 payments

Cart Page (Recommended)

Our Learn More Modal is available here as well.

The screenshot shows a jewelry shopping cart page. At the top, the word "JEWELRY" is displayed. Navigation links for "Rings", "Necklaces", "Earrings", "Bracelets", and "Collections" are visible. The cart contains one item: "White Gold Square Diamond" priced at \$4,249.00. A "Monthly Payments" option is shown with a diamond icon, indicating a monthly payment of \$1,416.33, a total of \$4,249.00, and 3 payments. A "Checkout" button is present. A modal overlay titled "Monthly payments on your credit card." is open, providing details on installment payments.

Monthly payments on your credit card.
No applications, no additional fees.*

What do I need to pay in installments?

- A credit card with the full purchase amount available.
- Debit cards are not accepted.

Why pay in monthly installments?

- No need to apply for a new loan
- No additional interest or fees*
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2 nd payment	\$333.33	\$333.34
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At the time of purchase, once the merchant confirms your order, you will only be charged for the first payment. The remaining balance will be held on your credit card until the final payment is made. After each monthly payment, the amount held from your available balance will be reduced to the new remaining balance (the held amount might appear as "pending").

To be eligible, you must own a credit card and have the entire amount of your purchase available on your card.

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Checkout (Required)

Splitit and how Splitit works should appear on your checkout page as the final step in checkout; we have 3 basic options.

Embedded Credit Card Checkout (recommended)

The screenshot shows a checkout page for 'JEWELRY'. At the top, there are logos for American Express, Mastercard, and Visa. Below these, there are input fields for 'Card number' (0123-4567-8901) and 'Exp.' (01-25 123). A 'Total \$4,249.00' is displayed. Underneath, there are three installment plan options: '\$708.16 /month (6 payments)', '\$1,416.33 /month (3 payments)', and '\$4,249.00 Play now'. There is a checkbox for 'I agree to the terms and conditions'. At the bottom, there are buttons for 'Paypal' and 'AmazonPay', and a 'Continue' button.

Embedded Separate checkout option (FlexFields)

The screenshot shows a 'PAYMENT METHOD' section with a 'charge' link. It prompts the user to 'Please select a payment method.' Below this, there is a section for 'INTEREST FREE MONTHLY INSTALLMENTS' with a 'Monthly Payment By splitit' logo. A list of terms is provided: '- We accept global issued credit cards. Debit cards are not accepted.', '- 0% interest, no late fees, no credit checks.', and '- The total amount will be held in reserve on your card to ensure payment. [View info...](#)'. There are two 'INSTALLMENT PLANS' options: '3 installments of \$2,601.17' (selected) and '6 installments of \$1,300.59'. Below this is a 'SPLITIT BY CREDIT CARD' section with a 'Card Number' field (0000 0000 0000 0000), 'Exp. Date' (1 2022), and 'CVC #' field. A checkbox for 'I acknowledge that I have read and agree to the terms and conditions*' is present. At the bottom, there is a 'CONFIRM CARD' button and a 'Monthly Payment By splitit' logo.

Hosted Checkout (Payment Form)

The screenshot shows a 'Customer Experience Team' checkout page. At the top, there is a shopping cart icon and 'Order Total' of 'US\$100.00'. Below this, there is a 'Credit card' section with a 'Card Number' field. There are also 'Full Name', 'Exp. MM/YY', and 'CVV' fields. A 'Select Number of Payments' section shows '2 installments of US\$50.00' with a slider control. Below this is a 'Billing Address' field. At the bottom, there is a checkbox for 'I accept the Terms & Conditions and Privacy Policy and How Splitit Works', a 'Pay' button, and a 'Powered by splitit' logo. There are also logos for PCI, Visa, and Mastercard at the very bottom.

Dedicated Financing Page (Recommended)

Typically a high-value page that allows shoppers to dig deeper into how Splitit works.

MONTHLY PAYMENTS ON YOUR CREDIT CARD.

No applications, no additional fees.*

WHAT DO I NEED TO PAY IN INSTALMENTS?

- A credit card with the full purchase amount available.
- Debit cards are not accepted.

WHY PAY IN MONTHLY INSTALMENTS?

- No need to apply for a new loan
- No additional interest or fees*
- No credit check
- Receive your credit card rewards

HOW DOES IT WORK?

- At the time of purchase, your card will be authorized for the full purchase amount.
- This authorization uses the existing credit available on your card, so you don't need to take out a new loan.
- After each monthly payment, the amount held on your card will be reduced by the amount paid that month.

EXAMPLE PLAN:

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At the time of purchase, once the merchant confirms your order, you will only be charged for the first payment. The remaining balance will be held on your credit card until the final payment is made. After each monthly payment, the amount held from your available balance will be reduced to the new remaining balance (the held amount might appear as "pending").

To be eligible, you must own a credit card and have the entire amount of your purchase available on your card.

*You will not be charged additional interest or fees for paying in instalments. Credit Card Terms and Conditions will still apply.

Abandon Cart Email (Recommended)

A great, low-cost way to attract shoppers to come back to your website to purchase. This is especially helpful at launch to attract previously abandoned customers.

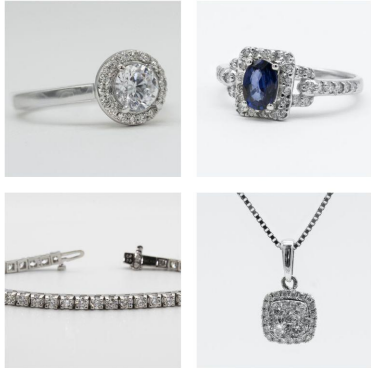
JEWELRY

PAY MONTHLY ON YOUR CREDIT CARD. NO APPLICATION AND NO ADDITIONAL FEES.*

Shop now

*Standard card T&Cs still apply.

SHOP NEW ARRIVALS



Shop now

JEWELRY

TIMELESS BEAUTY AND EXQUISITE CRAFTSMANSHIP SINCE 1902

@ in

Onsite Messaging Requirements for all Regions

The following messaging is NOT allowed:

- Charging fees to the shopper for using Splitit
- Describing Splitit as “financing” or “credit”
- Using the phrase “no interest”, “no fees” or any variation on those phrases other than what is shown below as allowed

The following messaging is allowed:

- Using the phrase “no additional interest*” or “no additional fees*”. These phrases must be used with an asterisk “*”, including the clarifying legal statement “*Splitit never adds any interest; standard card T&Cs still apply.”

Key Resources

- [Developers Website](#)
- [Tour \(Try it yourself\)](#)
- Sales Team: Sales@splitit.com
- Success Team: Success@splitit.com
- Onboarding Team: Onboarding@splitit.com
- General Support: Support@splitit.com