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FOR IMMEDIATE RELEASE

ZALORA PARTNERS RELY TO OFFER SHOPPERS BUY NOW, PAY LATER SHOPPING SOLUTION

Safe and accessible buy now pay later service aids customers' spending decisions



SINGAPORE, 18 February 2021 – As the consumer behaviour paradigm shifts amid Covid-19, ZALORA has partnered Rely, a Buy Now Pay Later (BNPL) service provider to provide interest-free payment solutions for its customers. The fashion, beauty and lifestyle platform has rolled out Rely in its Singapore market, and will soon be available in Malaysia, too.

Rely offers ZALORA's customers the BNPL payment option to enable responsible purchasing, allowing them to harness control over their spending. With no hidden fees, customers can enjoy flexibility and accessibility to a wider range of ZALORA's assortment. Shoppers are able to split their purchase into 3 interest-free monthly installments simply by entering their credit or debit card details for automated payments that are automatically approved via Rely's fast and easy platform.

“Given that current times are challenging to most of our customers, we at ZALORA are committed to providing a solution that would ease their shopping experience with us.

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This partnership with Rely will lend some relief to our shoppers, who are at the forefront of our priorities,” says Rostin Javadi, Chief Operations Officer of ZALORA.

Hizam Ismail, CEO & Co-Founder of Rely adds, “We want to provide a solution to smart purchasing that eases the payment process for customers, while ensuring merchants are protected in the transaction. Rely’s Buy Now Pay Later plan allows safe and fast service that gives everyone the power to take control of their spending.”

According to the [ZALORA Southeast Asia Trender Report 2020](#), 24% of ZALORA’s customers in Southeast Asia are made up of Millennials and Gen-Z who have higher purchasing power. Many Southeast Asian youths live with their families and are therefore not bound to mortgages and financial burdens, which make them fiscally liberated consumers.

The timely launch of Rely goes hand in hand with ZALORA’s recent assortment expansion into categories that appeal to a broader customer base, including Home & Living, Luxury, Beauty, Kids, and more. In celebration of this, ZALORA is offering up to \$20 discount when shoppers checkout using Rely between 8th February to 28th February 2021.

Explore the Rely Buy Now Pay Later payment option via www.zalora.sg.

Press materials [here](#).

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ABOUT ZALORA GROUP:

ZALORA is Asia's online fashion and lifestyle destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of Global Fashion Group, the world's leader in online fashion for emerging markets. ZALORA offers an extensive collection of top international and local brands and products across fashion, luxury, beauty and lifestyle categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.

ABOUT GLOBAL FASHION GROUP:

Global Fashion Group is the leading fashion and lifestyle retail destination in Asia Pacific, Latin America and CIS. We connect over 10,000 global, local and own brands to a market of more than one billion consumers through four established e-commerce platforms: THE ICONIC, ZALORA, dafiti and lamoda. Through an inspiring and seamless customer experience enabled by our own technology ecosystem and operational infrastructure, we are dedicated to being the #1 fashion and lifestyle destination in our markets. With 17 offices and 10 fulfilment centres across four continents, GFG proudly employs a dynamic and diverse team with deep local knowledge and expertise. In 2019, GFG delivered over 34.6 million orders to 13.1 million Active Customers. (ISIN: LU2010095458.)

For more information visit: www.global-fashion-group.com

ABOUT RELY:

Founded in 2017, Rely is a Singapore headquartered financial technology company, with operations across APAC. Rely is the leading Buy Now Pay Later service provider and has partnered large enterprise clients such as Qoo10 Singapore, Singapore's largest e-commerce retailer. Rely's service is popular among Millennial & Gen Z shoppers as they pay for their purchases over three to four equal payments, interest-free. Rely has partnered with online and offline millennial-centric brands across key categories such as fashion, beauty, lifestyle, fitness among others such as Charles & Keith, JD Sports, Limited Edt Sneakers, SK Jewellery Group.

Rely recently announced it has secured capital from Goldbell Financial Services to process up to S\$100 million in BNPL transactions and expanding its services across APAC. Rely also partnered Razer Fintech, one of the largest O2O digital payment networks in South East Asia with over one million physical acceptance points.

For more information, please visit <https://www.rely.sg/>