



The way forward.



2020 HALF YEAR PRESENTATION



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All financial figures are expressed in U.S. dollars unless otherwise stated.



Agenda

1. HIGHLIGHTS AND OUR MISSION

KEY 1H RESULTS
OUR MISSION

2. UNDENIABLE OPPORTUNITY

SIGNIFICANT MARKET
EXPANDING OUR SKILLSET

3. MEETING CONSUMER NEEDS

PRODUCT INNOVATION
THRIVING IN A CHALLENGING PERIOD

4. FINANCIAL RESULTS AND OUTLOOK

5. APPENDIX



Highlights and Mission

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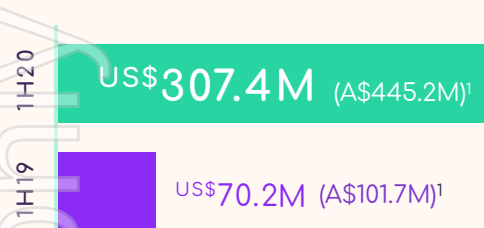


1H20 Scorecard



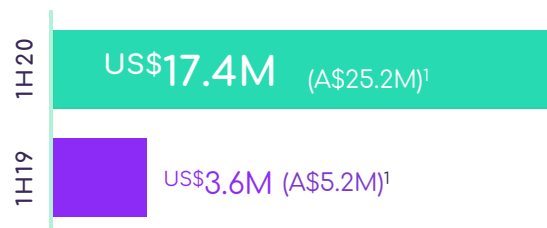
UMS

338% ↑



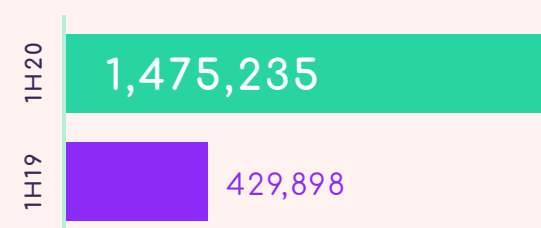
MERCHANT
FEES

390% ↑



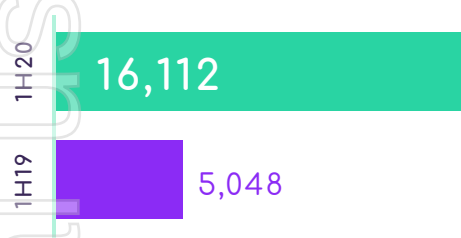
ACTIVE
CONSUMERS

243% ↑



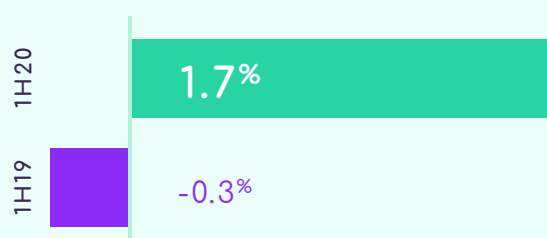
ACTIVE
MERCHANTS

219% ↑



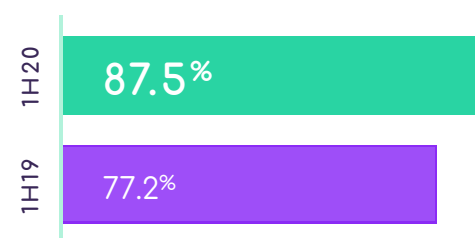
NET TRANSACTION
MARGIN (AS A % OF UMS)

2.0pp ↑



REPEAT
USAGE

10.3pp ↑



¹AS amounts: Based on AUD/USD exchange rate of \$0.6904

1H20 Takeaways



SUCCESSFUL CAPITAL RAISE

Raised A\$86.3M (US\$60M) subsequent to 30 June 2020 to accelerate growth and strengthen the balance sheet.

PUBLIC BENEFIT CORP.

First step to becoming a B Corp. Changing the world through business. Purpose-driven and creating benefits for all stakeholders.

GLOBAL EXPANSION

Launched Canadian effort in May 2019. Trajectory has matched the US at similar points in lifecycle. Testing in India and exploring opportunities in Europe.

KEY INTEGRATIONS

Sezzle platform now works with Apple Pay, Google Pay, Plaid. and TransUnion.

HIRES ENHANCE CAPABILITIES

Hired two senior PayPal executives to spearhead the company's efforts for large enterprise merchants.

PRODUCT INNOVATION

Inspired by consumer needs: Sezzle Up (credit building), Sezzle Anywhere (affiliate/gift card), Sezzle Spend (rewards) and in-store.



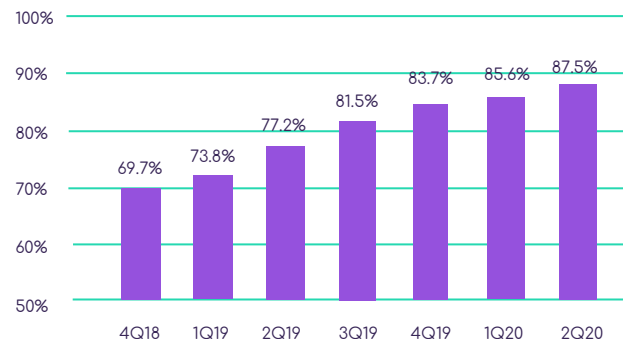
Improving Consumer Profile

- Nearly 100% of Sezzle's transactions are eCommerce.
 - Well-positioned for ongoing shift to eCommerce as COVID-19 is yet to dissipate.
- Purchase frequency by cohort demonstrates brand loyalty, as maturing cohorts transact more frequently.
- Each new cohort has exhibited greater activity than the previous at related points in time.
- July 2020 represented the 19th straight month of sequential improvement in repeat usage, reaching 88.1%.
- Higher repeat consumer usage and purchase frequency translates to greater transaction margins and lower loss rates.

PURCHASE FREQUENCY BY COHORT

Cohort	As of 31 July 2020
2018 Cohort	~15x per year
2019 Cohort	~9x per year
2020 Cohort	~5x per year

ACTIVE CONSUMER REPEAT USAGE¹



¹Percentage of cumulative orders made by returning end-customers to date relative to total cumulative orders to date.

Our Mission



Financially empower the next generation.
Enable merchants to offer customer-friendly credit alternatives.

PUBLIC BENEFIT CORP

Putting our actions where our heart is.

The first step to becoming a B Corp.

Changing the world through the way we run our business:

- looking after employees
- bettering our community
- preserving the environment

Purpose-driven and creating benefits for all stakeholders.



Network of shared values



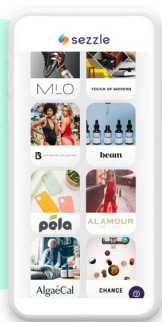
~75%
GEN Z &
MILLENNIAL
CONSUMERS

1.6M
ACTIVE
CONSUMERS
(31 July)

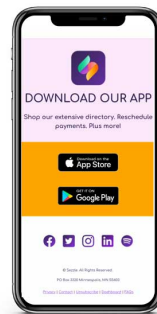


STRATEGIC
COLLABORATIONS

11M
WEB VISITS
(2020 YTD)



17.6K
ACTIVE
MERCHANTS
(31 July)



>775K
CUMULATIVE APP
DOWNLOADS



Undeniable Opportunity

only use original



BNPL is just getting started

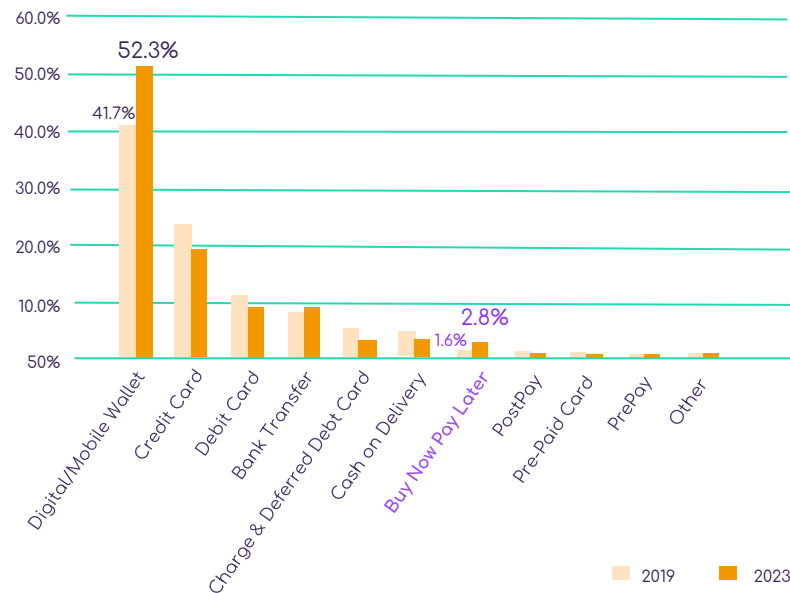


UNDENIABLE OPPORTUNITY

BNPL AS % OF ECOMMERCE PAYMENT MIX 2019

Geography	% BNPL
Australia	8.0%
U.S.	1.0%
Canada	-
India	-
Global	1.6%

GLOBAL ECOMMERCE PAYMENT METHODS (2019-2023 FORECAST)



The Big Picture



UNDENIABLE OPPORTUNITY

US\$5.4T
TOTAL RETAIL MARKET
ECOMMERCE - 12.5%



**Retail data for twelve months
ended 30 June 2020*

US\$428B
TOTAL RETAIL MARKET
ECOMMERCE - 4.6%



**Canada data for twelve months
ended 31 May 2020*

US\$882B
TOTAL RETAIL MARKET
ECOMMERCE - 3.4%



**India data for 2019.*

US\$231.6B
TOTAL RETAIL MARKET
ECOMMERCE - 7.4%



**Retail data for twelve months
ended 30 June 2020*

**AUD/USD exchange rate of \$0.6904, CAD/USD exchange rate of \$0.7263*

Source: US Census Bureau Source, Statistics Canada, Australian Bureau of Statistics and Bain & Company

Expanding Merchants



UNDENIABLE OPPORTUNITY

- Recently held pitch day for large enterprises
- 7,600 Active Merchants added YTD through 31 July
- In excess of 17,600 total Active Merchants at 31 July
- Pipeline of GMV opportunities is growing



A K I R A

TOUCH OF
MODERN

knix

FORTNINE™

altitude  sports

Bodega

VITALY

WAYWARD™

BRANDLESS™



SoftMoc™

 PatPat

pela

Enhancing our skillset



UNDENIABLE OPPORTUNITY

Strengthening our reach to large enterprise merchants

VERONICA KATZ, FORMER PAYPAL EXECUTIVE, JOINS SEZZLE TO EXPAND ENTERPRISE ACCOUNTS

Quick Bio:

- PayPal since 2011, most recently serving as PayPal's Vice President of Global Accounts. Prior PayPal role, she led Large Enterprise Business in North America.
- Will spearhead Sezzle's business development efforts, with particular focus on enterprise-level accounts.

REID BORK, FORMER PAYPAL EXECUTIVE, JOINS SEZZLE AS VICE PRESIDENT OF ENTERPRISE SALES

Quick Bio:

- PayPal since 2008, most recently serving as Senior Director of Global Accounts. Prior PayPal role, he was a Director of Sales Strategy & Development
- Prior to PayPal, he played a key role at Bill Me Later, which was eventually acquired by PayPal.

"I am thrilled to be part of the Sezzle team and help them accelerate their growth as Chief Revenue Officer. Sezzle has an impactful product and has an amazing mission-driven company culture, with incredibly talented people."

- Veronica Katz



"I look forward to bringing my experience in enterprise sales to the fast-paced, forward-thinking culture at Sezzle and the rapidly accelerating 'Buy Now, Pay Later' space."

- Reid Bork

Something for everyone

Strong merchant growth across all key categories.



UNDENIABLE OPPORTUNITY



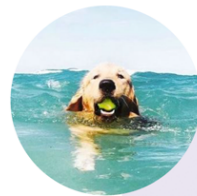
APPAREL &
ACCESSORIES



LEISURE &
HOBBIES



HEALTH &
FITNESS



MISCELLANEOUS



BEAUTY &
COSMETICS



HOME &
ELECTRONICS



Meeting Consumer Needs



Consumer aligned business



MEETING CONSUMER NEEDS

Tailored to the most diverse, financially concerned, and globally minded consumer generation.

High approval rates giving young consumers with no or low access the credit they need.

We listen and build features for their needs, including budgeting and reminder tools to help them spend responsibly. For example, consumers want to build credit – Sezzle Up.

The proof is in the results - **Sezzle's repeat usage rate exceeded 88% in July 2020**, the 19th straight month of improvement.



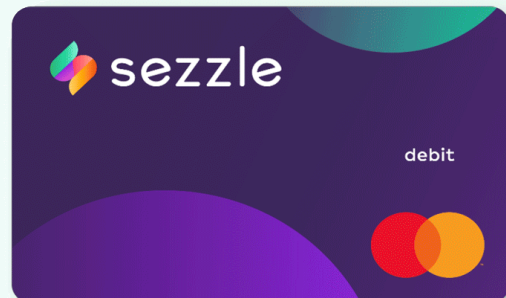
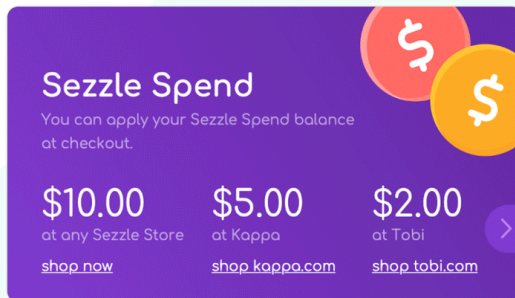
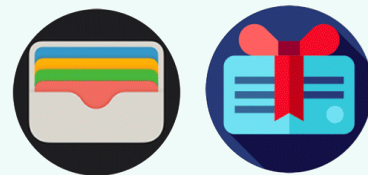
10 Best Apps for Saving Money



Products and Innovation

Inspired by the needs of our consumer:

- Sezzle Up - Credit Building
- Sezzle Anywhere - Affiliate/Gift Card Enablement
- Sezzle Spend - Rewards
- In-store via Sezzle Virtual Card or Direct POS Integration
- Integration and partnerships making it happen



Sezzle Up

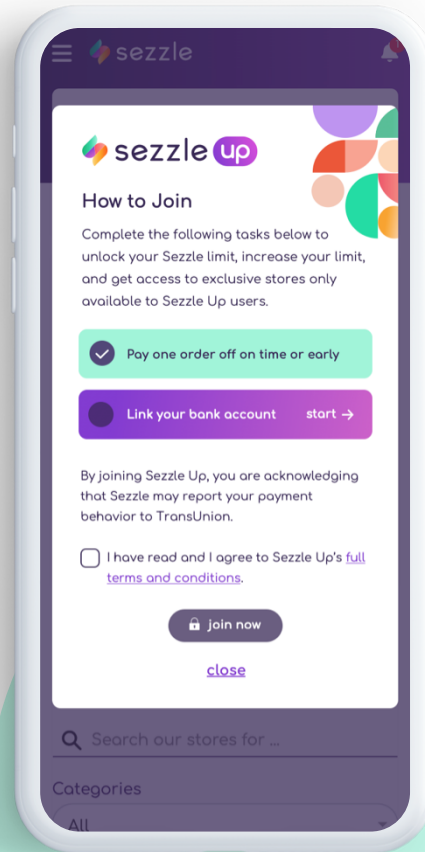
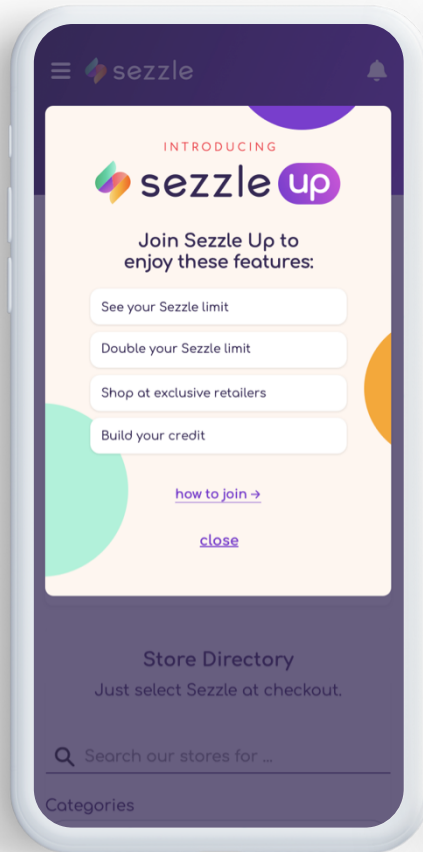


We started with a problem statement: “How might we promote our mission of financial empowerment, acquire and obtain more users, and reduce costs?”

Sezzle Up is an “upgraded” version of the Sezzle experience. By joining Sezzle Up:

- a customer builds credit by keeping the account in good standing,
- a customer will have access to Sezzle Anywhere, and

A key requirement to join is for a user to link a bank account and set it as primary, allowing Sezzle to significantly reduce processing costs.



Sezzle Anywhere



MEETING CONSUMER NEEDS

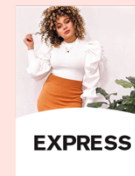
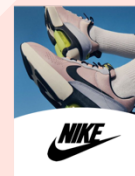
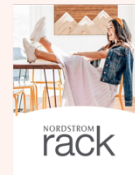
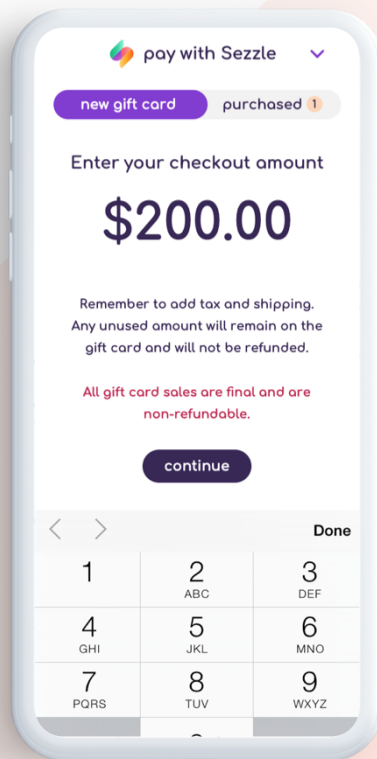
Allowing users to #SezzleIt at highly-requested stores without Sezzle having a direct partnership with those stores.

Gift Cards

Sezzle buys gift cards at a discount and sells them at face value.

Monetized links

Sezzle gets affiliate revenue for each order placed using Sezzle's unique affiliate links.



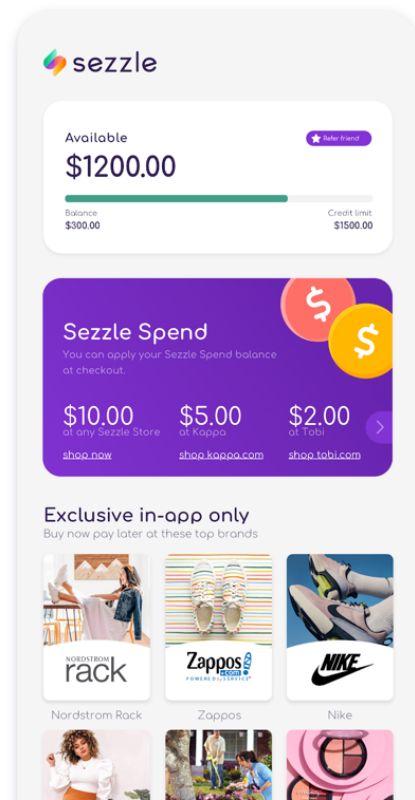
Sezzle Spend



Sezzle Spend is our rewards program. Sezzle Spend can be used to increase loyalty to Sezzle and our retail partners, and incentivize certain actions like:

- shopping
- adding a bank account and using it to pay for installments
- downloading or opening the app
- sharing a purchase on social media
- participating in a new program
- keeping an account current

Sezzle Spend will also be used as a customer acquisition tool, via a P2P referral program, and as a marketing tool for merchants.

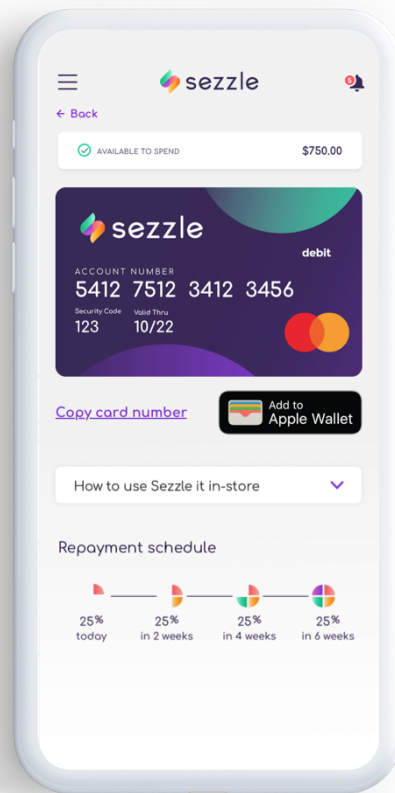
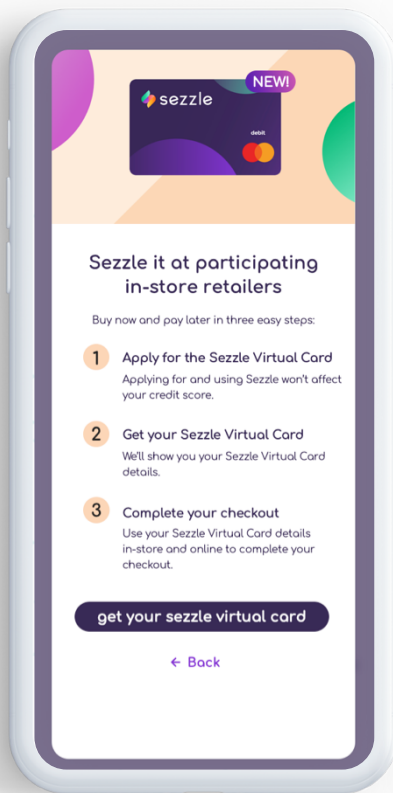


Sezzle In-Store



Our virtual card solution enables effortless pilots and testing with enterprise retail partners - both online and offline, with tap through Google and Apple wallets.

In-store solutions leverage the virtual card solution and other digital methods, such as barcode - both in the Sezzle app, and in our merchant partner mobile applications.





Fit for Today's Environment



COVID-19 Response



EMPLOYEES

- Mandatory work-from-home policy and suspended all business travel
 - All necessary systems to support a fully remote team
 - Unlimited sick time for anyone experiencing symptoms
- Results: eNPS (employee Net Promoter Score) reached all-time high in July

MERCHANT PARTNERS

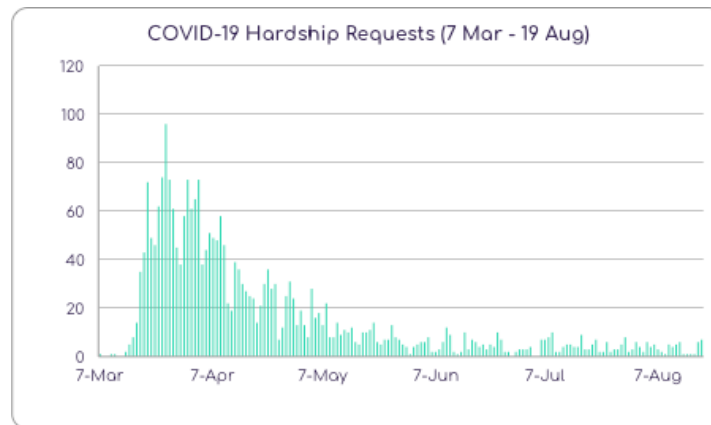
- Increased support and communication
 - Raised the bar for our merchant partners
- Results: Accelerating merchant signups

COMMUNITY

- Promoting dollar-for-dollar charitable match program to all employees making personal donations.
- Employee-led donation drive for Second Harvest Heartland, a food bank working to end local hunger.
- Goal of becoming a B Corp.

CONSUMERS

- Expanded fee forgiveness and payment flexibility programs
 - Allow Sezzle shoppers up to two free reschedules per order
 - Continue to evaluate additional payment flexibility to support our shoppers
- Results: User experience remains high - Google Play (4.9) Trustpilot (4.8 stars out of 5) and Facebook (4.7)



U.S. GOVERNMENT HAS MADE A VARIETY OF MONETARY AND FISCAL MOVES

MONETARY

- Interest rate cuts
- Loans and asset purchases
- Regulation changes

FISCAL

- Over US\$3.1 trillion in stimulus through several Phases
- CARES Act (Phase 3) for US\$2.3 trillion was most prominent with many benefits expiring 31 July 2020

EXECUTIVE ACTIONS (8 August 2020)

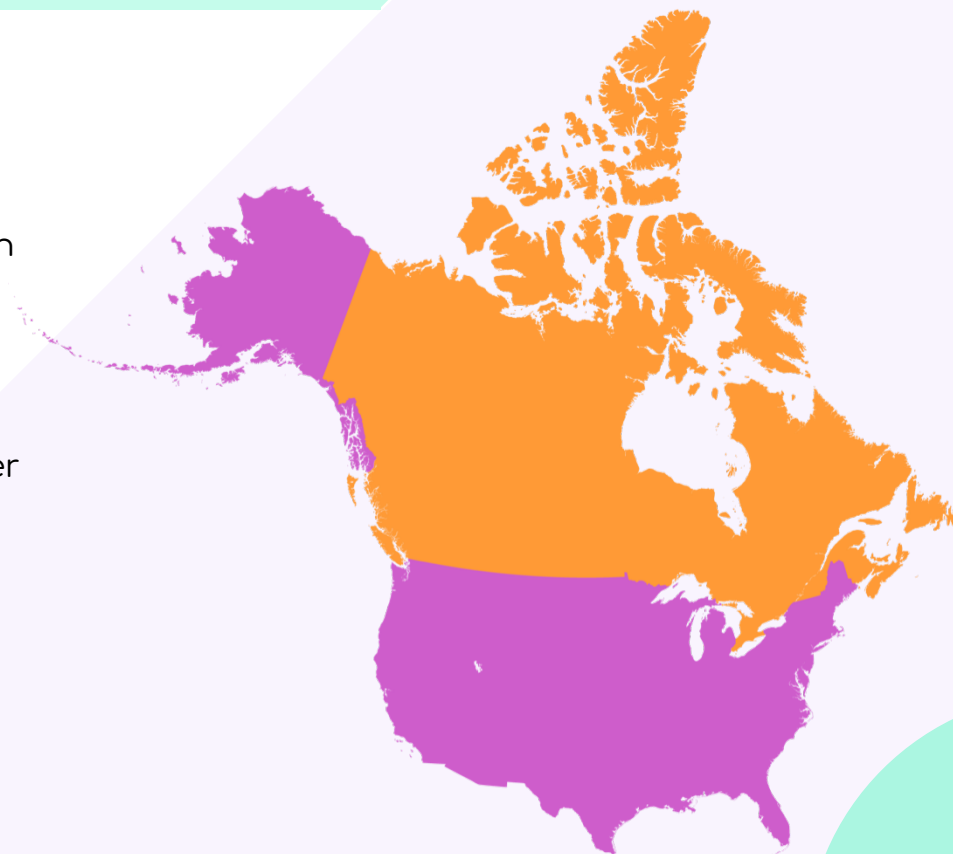
- Jobless aid of US\$400/week through 6 Dec. 2020
- Defers payroll taxes on wages or compensation paid during the period of 1 Sept. 2020 through 31 Dec. 2020
- Provides Federal funds to meet rental or mortgage obligations caused by COVID-19
- Extends student loan payment relief to end of 2020

Congress has adjourned until 8 September and negotiations on next stimulus continue.

Proactive outreach by management with regulators at the federal, state and provincial levels.

Discussions have been well received by regulators because of Sezzle's consumer friendly product.

The most senior levels of Sezzle's management have been involved in the Company's discussions.





1H20 Financial Performance

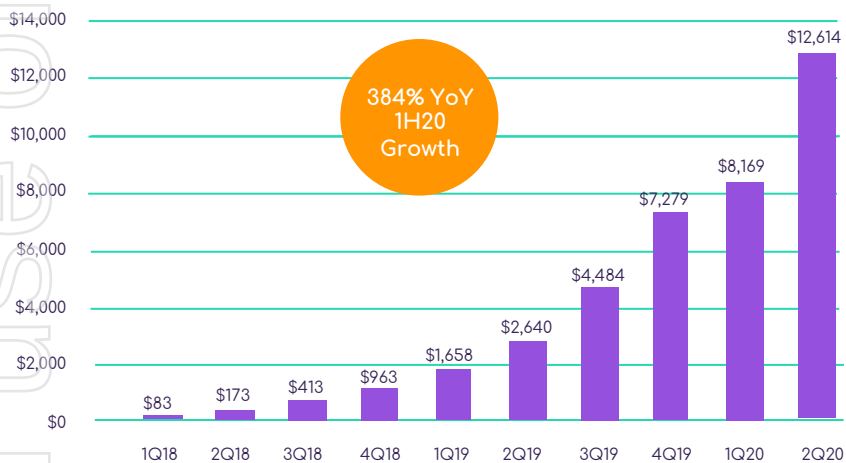


Rapid Growth and Margin Improvement



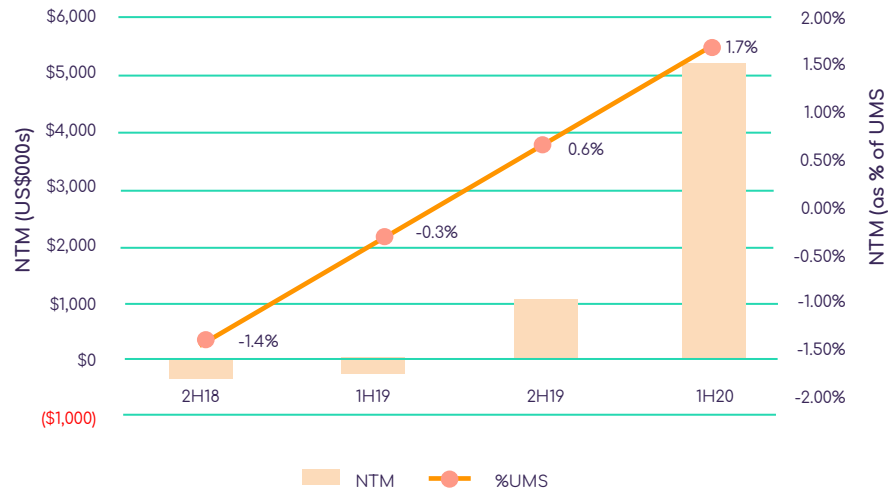
- Merchant fees represented 84% of Total Income for 1H20
- Total Income for 2Q20 increased 54% QoQ

QUARTERLY TOTAL INCOME (US\$000's)



- NTM as % of UMS turned positive in the 2H19
- NTM as % of UMS increased 197bps in 1H20 compare to 1H19

NTM AND AS % OF UMS





Positive Net Transaction Margin

	FOR THE HALF YEARS ENDED			
	1H 2020		1H 2019	
	US\$000's	% of UMS	US\$000's	% of UMS
Net Transaction Margin (NTM)				
Underlying Merchant Sales (UMS)	\$ 307,400	-	\$ 70,233	-
Sezzle income ¹	17,887	5.8%	3,615	5.1%
Cost of income ²	(8,707)	(2.8%)	(2,292)	(3.3%)
Net Transaction Loss ³	(2,239)	(0.7%)	(1,061)	(1.5%)
Transaction funding financing costs	(1,856)	(0.6%)	(483)	(0.7%)
Net Transaction Margin	\$ 5,085	1.7%	\$ (221)	(0.3%)

¹ Sezzle Income includes all Merchant Fees and Reschedule Fees and is net of Loan Origination Costs, recognized in the consolidated historical statement of operations over the average duration of the underlying installment payments receivables using the effective interest rate method.

² Cost of income primarily comprises payment-processing fees paid to third-party payments processors, customer communications costs and merchant affiliate program and partnership fees.

³ Net Transaction Loss is calculated as the expected provision and actual losses against installment payments receivables and Reschedule Fee losses to be incurred, less consumer fees collected. Consumer fees comprise non-waived Account Reactivation Fees, net of the expected cost of uncollectible accounts attributable to Reactivation Payment Fees. Per the consolidated historical statements of operations, this is the net of consumer Other income and Uncollectible accounts.

Capitalized for the Future



- Subsequent to 30 June 2020, Sezzle raised US\$58.3M (net of costs) via an equity raise.
- US\$100M credit facility matures May 2022.
- Each additional dollar of capital supports US\$14 of UMS.

US\$000's	Unaudited 30-Jun-2020	PF effect of Offer ¹ (net)	Pro forma 30-Jun-2020
Cash and cash equivalents	\$52,779	\$58,300	\$111,079
Restricted cash	\$2,954	-	\$2,954
Total cash	\$55,733	\$58,300	\$114,033
Revolving line of credit	\$37,000	-	\$37,000
Long term debt	\$1,470	-	\$1,470
Total debt	\$38,470	-	\$38,470

¹ On 15 July 2020 Sezzle raised US\$53.2M (net of costs of the offer) via an institutional placement and on 10 August 2020 raised US\$5.1M via a Securities Purchase Plan offered to existing investors.

July UMS totalled US\$71.8M - the Company's best month ever and 14.6% above the average monthly UMS for 2Q20.

Reiterating expectations to exceed annualized run rate for UMS of US\$1.0B per annum by the end of 2020.

Continued investment in key near-term growth initiatives:

- Large enterprise merchants
- Sales and marketing
- R&D and product enhancement

2020 UMS OUTLOOK
ANNUALIZED RUN-RATE OF

US\$1.0B
BY END OF 2020
(A\$1.4B¹)

"Sezzle's strong recent performance, improving consumer profile and confidence in reaching annualized UMS of US\$1 billion by the end of 2020 allows us to be uniquely positioned to further expand through a number of near-term growth initiatives"

- CHARLIE YOUAKIM,
CHAIRMAN AND CEO



Questions & Answers





Appendix A

Consolidated Financial Statements





Consolidated Balance Sheets

AS OF THE HALF YEAR ENDED

	June 30, 2020 (unaudited) US\$	December 31, 2019 (audited) US\$
Assets		
Current Assets		
Cash and cash equivalents	\$ 52,779,070	\$ 34,965,069
Restricted cash, current	2,934,055	1,639,549
Notes receivable, net	44,631,863	25,189,135
Other receivables, net	323,658	315,502
Prepaid expenses and other current assets	793,300	882,939
Total current assets	101,461,946	62,992,194
Non-Current Assets		
Internally developed intangible assets, net	527,772	480,098
Property and equipment, net	142,855	134,400
Right-of-use assets	319,707	867,272
Restricted cash	20,000	20,000
Other assets	73,240	49,171
Total Assets	\$ 102,545,520	\$ 64,543,135

AS OF THE HALF YEAR ENDED

	June 30, 2020 (unaudited) US\$	December 31, 2019 (audited) US\$
Liabilities and Stockholders' Equity		
Current Liabilities		
Merchant accounts payable	\$ 39,177,780	\$ 13,284,544
Lease liability (current)	280,413	389,257
Accrued liabilities	3,205,305	1,670,261
Other payables	464,034	267,934
Total current liabilities	43,127,532	15,611,996
Long Term Liabilities		
Long term debt	1,470,332	250,000
Lease liability (non-current)	33,243	500,131
Line of credit, net of unamortized debt issuance costs of US\$382,300 and US\$590,827, respectively	36,617,700	20,859,173
Other non-current liabilities	575,000	-
Total Liabilities	81,823,807	37,221,300
Stockholders' Equity		
Common stock, \$0.00001 par value; 300,000,000 shares authorized; 179,249,866 and 178,931,312 shares issued and outstanding, respectively	1,792	1,789
Additional paid-in capital	52,721,500	51,138,207
Accumulated deficit	(32,001,579)	(23,818,161)
Total Stockholders' Equity	20,721,713	27,321,835
Total Liabilities and Stockholders' Equity	\$ 102,545,520	\$ 64,543,135

Consolidated Statements of Operations

Unaudited

FOR THE HALF YEAR ENDED

June 30, 2020
US\$

June 30, 2019
US\$

Income		
Sezzle income	\$ 17,887,117	\$ 3,614,947
End-customer other income	2,895,804	683,123
Total income	20,782,921	4,298,070
Cost of Income	8,706,879	2,292,369
Gross profit	12,076,042	2,005,701
Operating Expenses		
Selling, general, and administrative expenses	13,216,831	4,538,649
Provision for uncollectible accounts	5,134,589	1,743,966
Total operating expenses	18,351,420	6,282,615
Operating Loss	(6,275,378)	(4,276,914)
Other Income (Expense)		
Interest expense	(1,902,305)	(498,080)
Other income and expense, net	2,640	20,200
Loss before taxes	(8,175,043)	(4,754,794)
Income tax expense	8,375	-
Net Loss	\$ (8,183,418)	\$ (4,754,794)
Losses per share:		
Basic and diluted loss per common share	\$ (0.05)	\$ (0.08)
Basic and diluted weighted average shares outstanding	179,110,131	59,491,390



Consolidated Statements of Stockholders' Equity (Deficit)

Unaudited

Unaudited

	Common Stock		Additional Paid-in Capital US\$	Accumulated Deficit US\$	Total US\$
	Outstanding shares	Amount US\$			
Balance at January 1, 2019	59,416,666	\$ 594	\$ 99,857	\$ (6,457,994)	\$ (6,357,543)
Equity based compensation	-	-	81,765	-	81,765
Stock option exercises	216,666	2	6,844	-	6,846
Preferred stock dividend	-	-	-	(763,939)	(763,939)
Net loss	-	-	-	(4,754,794)	(4,754,794)
Balance at June 30, 2019	59,633,332	\$ 596	\$ 188,466	\$ (11,976,727)	\$ (11,787,665)

	Common Stock		Additional Paid-in Capital US\$	Accumulated Deficit US\$	Total US\$
	Outstanding shares	Amount US\$			
Balance at January 1, 2020	178,931,312	\$ 1,789	\$ 51,138,207	\$ (23,818,161)	\$ 27,321,835
Equity based compensation	-	-	1,501,263	-	1,501,263
Stock option exercises	637,304	6	45,574	-	45,580
Vesting of restricted stock	25,000	-	38,687	-	38,687
Repurchase of common stock	(343,750)	(3)	(2,231)	-	(2,234)
Net loss	-	-	-	(8,183,418)	(8,183,418)
Balance at June 30, 2020	179,249,866	\$ 1,792	\$ 52,721,500	\$ (32,001,579)	\$ 20,721,713

Consolidated Statements of Cash Flows

Unaudited

	FOR THE HALF YEAR ENDED	
	June 30, 2020 US\$	June 30, 2019 US\$
Operating Activities:		
Net loss	\$ (8,183,418)	\$ (4,754,794)
Adjustments to reconcile net loss to net cash provided by (used for) operating activities:		
Depreciation and amortization	184,638	97,595
Provision for uncollectible accounts	5,134,589	1,743,966
Provision for other uncollectible receivables	931,549	240,497
Equity based compensation and restricted stock vested	1,539,950	81,765
Amortization of debt issuance costs	208,527	15,836
Impairment losses on long-lived assets	5,287	-
Amortization of convertible note discounts	-	3,219
Changes in operating assets and liabilities:		
Notes receivable	(24,577,317)	(7,659,433)
Other receivables	(939,705)	(308,540)
Prepaid expenses and other assets	65,570	(264,989)
Merchant accounts payable	25,893,236	3,915,222
Other payables	196,100	81,570
Operating leases	(28,167)	42,316
Accrued liabilities	1,535,044	296,847
Other non-current liabilities	575,000	-
Net cash provided by (used for) operating activities	2,540,883	(6,468,923)

	FOR THE HALF YEAR ENDED	
	June 30, 2020 US\$	June 30, 2019 US\$
Investing Activities:		
Purchase of property and equipment	(71,331)	(36,141)
Internally developed intangible asset additions	(174,723)	(206,473)
Net cash used for investing activities	(246,054)	(242,614)
Financing Activities:		
Proceeds from issuance of long term debt	1,220,332	5,812,500
Costs incurred for convertible note issuance	-	(25,000)
Proceeds from line of credit	27,650,000	3,700,000
Payments to line of credit	(12,100,000)	(2,900,000)
Proceeds from employee stock option exercises	45,580	6,846
Payments of debt issuance costs	-	(13,941)
Repurchase of common stock	(2,234)	-
Net cash provided by financing activities	16,813,678	6,580,405
Net increase (decrease) in cash, cash equivalents, and restricted cash	19,108,507	(131,132)
Cash, cash equivalents, and restricted cash: Beginning of Period	36,624,618	7,084,854
End of Period	\$ 55,733,125	\$ 6,953,722
Noncash investing and financing activities:		
Issuance of preferred stock dividend	\$ -	\$ 763,939
Non-cash lease liabilities arising from obtaining right-of-use assets	-	576,426
Supplementary disclosures:		
Cash paid for interest	1,653,730	479,025

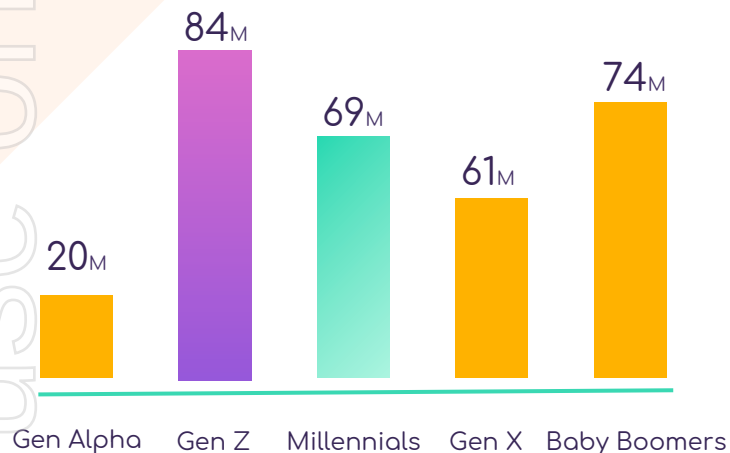


Appendix B



Opportunity too big to ignore

ESTIMATED US CONSUMER
POPULATION 2020



Source: Worldometer US Demographics, 2020.



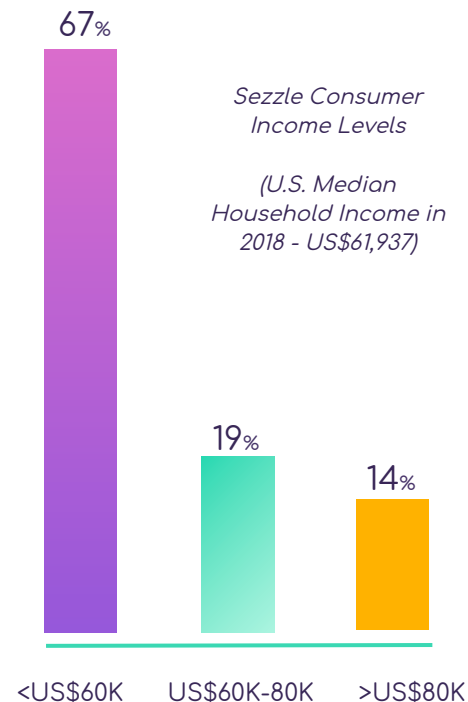
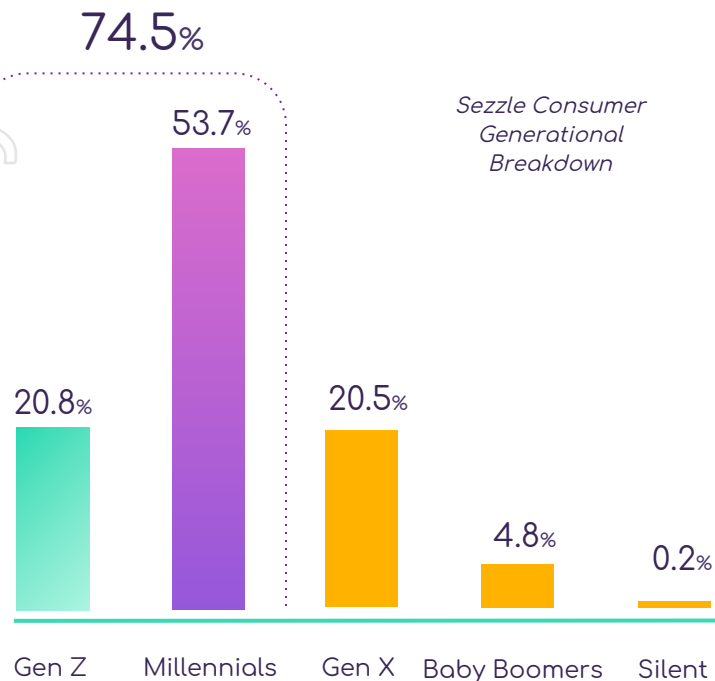
25%

Of spending power will
belong to Gen Z

67%

Millennials have sub or
non-prime credit score

Consumer Demo Reinforces Mission



**Based on Users with Income in Credit Report*



Thank You



only
sezzle
personal use