



LAYBUY

MERCHANT@LAYBUY.COM

INTRODUCTION

Our Laybuy payment platform is an alternative payment option for eCommerce. We have developed the capability to extend this payment facility to Point of Sale (PoS) in-store and have introduced this already to our foundation stores.

When you think alternative, think of our "Pay by Laybuy" logo as sitting alongside Visa, Mastercard or PayPal as another payment option for your customers when they are shopping online.

The button on your checkout will be displayed as shown below:



Buying with Laybuy allows your customer to receive their purchase today and pay for it over time. Unlike a traditional layby (or layaway) purchase, the consumer takes delivery of the goods on the day of their transaction and repays Laybuy via an agreed payment plan.

Our payment solution is designed to assist your customers smooth their purchase price over 6 weeks rather than have one large amount appear on their credit or debit card. Best of all, its interest free for them with no transactional costs or booking fees either.

THERE ARE JUST 5 EASY STEPS FOR YOUR CUSTOMER

1. Your customer simply selects "Pay by Laybuy" as their payment option a checkout.
2. New customers can sign-up at checkout and start using Laybuy straight away.
3. Returning customers only need to confirm their order to complete the purchase.
4. Orders are processed immediately and their payment schedule is established.
5. Every customer choosing to Pay by Laybuy pays us one sixth of the total purchase price on the day of purchase and the remainder is split over 5 weekly automatic payments on the same day of the week as the original purchase.

BENEFITS

Laybuy improves conversion rates, increases basket size and ultimately grows sales for any business.

The Laybuy platform has been developed as an alternative payment method specifically designed to increase your sales. Purchases are more attainable for your customers as they are able to split the costs over 6 weeks. As the merchant, business operates as usual with no further action required after integration.

We provide you with a Merchant account via laybuy.com. This account allows you to track all purchases through Laybuy and download all transactions as a CSV file for analysis. When your customer chooses to "Pay by Laybuy" we pay you the full amount of their purchase on Day 1 less our commission of 4.75% of the total purchase price (GST included) - there are no further costs for your business.

If your business currently offers a traditional lay-by service:



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YOU NO LONGER NEED TO MANAGE;

1. storing layby stock pending final payment,
2. the administrative cost of managing layby's and
3. cash flow, by receiving full value of the sale on Day 1.

Laybuy pays any and all merchant service fees to Visa and Mastercard for the entire transaction (all six payments included).

Laybuy's architecture is simple and designed for seamless integration into all web store platforms. We are currently extending this payment solution into all PoS systems in-store as part of our Phase 2. This has already launched in selected Halleinstein's and Glassons stores, and have a queue of other clients ready to make our PoS solution available to their customers. We are in various stages of integration with all the major PoS providers in Australia and New Zealand.

The Technology

Laybuy has been designed and built by eCommerce specialists Blackpepper to the highest standards of functionality, security and ease of integration.

The Laybuy payment platform is built as a REST based API solution that integrates with all eCommerce platforms.

Reporting is easy to access, updated in real time and provides a detailed breakdown of each transaction.

Summary

Laybuy is unique to the New Zealand market and although this solution is available in Australia and elsewhere we are the first to offer it in New Zealand.

We look forward developing a long and successful partnership with you to provide a unique and compelling service to you and your customers.

Gary Rohloff
Managing Director
Laybuy Holdings Limited

