oxipay

Merchant Toolkit

Effective November 2017

Please read carefully before producing any materials that promote Oxipay
Version 3.0

Contents

1. INTRODUCTION

Product Background

Oxipay launched as part of FlexiGroup's product portfolio in 2016. Oxipay is changing the way consumers are transacting online and forming part of people's every day shopping experiences. It allows consumers to buy now and pay later.

How it works

Oxipay is integrated at point of sale, instore and online. The customer signs up and is able to transact using their credit or debit card.

There are a total of 4 equal payments, one at point of purchase and the remaining 3 fortnightly over 6 weeks.

Product benefits

Oxipay makes shopping easy, so you can purchase now and pay over time.

· Shop now, pay over time
· 4 easy fortnightly payments.
· No Interest^
· Shop online or instore
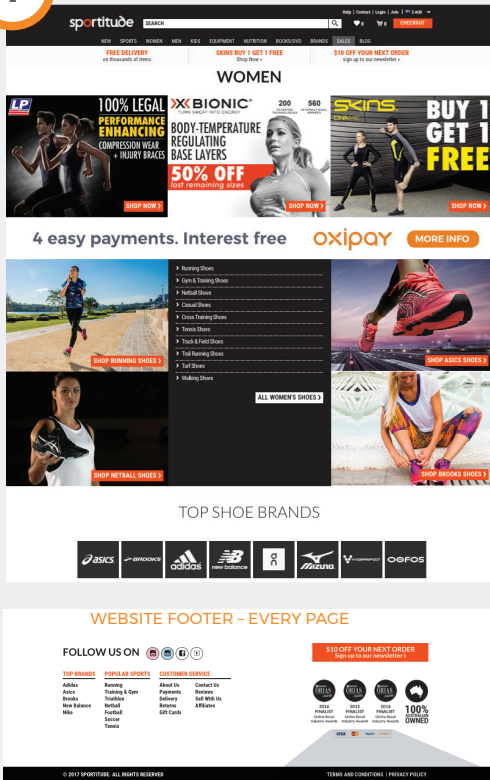· 60 second sign-up

Accessing artwork files

The marketing support materials are available on **www.flexitools.net/oxipaysellertoolkit** or by emailing **marketing@oxipay.com.au** and requesting assets.

^ Credit provided by Oxipay Pty Ltd. Terms, conditions and lending criteria apply. See www.oxipay.com.au
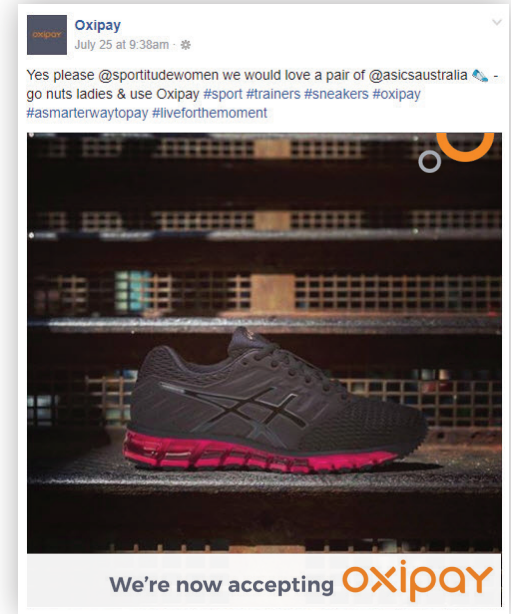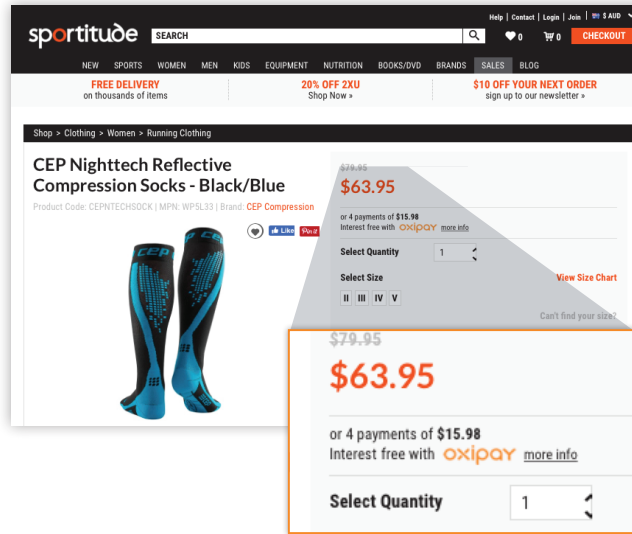
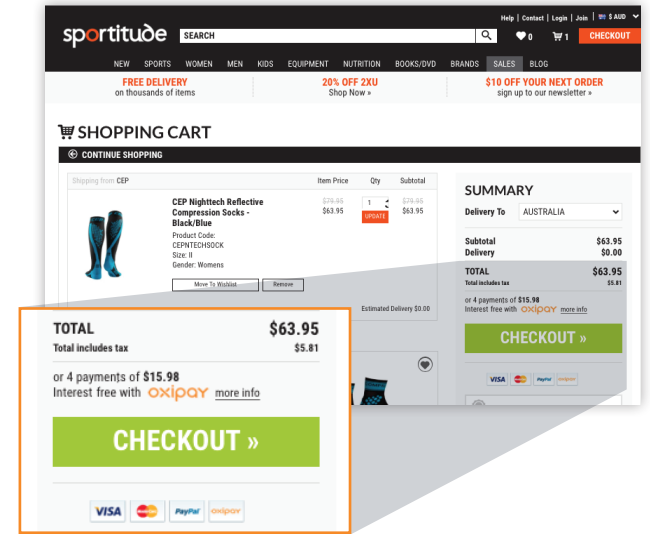# 2. WEBSITE AND SHOPPING CART INTEGRATION

1 WEBSITE INTEGRATION

2 PRODUCT DETAIL PAGE
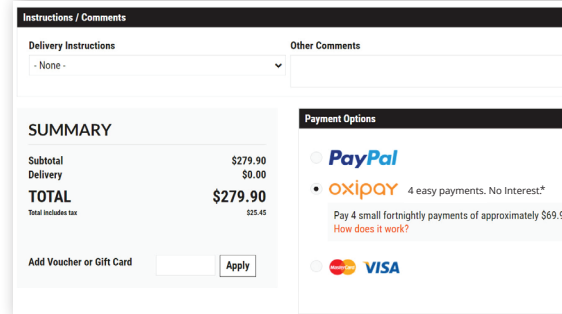The price info widget can be found **here** on Oxidocs.
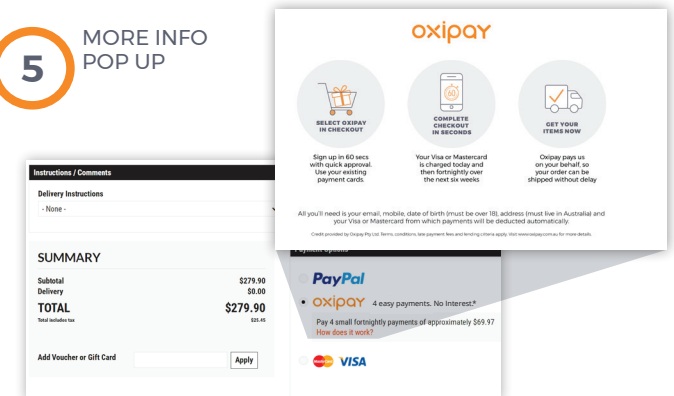

3 SHOPPING CART
The same widget can be applied in the shopping cart

4 SHOPPING CART PAYMENT SCREEN
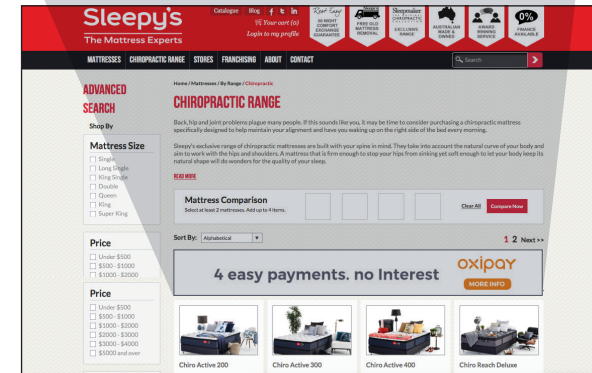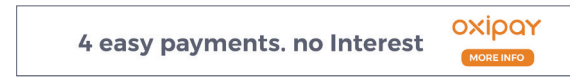

5 MORE INFO POP UP

We have created 3 widgets to allow easy integration on site. These include **More Info banners** and the **price info widget** . Your developers can access these at Oxidocs **here**
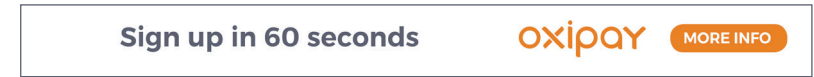
oxipay

3. DIGITAL BANNERS

We have created a selection of static banners that can that can be used to promote Oxipay on your home page, product detail pages and throughout your shopping cart.

Branded banners should link to **www.oxipay.com.au**

728 x 90 Leaderboard

4 easy payments. no Interest oxipay MORE INFO

1200 x 100 Strip banner

Sign up in 60 seconds oxipay MORE INFO

600 x 198 Email banner

oxipay
4 easy payments. no Interest

600 x 90 Email banner

oxipay **4 easy payments. no Interest** MORE INFO
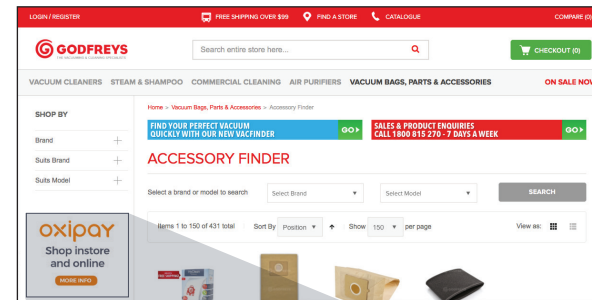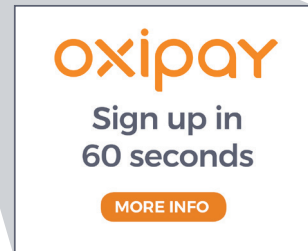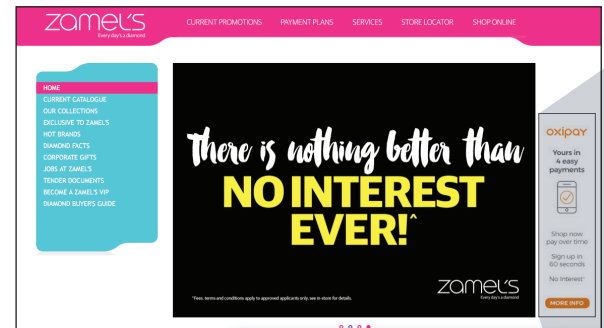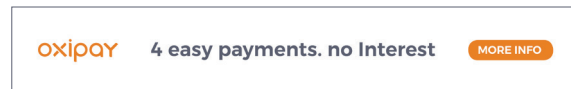
(Your size) Cart CTA Button

oxipay **4 easy payments. no Interest** →

300 x 250 MREC

oxipay
Sign up in 60 seconds
MORE INFO
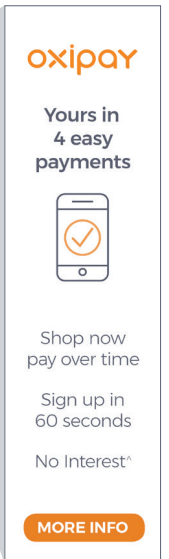
160 x 600 Wide Skyscraper

oxipay
Yours in 4 easy payments
Shop now pay over time
Sign up in 60 seconds
No Interest^
MORE INFO

5

4. POINT OF SALE

POS is a great way to show your customers that Oxipay is available, instore and/or online. Three types of messages exist for each item.

Sign up in 60 seconds

Shop instore and online

4 easy payments no Interest^

A5 Tent Cards (210 x 148mm when folded)

Option 1: White version

Option 2: Orange version

A2 Posters (420 x 297mm)

Option 1: White version

4 easy payments no Interest^

Sign up at **oxipay**

*Credit provided by Oxipay Pty Ltd. Terms, conditions and lending criteria apply. See www.oxipay.com.au

Option 2: Orange version

4 easy payments no Interest^

Sign up at **oxipay**

*Credit provided by Oxipay Pty Ltd. Terms, conditions and lending criteria apply. See www.oxipay.com.au

Window sticker
140mm

oxipay

4 easy payments no Interest
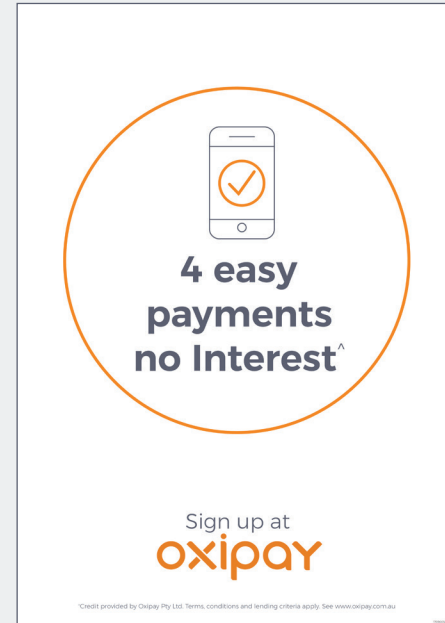
Available here

DL Flyer

4 easy payments no Interest^

oxipay

HOW IT WORKS

1. Sign up in 60 seconds

2. Shop instore or online

3. Yours with 4 easy payments. No Interest^

The first payment is taken at the time of purchase and the remaining 3 payments are fortnightly

Sign up at oxipay.com.au

*Credit provided by Oxipay Pty Ltd. Terms, conditions and lending criteria apply. See www.oxipay.com.au

Wobblers
(227 x 126mm)

Option 1: White version

4 easy payments no Interest^ **oxipay**

*Credit provided by Oxipay Pty Ltd. Terms, conditions and lending criteria apply. See www.oxipay.com.au

Option 2: Orange version

4 easy payments no Interest^ **oxipay**

*Credit provided by Oxipay Pty Ltd. Terms, conditions and lending criteria apply. See www.oxipay.com.au

Shelf talker (636 x 200mm)

4 easy payments no Interest

Shop instore and online. Sign up in 60 seconds

oxipay

Sign up at oxipay.com.au

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Instore Placement

5. SOCIAL MEDIA

We encourage social media promotional posts to let your customers know that you're offering Oxipay. We have included suggested copy and images allowing your unique product to remain the focus of your post whilst also aligning to the Oxipay brand guidelines.

We also have a dedicated social media team to help you with all your social media questions. Please feel free to email us on **social.media@flexigroup.com.au**

· Recommend you use the call to action that makes contextual sense. Customers can become an Oxipay member before they purchase. **<Find out more at www.oxipay.com.au>**

· When you're posting and including Oxipay, please can you include @oxipayau (Instagram), @oxipay (facebook) and @oxipay (twitter)

· Recommended hash tags: **#oxipay #liveforthemoment**

Oxipay promotes new sellers

Oxipay promotes businesses and can share their Facebook posts to our community. We are keen to work with you across all possible co branded social media promotions and opportunities so please get in touch.
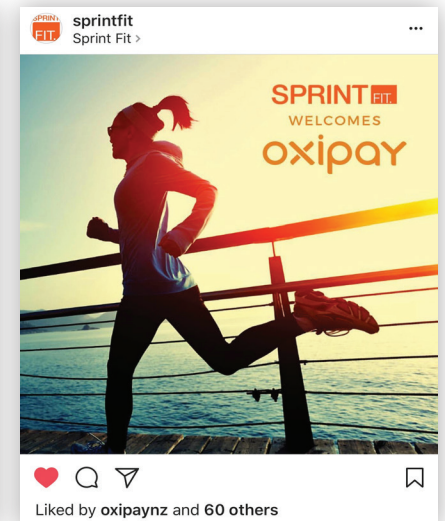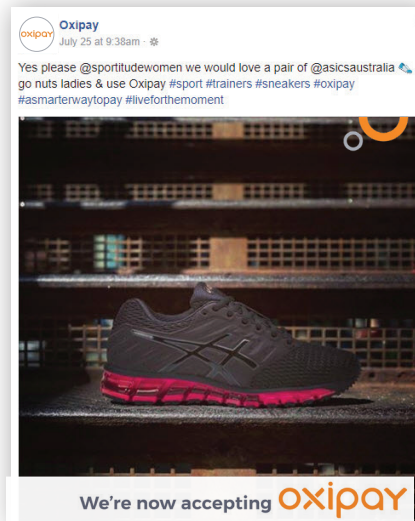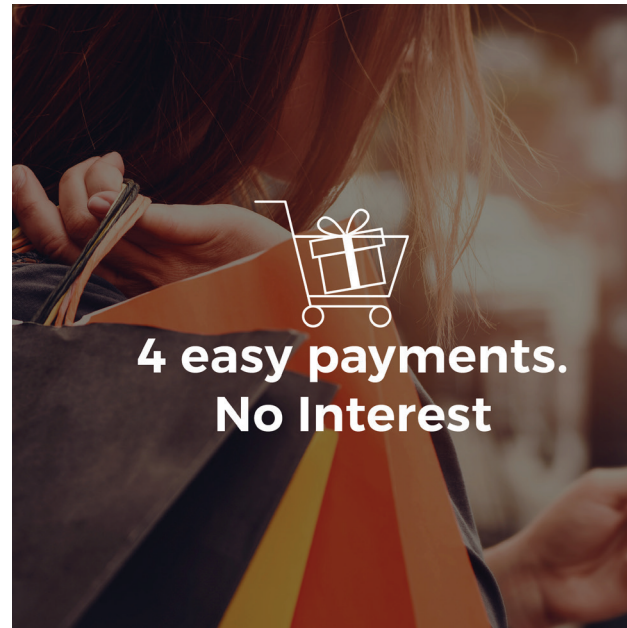
6. EMAIL

We encourage you to highlight Oxipay in your promotional EDMs and newsletters to build you customers' awareness of this easy payment option and help grow your sales.

- · 1. Include banners and Oxipay payment option in all customer communications (refer to Integrated example)

- · 2. Send a separate email announcing Oxipay and the benefits of 'Shop now, pay over time' (refer to Announcement example)

- · We are very keen to work with you to promote your business and special offers to our growing Oxipay buyer base in co-branded promotions.

Please contact us on **marketing@oxipay. com.au** or at 1300 413 902.
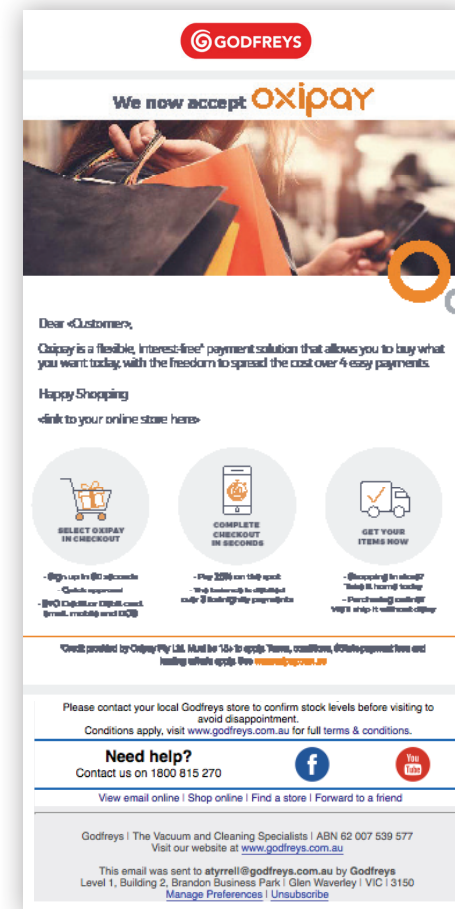
Integrated examples

A recent Godfreys eDM

A Sportitude eDM mockup

Announcement example

7. ARTWORK FILES AND APPROVALS

Accessing artwork files

The marketing support materials are available on **www.flexitools.net/oxipaysellertoolkit** or by emailing **marketing@oxipay.com.au** and requesting assets.

Approval and adapting artwork

If you have custom requirements we are happy to work with you. Please contact **marketing@ oxipay.com.au** with requests. We will get back to you with a response within 1-2 business days.

8. CONTENT & LEGAL

The Oxipay consumer benefit must be clearly explained.

Interest, fees and component pricing

No Interest and component pricing must always be correctly disclaimed. See Brand and Advertising Guidelines for complete list.

Basic Interest and Fees Disclaimer

^Credit provided by Oxipay Pty Ltd. Terms, conditions, late payment fees and lending criteria apply. See **www.oxipay.com.au**.

Copy

- When writing Oxipay, ensure this is all one word, capital O and lowercase p.

- Interest should always be a capital I.

- Do not use general language such as partnering with Oxipay.

- Any mention of the Oxipay product needs to be disclaimed.