



FOR IMMEDIATE RELEASE

Maurices Partners with Afterpay to Offer Seamless, Flexible Payment Option for Customers

Women's specialty retailer continues to meet modern-day consumer shopping needs through Afterpay's installments

Duluth, MN., October 24, 2023 – Maurices, a leading women's fashion retailer, announces a new partnership with Afterpay, a "Buy Now, Pay Later" (BNPL) solution. This collaboration will provide Maurices' customers with an easy way to pay for their online goods through four weekly installments, giving consumers more choice at checkout and creating a more seamless shopping experience.

With the increasing consumer demand for flexible payments, Maurices has recognized the importance of providing more options to its customers. By teaming up with Afterpay, Maurices plans to enhance customer satisfaction by allowing them to enjoy their purchases immediately, while spreading the cost over time with no additional fees or interest charges.

"Our goal is to make fashion more accessible and affordable by minimizing financial barriers and allowing customers to budget their purchases effectively," stated Laura Sieger, SVP and Chief Marketing Officer, Maurices. "We believe that this partnership with Afterpay will help us attract new customers and enhance customer loyalty by providing greater flexibility and control over their payment options."

As customers continue to prioritize convenience and flexibility when shopping, this collaboration between Maurices and Afterpay comes at the perfect time – right before the holiday shopping season. Shoppers can now enjoy a seamless checkout experience at maurices.com by choosing Afterpay to pay over time. Maurices store locations will go live with Afterpay in early 2024.

"We are thrilled to bring Maurices on board, offering their customers greater flexibility and more choice at checkout with Afterpay. This launch comes just in time for consumers looking

for a responsible way to spend as they refresh their closets for fall or begin their holiday shopping," said Alex Fisher, Head of Revenue, North America, Afterpay and Cash App.

To start shopping online with Afterpay, please visit www.maurices.com.

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About Maurices

Maurices is a leading women's fashion brand offering size-inclusive clothing that celebrates feel-good fashion for real life™. Offering versatile, affordable styles that take her from day to night, Maurices is a destination for denim, knit tops, loungewear, intimates, and accessories, along with dressy collections. Known for its fun and friendly service and trusted stylists, Maurices offers a warm welcoming experience in stores and is guided by its greater purpose of making a positive difference in the lives of women who are the heart of its hometowns. Maurices operates nearly 900 stores in hometowns across the U.S. and Canada and offers even more to love at maurices.com with additional categories, sizes, and colors.

For more information, please visit www.maurices.com. Connect with Maurices on [Facebook](#), [Instagram](#), [TikTok](#) and [LinkedIn](#).

About Afterpay

Afterpay is transforming the way we pay by allowing anyone to buy products immediately and pay over time - enabling simple, transparent and responsible spending. We are on a mission to power an economy in which everyone wins.

Afterpay is offered by thousands of the world's favorite retailers and used by millions of active global customers. Afterpay is currently available in Australia, Canada, New Zealand, the United States and the United Kingdom, where it is known as Clearpay. Afterpay is a wholly owned subsidiary of Block, Inc. (NYSE: SQ).

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