

HOW MUCH DO YOU REALLY KNOW ABOUT BUY NOW, PAY LATER?

Buy now, pay later (BNPL) programs have risen in popularity thanks to the ease of use, flexibility and mutual benefits for consumers, merchants and BNPL providers. Now, the BNPL surge is also impacting the credit market. See how much you know about BNPL, and how you can turn the current popularity into a strategic advantage.

True or false... BNPL options let consumers pay for purchases on their terms, within their budgets.



TRUE!

Consumers benefit from the flexibility to spread payments for an item they purchase using a BNPL program over time, at no additional charge. Even the most loyal credit users now want options! Those who use BNPL may avoid paying the interest they could otherwise be charged if they didn't pay their balance in full.

56% prefer BNPL compared to those using credit cards for purchases because¹:

45%

It's easier to make payments

44%

More flexibility

36%

Lower interest rates

True or false... BNPL options only appeal to very young consumers that are not credit-worthy.



FALSE!

Consumers don't just use BNPL offers because they have no other options. **38%** of BNPL users say it will eventually replace their credit cards¹

Used a BNPL offer between June 2020 and March 2021²

Ages 18-24

61%

Ages 25-44

60%

Ages 45-54

53%

Ages 55+

40%

True or false... Financial institutions see less revenue from offering flexible repayment options.



FALSE!

Average **purchase amounts increase by up to 20%** when flexible repayment plans are offered.³ When cardholders have flexible repayment options, they are more likely to choose your card over direct competitors, and similar BNPL offers. Flexible repayment options build loyalty and consistent cardholder engagement. Consider how to evolve your offering by extending customized payment options to valuable cardholders, based on the borrower's real-time financial standing and account use.

Top 3 reasons consumers want flexible repayment options⁴



#1 Having control over their money



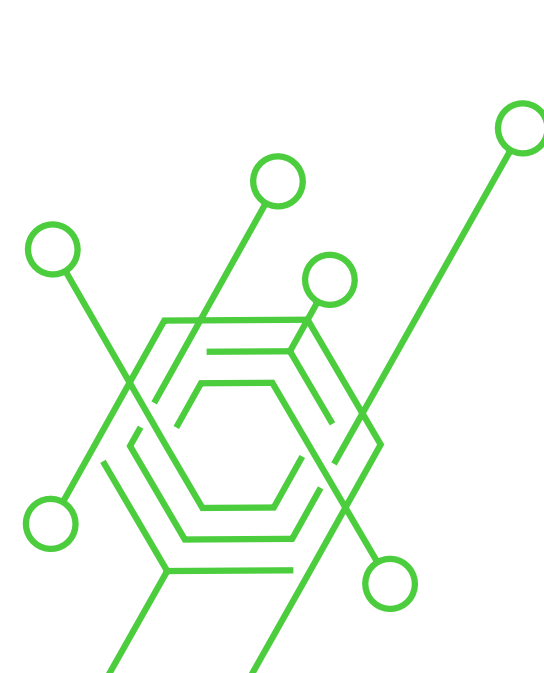
#2 Ability to track spending



#3 Avoiding debt they may not be able to repay

LET'S POWER NEXT.

To learn more about how you can easily accommodate flexible credit arrangements with a single platform, visit **FIS® Payments One Cards site.**



Sources:
 1 https://www.crrresearch.com/blog/buy_now_pay_later_statistics
 2 <https://www.statista.com/statistics/1233465/bnpl-user-age-usa/>
 3 <https://www.cnbc.com/2020/12/14/buy-now-pay-later-plans-are-booming-in-the-covid-economy.html>
 4 <https://www.fisglobal.com/en/generationpay>