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# **Affirm Holdings**

**Affirm** is a publicly traded financial technology company headquartered in San Francisco, United States. Founded in 2012, the company operates as a financial lender of installment loans for consumers to use at the point of sale to finance a purchase. [4][5]

# History and founding

Affirm was founded in 2012 by Max Levchin, Nathan Gettings, Jeffrey Kaditz, and Alex Rampell<sup>[6][7][8]</sup> as part of the initial portfolio of startup studio HVF.<sup>[9]</sup> Levchin, who co-founded PayPal, became CEO of Affirm in 2014.<sup>[10]</sup>

In October 2017, the company launched a consumer app that allowed loans for purchases at any retailer. [11]

The company announced a partnership with Walmart in February 2019. Under the partnership, Affirm is available to customers in-store and on the Walmart website. [12][13]

Affirm has partnered with <u>e-commerce</u> platforms including Shopify, [6] BigCommerce, and Zen-Cart. [14]

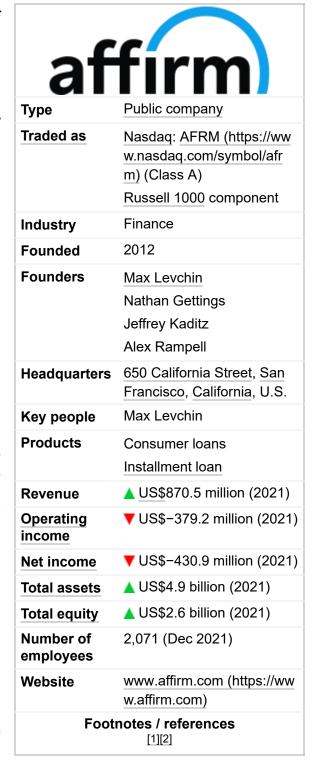
On November 18, 2020, Affirm filed with the <u>Securities and Exchange Commission</u> in preparation for an <u>initial public offering (IPO). [15]</u> On December 12, 2020, it was reported that Affirm had postponed its IPO. [16] On January 13, 2021, Affirm became listed on <u>NASDAQ</u> with symbol AFRM, raising about \$1.2 billion in its IPO. [17] By the next day, the price of shares had doubled, making Levchin's stake worth about \$2.5 billion. [18]

In May 2021, Affirm acquired Returnly, a financial technology service company, for \$300 million. [19][20]

Affirm is Amazon's exclusive buy now, pay later partner in the United States through January 2023. [21]

In May 2022, Affirm signed a partnership with the financial infrastructure firm Stripe, Inc. to make its adaptive checkout service available to Stripe users in the US. [22]

#### Affirm Holdings, Inc.



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## **External links**

- Official website (https://www.affirm.com)
- Business data for Affirm Holdings, Inc.: Bloomberg (https://www.bloomberg.com/quote/AFRM:US)
  Google (https://www.google.com/finance?q=AFRM:NASDAQ)
  Reuters (https://www.reuters.com/markets/companies/AFRM.O)
  SEC filings (https://www.sec.gov/cgi-bin/browse-edgar?action=getcompany&CIK=1820953)
  Yahoo! (https://finance.yahoo.com/quote/AFRM)

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