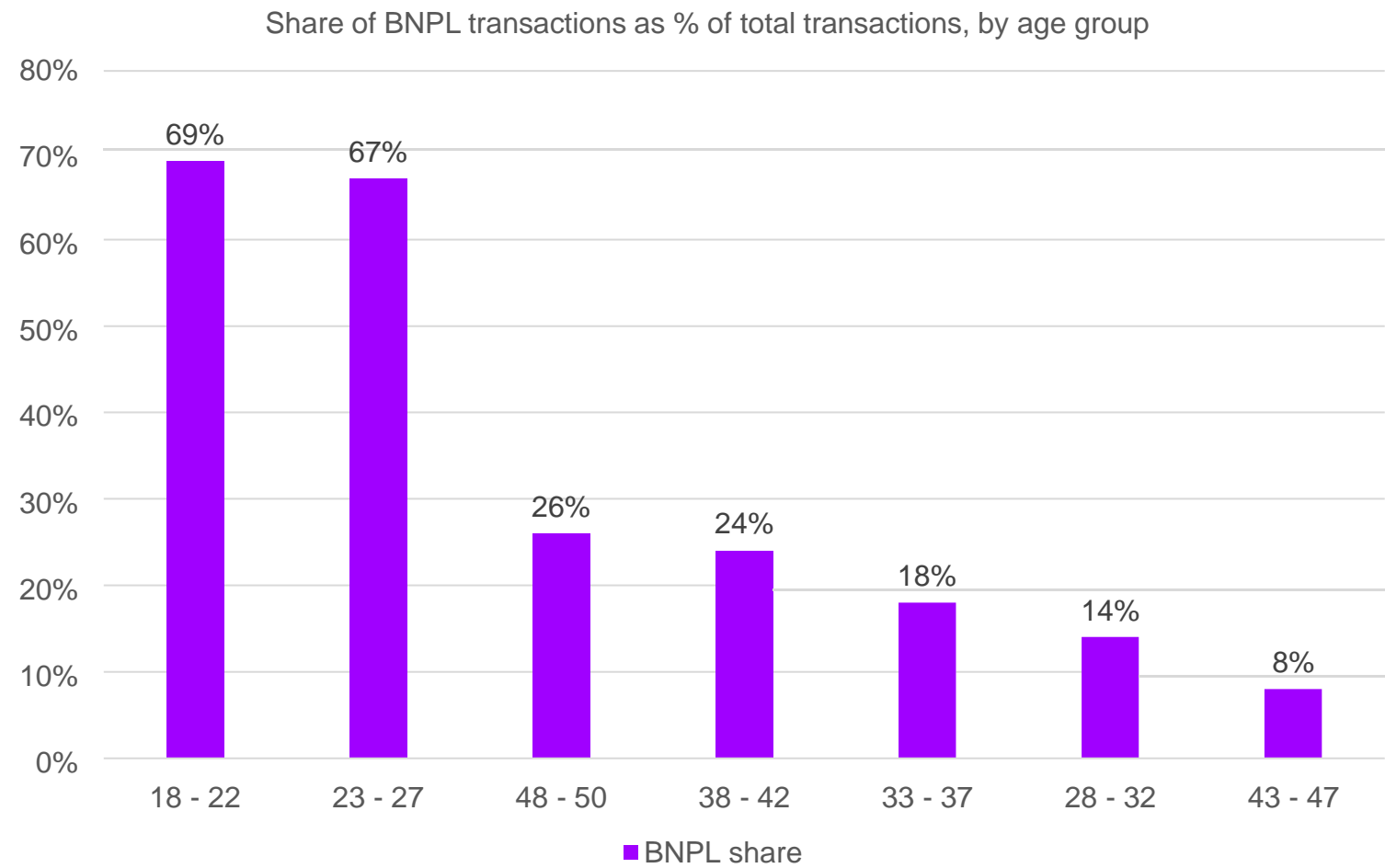


Everqlo's BNPL option was most favored by the youngest customers, accounting for nearly 70% of all transactions made by those aged 18-27.



- The BNPL option represented **69%** of total transactions among customers aged **18-22** on Everqlo’s website.
- Customers aged **23-27** also favored BNPL, with **67%** of transactions in this age group using this payment method.
- Among customers aged **43-47**, BNPL was the least preferred option, accounting for just **8%** of the total transaction volume.
- While BNPL usage among younger customers aligns with industry trends, there is potential to increase engagement among the **28-32** age group, where BNPL currently accounts for only **14%** of transactions at checkout.

