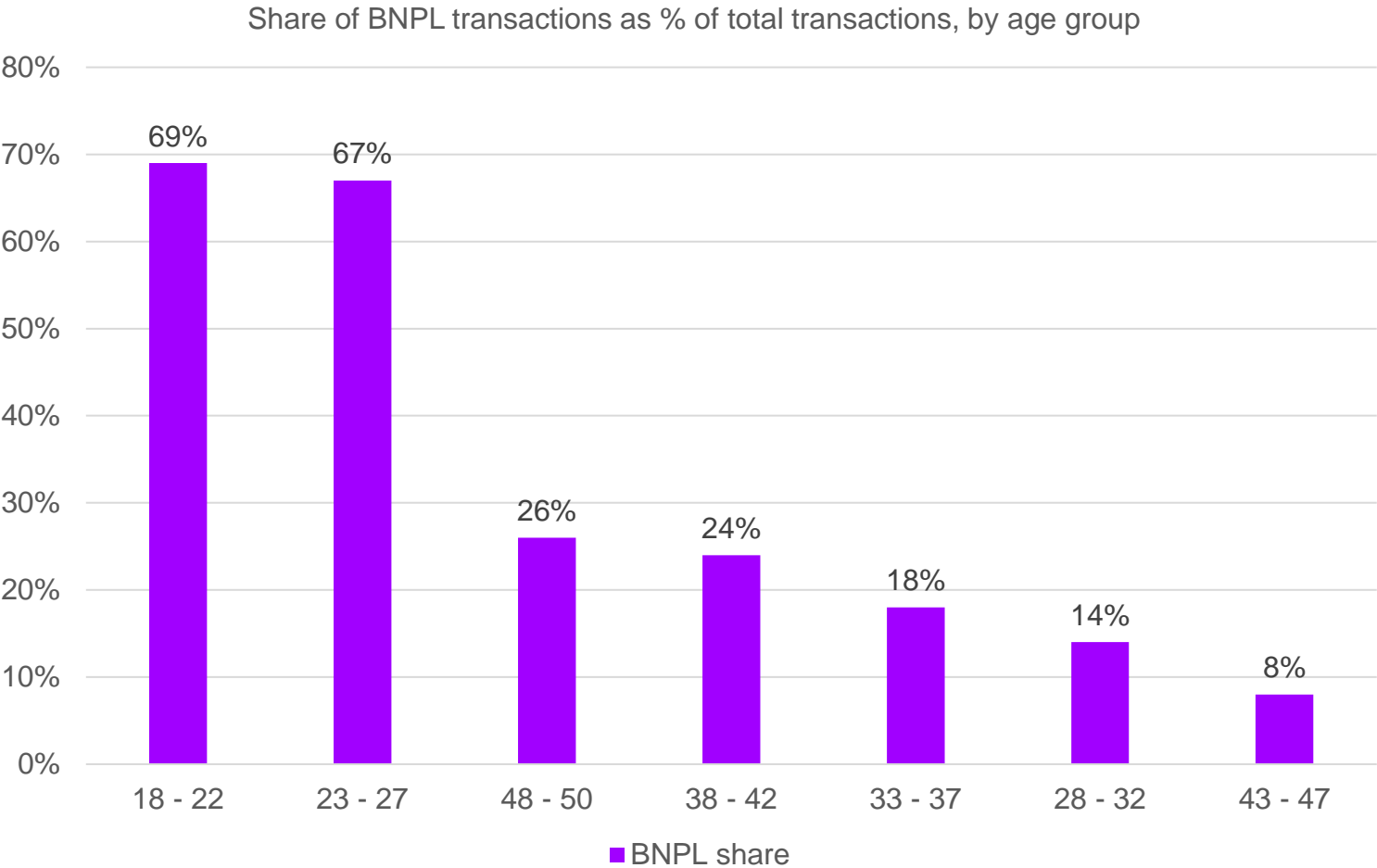


# Everqlo's BNPL option was most popular among youngest customers, accounting for close to 70% of all transactions made by customers aged between 18-27



- BNPL accounted for **69%** share of total transactions by that **18-22** age group on Everqlo's website
- Customers aged 23-27 used BNPL extensively, with **67%** of transactions in this age group being the BNPL option
- BNPL was the least preferred payment method among customers aged **43-47**, accounting for **8%** of the total transaction volume
- Whilst the use of BNPL by younger customers is in line with industry research and estimates, there may be further potential to drive engagement in the **28—32** age group, given relatively low usage (**14%**) of BNPL option at checkout