



AFTERPAY ASSET GUIDELINES

AUSTRALIA BNPL REGULATIONS

At Afterpay, we're committed to ensuring our customers can purchase with confidence and spend responsibly, whilst complying with our legal obligations. As part of Australia's new Buy Now Pay Later regulations which are being introduced from 10 June 2025, we are updating our [Merchant Marketing and Advertising Guidelines](#).

This means you will need to update marketing material that references Afterpay (including disclaimers) so that they adhere to the new Merchant Marketing and Advertising Guidelines. Any marketing material that does not comply with the new Guidelines from 10 June 2025 will be deemed unauthorised for use. You will be liable for any use or publication of unauthorised content.

THIS CHECKLIST IS DESIGNED TO SUPPORT YOU TO UPDATE ANY AFTERPAY ASSETS OR MESSAGING YOU MAY BE USING.

VISUAL MERCHANDISING

Some of your Afterpay visual merchandising assets will need to be replaced.

Please refer to the table on your right for further guidance. If your stores are using any assets that need to be replaced, please [order new assets here](#) or directly via your Relationship Manager.



WINDOW LOGO DECAL
NO CHANGE REQUIRED



STRUT CARD
MUST BE REPLACED



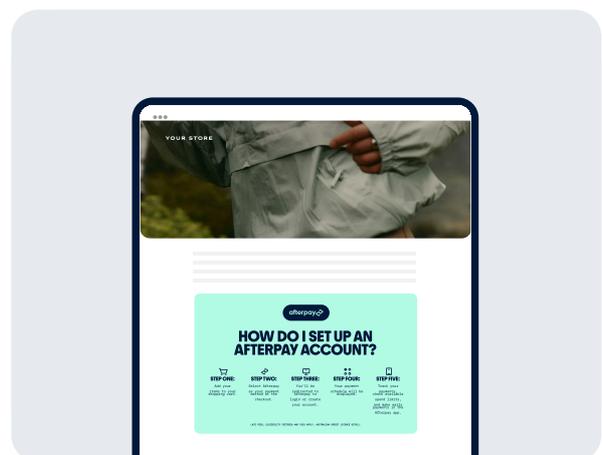
WOBBLERS
MUST BE REPLACED



MIRROR DECALS
MUST BE REPLACED

'ABOUT AFTERPAY' WEBSITE PAGE

If you currently have a web page that explains how Afterpay works to your customers, you will need to ensure all messaging is compliant with the updated guidelines by 10 June 2025. To make this easier, we have provided a copy you can use [here](#).



PRODUCT PRICE BREAKDOWN MESSAGING

There is no change to Afterpay's payment price breakdown; however, you will need to replace the pop-up lightbox that appears when visitors click the "i" information symbol or T&Cs link.

THERE ARE THREE WAYS YOUR POP-UP LIGHTBOX CAN BE UPDATED:

- 1. Dynamic messaging widget:** No action required. This will be automatically updated before 10 June 2025.
- 2. Partner integrations:** If your ecommerce site is built on any of the following platforms, there is no action required. This will be automatically updated before 10 June 2025.

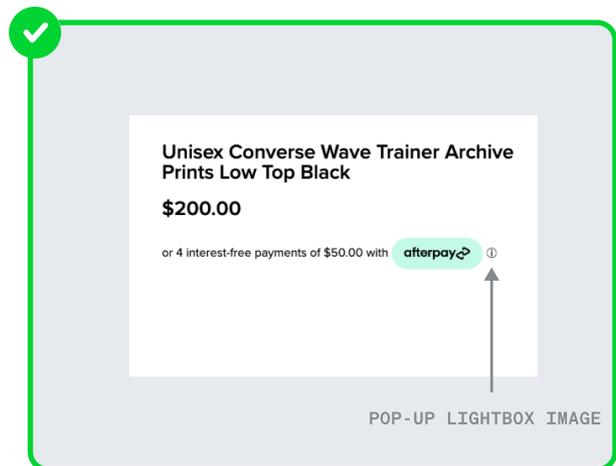


- 3. Alternative platform implementation:** If you have a custom version of Afterpay's product price breakdown on your website you will need to update the pop-up lightbox. You have two options:

- a. Recommended:** You can upgrade to Afterpay's Dynamic Messaging widget and we will update your pop-up lightbox.
- b.** You can manually update your current implementation by replacing the pop-up lightbox image file.

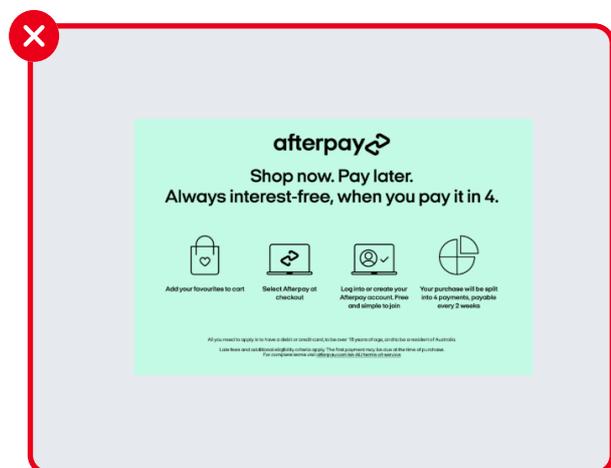
DOWNLOAD DESKTOP FILE

DOWNLOAD MOBILE FILE



PRICE BREAKDOWN MESSAGING

NO CHANGE REQUIRED



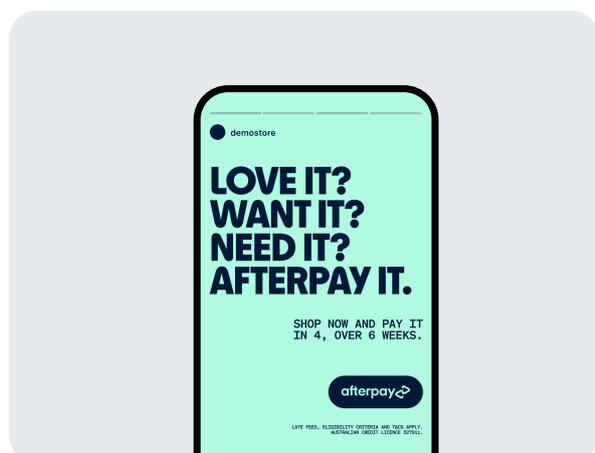
PRICE BREAKDOWN POP-UP LIGHTBOX

POP-UP LIGHTBOX IMAGE MUST BE REPLACED

MARKETING ASSETS

We have updated the [Marketing Resources Centre](#) to reflect the changes that are required to be compliant. These assets are free to download.

Please use these resources to update your existing marketing assets to comply with the Afterpay Merchant Marketing and Advertising Guidelines from 10 June 2025.



We are here to support you with these changes. Don't forget you can always reach out to your Relationship Manager or our [Merchant Support team](#).