

September 18, 2024

PayPal Making Progress on Strategic Transformation with New Campaigns and Partnerships

As we near the end of the third quarter, the energy inside PayPal is palpable. Our team is motivated and focused on execution. Our customers and partners are becoming increasingly excited about the platform we're creating. And momentum is building as we deliver for our customers in new ways. In case you missed it, we want to share some recent highlights.



Our larger-than-ever consumer ad campaign, PayPal Everywhere, featured on the Nasdaq market tower in New York City.

We're Investing in our Consumer Value Proposition – Both In-Store and Online

We're ushering in a new era to become a ubiquitous solution for every type of customer, everywhere they shop. Our [PayPal Everywhere](#) value proposition and associated marketing campaign shines a spotlight on our strong brand, competitive differentiation, and focus on innovation. Through new, rich rewards like 5% cash back with the PayPal Debit Card on a category of the customer's choosing every month, plus stackable merchant rewards for even more cash back, we are making it easy and rewarding to shop with PayPal in-store and online. [National advertising](#) featuring Will Ferrell and Fleetwood Mac's "Everywhere" is putting PayPal front and center with new consumers, shifting perceptions, and driving everyday spend.



Will Ferrell stars in PayPal's biggest U.S. [ad campaign](#) ever as he goes shopping 'Everywhere' with Fleetwood Mac.

Venmo is an important part of the connection we are building between our customers and their communities. We launched a new "What's Your Venmo?" [ad campaign](#) to drive brand awareness amongst consumers and illustrate its utility beyond peer-to-peer payments. Venmo already has a strong following and we're building on this by expanding Pay with Venmo to new, exciting merchants like Ali Express and Sony PlayStation. We believe that we are only scratching the surface of Venmo's potential and we'll continue to focus on customer-back innovation to expand its reach.



Our new "What's Your Venmo?" [ad campaign](#) expands consumer awareness of Venmo's value proposition.

We're Striking Partnerships that Improve Customer Experiences and Extend PayPal's Reach

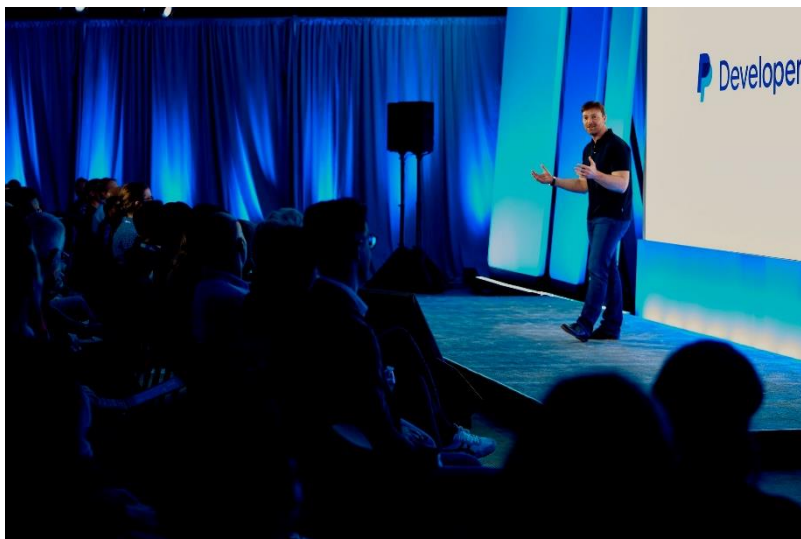
PayPal is evolving into the platform of choice for the world's largest commerce brands, technology companies, and payment processors. We are expanding our reach by partnering with key players in the ecosystem that enable us to bring seamless and connected experiences to hundreds of millions of consumers and businesses across our growing network.

Today, we announced a new partnership with [Amazon Buy with Prime](#). For participating brands integrating using the Buy with Prime API, PayPal is now available at checkout after shoppers log in to their Amazon account. And starting next year, Prime members will be able to perform a one-time link of their Amazon account to their PayPal account so that Prime free, fast shipping benefits are available automatically whenever they use PayPal while shopping with Buy with Prime on participating merchants' websites. We're excited about collaborating with Amazon to combine the speed and reliability of Prime delivery with PayPal's simple and convenient checkout into a single experience on participating merchant sites.

In early August, we launched [Fastlane](#), our new accelerated guest checkout solution, to U.S. merchants, making it available on Braintree and PPCP, as well as through platform partners including Salesforce, Adobe, BigCommerce, and [Bold Commerce](#).

We recently announced partnerships with [Adyen](#) and [Fiserv](#) to distribute Fastlane even more broadly, because we want consumers to have a consistent and superior guest checkout experience across ALL merchants. We are working to become the industry source for this capability as we expand our platform to as many merchants and consumers as possible.

For all of our partners, Fastlane enables their customers to improve shopping experiences and enhance conversion. Partnering across the ecosystem creates a flywheel effect that brings more consumers onto our platform, and in turn adds value to merchants who use Fastlane. To bring Fastlane to even more merchants and consumers, we're collaborating directly with the developers who are so critical to driving adoption at events like our first-ever [Fastlane Developer Day](#) we held in early August.



CEO Alex Chriss speaks to developers during PayPal's Developer Day for Fastlane.

We're also expanding our reach through PayPal Complete Payments (PPCP) – our comprehensive global payments solution for marketplaces and platforms comprised of flexible and powerful developer tools. For example, PayPal is now partnering with [Shopify](#) to power a portion of Shopify Payments in the U.S. through PPCP.

These mutually beneficial partnerships are bringing PayPal's exceptional commerce experiences to an even broader base of customers, which we believe will, over time, fuel our growth.

We're Working to Stay Close to our Investor Community

Our President and CEO Alex Chriss sat down with Goldman Sachs Equity Research Analyst Will Nance recently for a fireside chat at Goldman's Communacopia + Technology conference. The wide-ranging conversation delved into our initiatives across our consumer, large enterprise, and SMB customer-backed business strategies to drive durable, profitable growth. A replay of the conversation is available on PayPal's Investor Relations website [here](#). We are also in London this week, meeting with investors as part of J.P. Morgan's 15th Annual U.S. All Stars Conference.



CEO Alex Chriss speaks with analyst Will Nance at the Goldman Sachs Communacopia + Technology Conference on September 9.

We're making meaningful progress in transforming our company to provide our customers the best possible experiences and drive improving financial performance and long-term profitable growth. We look forward to continuing to update you along the way.

Thank you for your continued interest in PayPal,
Steve and team
