



MEDIA RELEASE
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THIS CHRISTMAS EXPERIENCE THE GIFT OF GIVING NOW AND PAY LATER WITH ZIPPAY

A win for you and your loved ones this Christmas, gifting connoisseur, Gift It Now, is here to make your festive shopping experience hassle free by saving you time and money with zipPay, an alternate payment option allowing customers to “buy now and pay later.”

With a wide range of experiences to gift including hot air ballooning, winery tours, jet boating adventures, and skydiving thrills, you will be amazed with what you can fit under the tree this year, that won't be tossed aside within a few months.

Statistics from the ASX-listed company zipPay indicate that during the month of December the total percentage of user base that transacted in experiences, increased from 3.6% for an average month to 8.4% for December.

Speaking on the shopping trend of experiences, CEO and co-founder of zipMoney Larry Diamond said millions of transactions were analysed through their Pocketbook app to see how people actually spend at Christmas and were completely amazed by the numbers.

“The experience category was the clear and consistent stand out for Christmas spend with the numbers of people buying experiences more than doubling in December over the rest of the year. Experiences are clearly the go-to gift for many Australians,” Mr Diamond said.

Gift It Now promotes the idea that experiences are better than things, and that's epitomised through the selection of experiences that will allow you to spend quality time and create memories that will last a lifetime, something you can't place a dollar value on.

Gift it Now Marketing Manager Brittney Deguara said, Gift It Now is giving shoppers the opportunity to give more than the usual clothes, shoes and toy options this Christmas.

“Forget about the struggles of finding a park or waiting in queues at shopping centres, buying online is the way to go this festive season and with the integration of zipPay, finding gifts for the whole family has never been easier or more affordable.”

“We believe experiences are better than things and we want Australia to share that mantra this year by gifting loved ones with memorable experiences rather than forgettable items,” Ms Deguara said.

Gift It Now is a leading source for gifting travel experiences listing over 2000 products in Australia. With no booking fees, instant e-vouchers, free express gift pack postage, free exchanges and zipPay, shopping for presents has never been easier.

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Nyarai Chapingidza - Public Relations Officer | m: 0421 493 704 | Nyarai@experienceoz.com.au