

# Katapult<sup>®</sup>

**NASDAQ: KPLT**

**H.C. Wainwright 27<sup>th</sup> Annual Global Investment Conference  
September 8-10, 2025**

# Disclaimer

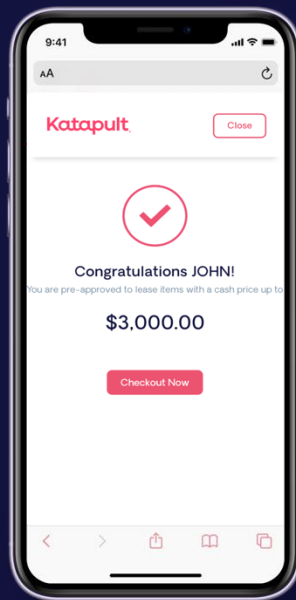
## Forward-Looking Statements

Certain statements included in this presentation, on our quarterly earnings call and in our related press release (collectively, this “presentation”) that are not historical facts are forward-looking statements for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1995. In some cases, forward-looking statements may be identified by words such as “anticipate,” “assume,” “believe,” “continue,” “could,” “design,” “estimate,” “expect,” “intend,” “may,” “plan,” “potentially,” “predict,” “should,” “will,” “would,” or the negative of these terms or other similar expressions. These forward-looking statements include, but are not limited to: in this presentation statements regarding our third quarter of 2025 and full year 2025 business outlook; the success of our anticipated marketing efforts; our market opportunity, our ability acquire and retain new and existing merchants and customers; and customer adoption and continued growth of our mobile app featuring Katapult Pay. These statements are based on various assumptions, whether or not identified in this presentation, and on the current expectations of our management and are not predictions of actual performance.

These forward-looking statements are provided for illustrative purposes only and are not intended to serve as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond our control. These forward-looking statements are subject to a number of risks and uncertainties, including, among others, meeting future liquidity requirements and complying with restrictive covenants related to indebtedness; potential impact of the conversion of our term loan, the execution of our business strategy and expanding information and technology capabilities; our market opportunity and our ability to acquire new customers and retain existing customers; adoption and success of our mobile application featuring Katapult Pay; the timing and impact of our growth initiatives on our future financial performance; anticipated occurrence and timing of prime lending tightening and impact on our results of operations; general economic conditions in the markets where we operate, the cyclical nature of customer spending, and seasonal sales and spending patterns of customers; risks relating to factors affecting consumer spending that are not under our control, including, among others, levels of employment, disposable consumer income, inflation, prevailing interest rates, consumer debt and availability of credit, consumer confidence in future economic conditions, political conditions, and consumer perceptions of personal well-being and security and willingness and ability of customers to pay for the goods they lease through us when due; risks relating to uncertainty of our estimates of market opportunity and forecasts of market growth, including the home furnishings and retail environment; risks related to the concentration of a significant portion of our transaction volume with a single merchant partner, or type of merchant or industry; the effects of competition on our future business; the impact of unstable market and economic conditions such as rising inflation and interest rates; reliability of our platform and effectiveness of our risk model; data security breaches or other information technology incidents or disruptions, including cyber-attacks, and the protection of confidential, proprietary, personal and other information, including personal data of customers; ability to attract and retain employees, executive officers or directors; effectively respond to general economic and business conditions; obtain additional capital, including equity or debt financing and servicing our indebtedness; enhance future operating and financial results; anticipate rapid technological changes, including generative artificial intelligence and other new technologies; comply with laws and regulations applicable to our business, including laws and regulations related to rental purchase transactions; stay abreast of modified or new laws and regulations applying to our business, including with respect to rental purchase transactions and privacy regulations; maintain and grow relationships with merchants and partners; respond to uncertainties associated with product and service developments and market acceptance; the impacts of new U.S. federal income tax laws; material weaknesses in our internal control over financial reporting which, if not identified and remediated, could affect the reliability of our financial statements; successfully defend litigation; litigation, regulatory matters, complaints, adverse publicity and/or misconduct by employees, vendors and/or service providers; and other events or factors, including those resulting from civil unrest, war, foreign invasions, terrorism, public health crises and pandemics (such as COVID-19), trade wars, or responses to such events; and those factors discussed in greater detail in the section entitled “Risk Factors” in our periodic reports filed with the Securities and Exchange Commission (“SEC”), including the Quarterly Report on Form 10-Q for the quarter ended June 30, 2025 that we filed with the SEC.

If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. There may be additional risks that we do not presently know or that we currently believe are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. Undue reliance should not be placed on the forward-looking statements in this presentation. All forward-looking statements contained in this presentation are based on information available to us as of the date hereof, and we do not assume any obligation to update these statements as a result of new information or future events, except as required by law. If we do update one or more forward-looking statements, no inference should be made that we will make additional updates with respect to those or other forward-looking statements.

Our **innovative lease-to-own** solution powers a **two-sided marketplace** that connects consumers to merchants and enables omnichannel transactions at the point of sale



# Who We Are



## Speed & convenience

Decisioning in 5 seconds or less on average



## Growing consumer base

~990,000 approved applications LTM



## E-commerce leader

Over 200 merchants on platform



## Customer satisfaction

Net Promoter Score of 63

**\$2.0 billion**

In Approved LTM Lease Limit

**\$263 million**

In LTM Gross Originations



# Key Investment Highlights



## Large Addressable Market

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Opportunity to expand <1% market share of a \$50-60 Billion total addressable market<sup>1</sup> that includes e-commerce and in-store merchants



## 2-Sided, App-Powered Marketplace

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Our AI-powered marketplace is a virtuous, trusted ecosystem that empowers and engages consumers and delivers incremental sales to merchants



## Clear And Compelling Merchant Value Proposition

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We offer merchants a pipeline of new, engaged and loyal consumers



## Opportunities to Grow Our Loyal and Engaged Consumer Base

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Low customer acquisition costs and high repeat purchase rates (58.4% in Q2 2025)



## Differentiated Financial Profile

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Asset light marketplace model can deliver top-line growth without requiring substantial incremental expenses



## Experienced Management Team

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Leadership team with over 100 combined total years in the financial services and retail sectors

# What Is Lease-to-Own (LTO)?

Katapult offers a **Scalable Omnichannel** LTO solution

For consumers who have no/nonprime credit, Katapult LTO enables **new paths to obtain durable goods**

With Katapult's LTO product, customer **understands full cost of ownership**, up-front

- No late fees or penalties. Ever
- Can repay early with options like a 90-day buyout price
- Makes purchases more affordable

Customer makes recurring payments toward **owning goods outright**

- No long-term obligation to continue leasing; goods are returnable at **any time**

**Customer has several options** to acquire ownership of the product they are leasing

- Katapult offers flexibility that can make it more attractive and accessible than traditional financing
- With each payment, customer has the option to continue leasing, buyout or return the item

Katapult LTO provides merchant partners **access to new consumer base**

- 30%+ of US adults don't qualify for traditional financing<sup>1</sup>





Underserved consumers



Affordable access to durable goods

37% of US Adults<sup>1</sup>

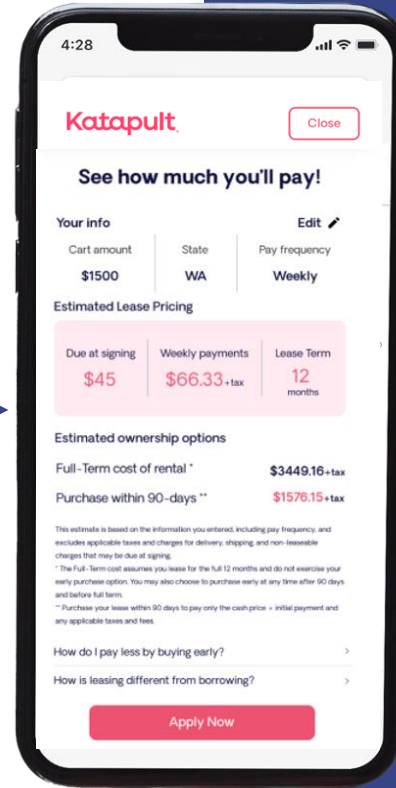
could not cover \$400 of emergency expenses without assistance

43% of US Households<sup>2</sup>

had insufficient savings to cover at least three months of living expenses

\$50-\$60 Billion<sup>3</sup>

Katapult's estimated total US addressable market



Katapult provides underserved nonprime consumers the purchasing power they need

Expanding our consumer base with targeted marketing, high repeat rates and partnerships



E-commerce merchants

1. May 2023 Federal Reserve System Board of Governors Report on the Economic Well-Being of U.S. Households in 2018
2. Financial Health Network US Pulse Report – 2023 Trends
3. Calculated by multiplying ~\$180 billion market for online retail a cross electronics, furniture, appliances and other durables (Wall Street research, June 2020) by 30%, which represents the US subprime consumers (Experian Research, 2021)

# Our 2-Sided Marketplace Thrives When Customers and Merchants Benefit

~60% of our Q2 Gross Originations started in our app marketplace

We launched our app in late 2022 to create a durable goods shopping destination for consumers.

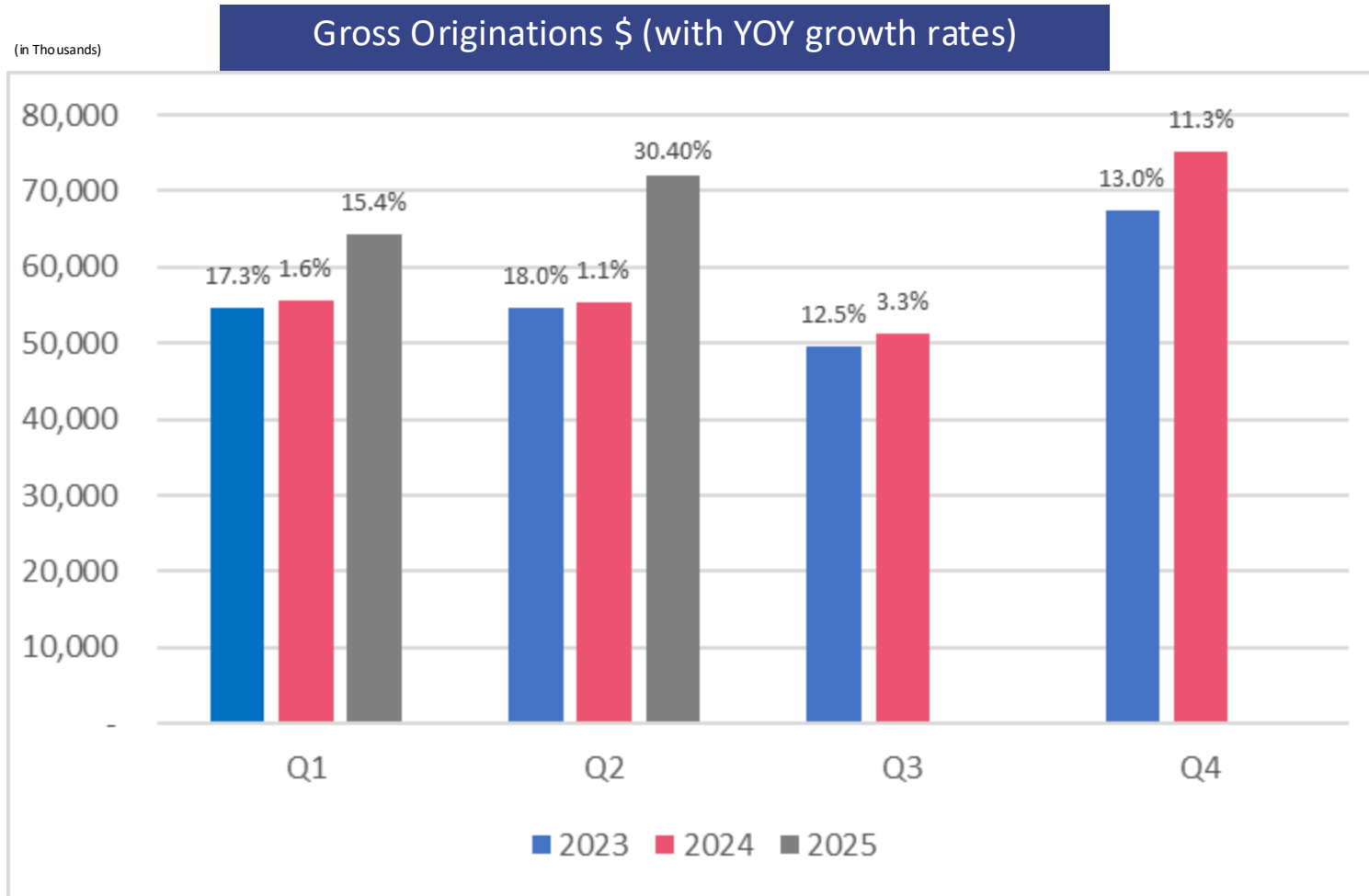
Since then, we have developed our app into a 2-sided marketplace where consumers can connect to merchants whenever and however they want to shop.

Customers can start and finish their shopping experience in our marketplace with KPay or on hundreds of merchant-partner sites.

We leverage new app features, marketing and partnerships to increase marketplace velocity, which delivers benefits to customers, merchants and Katapult alike.



# 11 Consecutive Quarters of Gross Originations Growth



Gross origination trends are a leading indicator of future revenue streams

We have grown gross originations yoy for **11** consecutive quarters

**More than 4 million** unique applicants approved to date

Applications grew 91%+ yoy in Q225

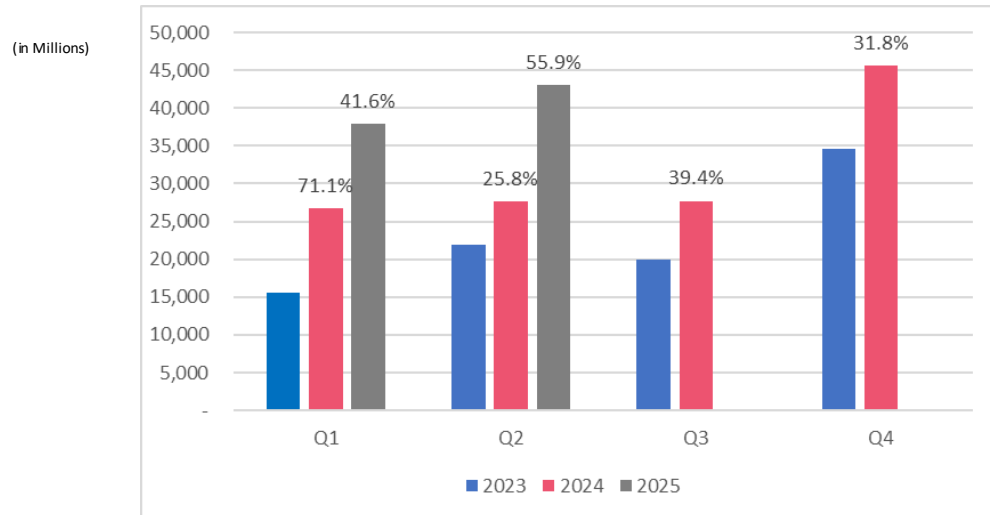
Lifetime value continues to grow



# App Marketplace Gross Originations Growing Rapidly

~60% of Q2 Gross Originations started in app marketplace

## Total App Originations (and y/y growth)

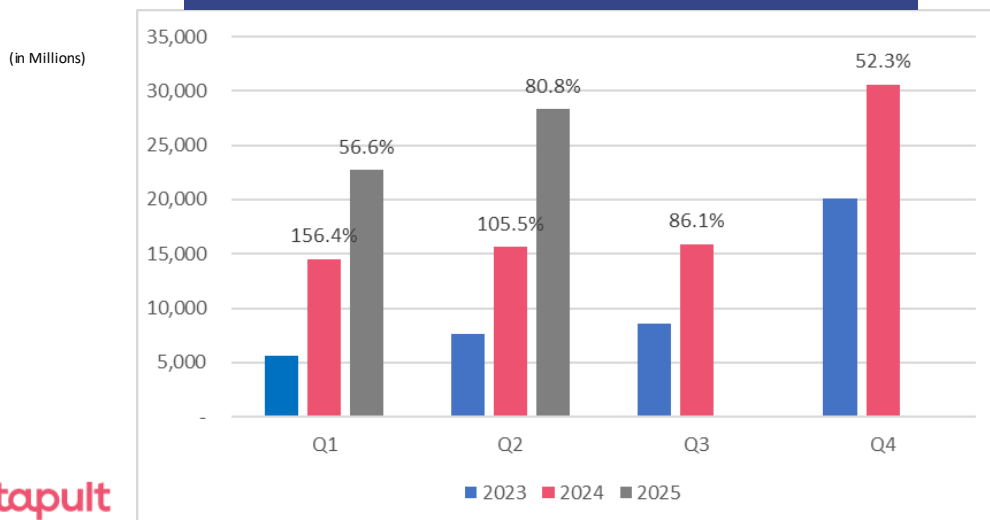


Total App Originations are all gross originations that start in our app

Total App Originations since the launch of our app marketplace in Q123 **\$300.3 million**

60% of our Q2 Gross Originations started in our app marketplace  
Total App Originations grew 56% in Q225

## KPay Originations (and y/y growth)



KPay Originations are gross originations that are transacted using Katapult Pay within our app, and are a subset of Total App Originations

Total KPay originations since feature launch in Q123  
**\$169.7 million**

KPay Originations were 39% of total Gross Originations in Q225  
KPay Originations grew 81% in Q225

# Clear and Compelling Value to Direct and Waterfall Merchants

- Access to new shoppers drives **incremental sales for merchants**
- **Onboard** new merchants within days
- High **repeat purchase rates** (58.4% in Q2 2025)
- **Higher conversion rates** reduce abandoned carts
- **No recourse or risk** from consumer defaults or returns
- Merchants pay **NO interchange costs** related to transaction

Select direct and waterfall merchant-partners



**200+ total merchants**

Katapult offers multiple growth channels and **makes integration with merchants easy**

## DIRECT INTEGRATION



Direct off-the-shelf and tech-enabled integration options



Katapult LTO option available to consumers directly on the merchant's checkout page



Integration in as fast as 2 days

## WATERFALL INTEGRATION



Prime lenders refer consumers who may be interested in the Katapult LTO

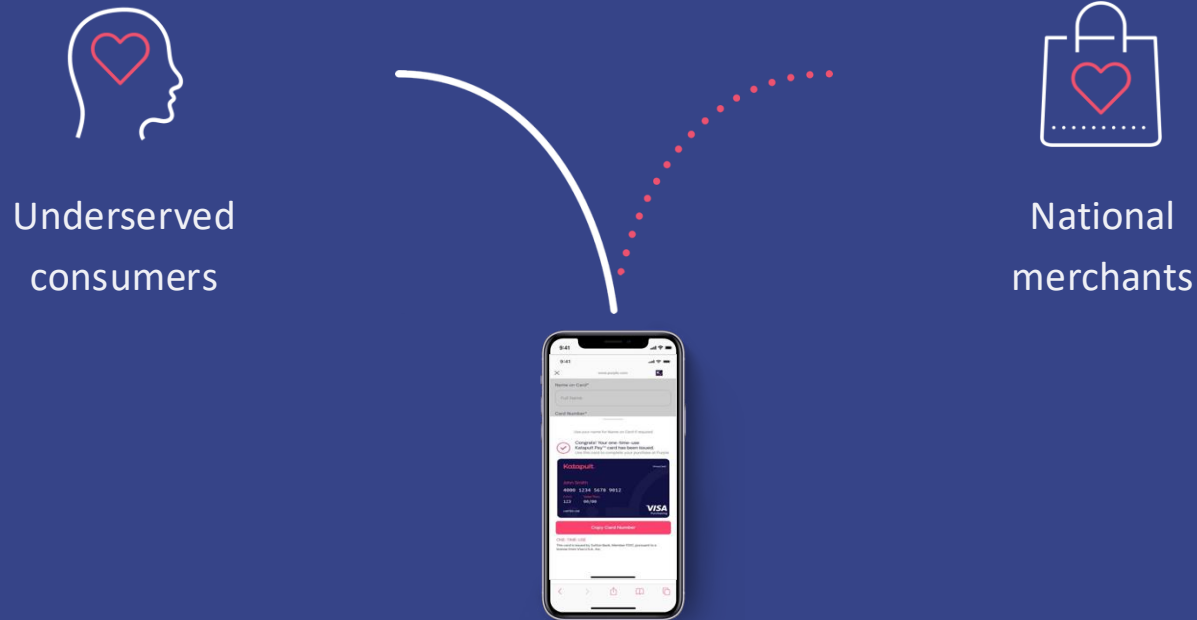


Katapult is the only LTO provider for many merchant waterfalls



Highly successful integration experience with numerous payment waterfall platforms

# Our marketplace also features KPay, a transformational feature that facilitates in-app lease originations and accelerates merchant onboarding



featuring **Katapult PAY**<sup>®</sup>

## Full Service Marketplace Capabilities

Katapult Pay or KPay, a feature in our mobile app, is a 1-time use virtual credit card that consumers can use to check out within the Katapult marketplace. **This means transactions can start and end in our marketplace**

## New merchants, no integration required

KPay allows Katapult to onboard new marketplace merchants without requiring merchant support

## Smarter transactions, fast approval

Our unique AI- and machine learning-powered technology evaluates carts and shopping behavior to determine if a good is leasable and provide lease pre-approval amounts. Allows customers to seamlessly transact

## More data, more insight

Expands our ability to meaningfully engage with customers, increasing repeat rates, and customer ratings

## Our 2-sided Marketplace, a shopping destination

With full service marketplace capabilities, Katapult can retain customer loyalty and refer traffic to our merchant partners, creating a virtuous ecosystem that supports growth

# Katapult opens doors to the millions of shoppers overlooked by traditional financing



## No Established Credit

Katapult provides this consumer with tools to build their credit profile



## Credit Challenged

Katapult positions this consumer to rebuild their financial standing



## Good Credit

Katapult provides this consumer with buying power



## Easy Application Process

No bank account info required; average decision in  $\leq 5$  seconds; multiple leases allowed

# Katapult's Pricing Advantage

## The more affordable path to ownership

Analysis of ~800 data points shows Katapult consistently has the lowest prices vs. its two key competitors and financing alternatives commonly available to non-prime consumers.

This means a consumer can save \$300+ on a ~\$1000 lease

Retail Price + Initial Fee		Maximum Cost to Own
\$1099 <sup>a</sup> +\$45 <sup>a</sup>	<b>Katapult</b>	<b>\$2,307</b>
\$1099 <sup>b</sup>	Subprime Credit Card	\$2,387
\$1099 +\$65	LTO Peer #1	\$2,637
\$1099 +\$122 <sup>c</sup>	LTO Peer #2	\$2,827

Illustrative Example

<sup>a</sup> Assumes 2.05x multiple on \$1099 price and \$45 origination fee; Katapult allows customers to pay cash price unlike competitors

<sup>b</sup> Assumes interest rate of 29.99% and consumer pays minimum monthly payment of 3% until balance paid off

<sup>c</sup> Competitor increases the cash price of an item before adding the cost of financing



Retailer Price:

\$1099

# Marketplace Growth: Strategic Pillars



## Innovate **Technology**

Develop innovative products that disrupt the industry and create a best-in-class user experience for nonprime consumers



## Grow **Merchant Base**

Continue to deepen and grow relationships with merchant- and waterfall partners and onboard new KPay-enabled merchants to the Katapult marketplace



## Expand **Customer Base**

Leverage ROI-positive marketing strategies, partnerships and product enhancements to attract and retain customers



## Sustain High **Repeat Rates**

Sustain high customer and merchant satisfaction by offering a best-in-class product that drives conversion rates and customer counts higher over time

No late fees. Transparency. Fair pricing.

# Operating Progress: Recent Highlights

## Marketplace Activity Continues to Grow

### Increasing velocity in our 2-sided marketplace

- ~60% of Q2 gross originations started in our app
- 58.4% of Q2 gross originations were from repeat customers
- Total application volume grew 91%+ y/y in Q2

### Driving consumer engagement with targeted marketing & new app functionality

- Q2 Katapult Pay® (KPay) gross originations grew 81% y/y to ~\$28M; ~39% of total
- KPay unique customer count grew nearly 87% year-over-year
- Launched Guitar Center, Pottery Barn and Sam's Club as KPay-enabled merchants

### Strong progress against merchant engagement initiatives

- Direct/waterfall gross originations volume was 61% of Q2 originations; up ~56% y/y excluding home furnishings and mattress category
- Tested new pricing and promotional strategies to drive conversion and consumer engagement during key sales moments

### Delivered growth across key Q2 financial metrics

- Gross originations grew 30.4% in Q2 y/y
- Revenue grew 22.1% in Q2 y/y
- Adjusted EBITDA<sup>1</sup> of \$0.3 million; above breakeven outlook

P O T T E R Y B A R N

Katapult **PAY** →



sam's club <>



# Katapult<sup>®</sup>

## Mission Statement

Katapult's mission is to enable consumers to get the durable goods they need when they need them and connect retailers with a growing base of engaged and loyal consumers







# Appendix





# Non-GAAP Reconciliations



# Disclaimer

## Non-GAAP Financial Measures

Fixed cash operating expenses is a non-GAAP measure that is defined as operating expenses less depreciation and amortization on property, equipment and capitalized software, stock-based compensation expense, litigation settlement and other related expenses, debt refinancing costs, and variable lease costs such as servicing costs and underwriting fees. Management believes that fixed cash operating expenses provides a meaningful understanding of controllable ongoing expenses.

Adjusted EBITDA is a non-GAAP measure that is defined as net loss before interest expense and other fees, interest income, change in fair value of warrants and loss on issuance of shares, provision for income taxes, depreciation and amortization on property and equipment and capitalized software, impairment of leased assets, stock-based compensation expense, and litigation settlement and other related expenses, and debt refinancing costs and loss on extinguishment of debt.

Adjusted EBITDA is useful in evaluating the Company's performance because this measure:

- Is widely used to measure a company's operating performance;
- Is a financial measurement used by rating agencies, lenders and other parties to evaluate the Company's credit worthiness; and
- Is used by the Company's management for various purposes, including as a measure of performance and as a basis for strategic planning and forecasting.

Adjusted net loss is a non-GAAP measure that is defined as net loss before change in fair value of warrants, stock-based compensation expense, litigation settlement and other related expenses, and debt refinancing costs.

Management believes the use of non-GAAP financial measures, as a supplement to GAAP measures, is useful in that they eliminate items that are either not part of our core operations or do not require a cash outlay, such as stock-based compensation expense. Management uses these non-GAAP financial measures when evaluating operating performance and for internal planning and forecasting purposes. Management believes that these non-GAAP financial measures help indicate underlying trends in the business, are important in comparing current results with prior period results, and are useful to investors and financial analysts in assessing operating performance. However, these non-GAAP measures exclude items that are significant in understanding and assessing Katapult's financial results. Therefore, these measures should not be considered in isolation or as alternatives to revenue, net loss, cash flows from operations or other measures of profitability, liquidity or performance under GAAP. You should be aware that Katapult's presentation of these measures may not be comparable to similarly titled measures used by other companies.

# Non-GAAP Reconciliations

## Adjusted EBITDA

(in thousands)

	Three Months Ended June 30,	
	2025	2024
<b>Net loss</b>	\$ (10,115)	\$ (6,888)
Add back:		
Interest expense and other fees	5,156	4,674
Interest income	(26)	(359)
Change in fair value of warrants	(11)	(109)
Provision for income taxes	125	61
Depreciation and amortization on property and equipment and capitalized software	315	263
Provision for impairment of leased assets	270	429
Debt refinancing costs and loss on extinguishment of debt	3,566	—
Stock-based compensation expense	864	1,552
Litigation settlement and other related expenses	178	—
<b>Adjusted EBITDA</b>	<b>\$ 322</b>	<b>\$ (377)</b>