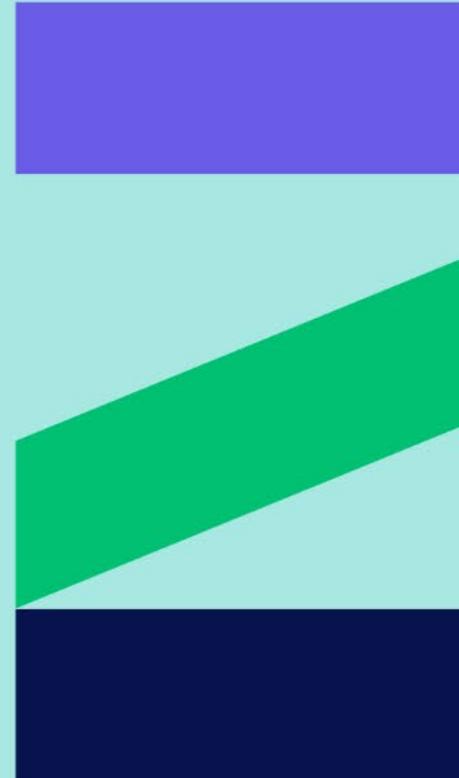# ZeeFi

MARKETING ASSETS AND GUIDELINES FOR EDUCATION PARTNERS

Getting Started

Here you'll find everything you need to make the most of our partnership!

This guideline is designed to help you launch and promote ZeeFi across your different channels, so you can drive more enrolments.

Leverage our tips on how best to use the assets and follow our examples on how to co-brand with ZeeFi.

Spread the good news and promote our partnership to your students!

ZeeFi

Index

ZeeFi

01
ZeeFi Brand

Brandmark and symbol

As our most recognisable brand elements, the ZeeFi brandmark and symbol are an iconic encapsulation of our purpose to seamlessly connect students to education providers.
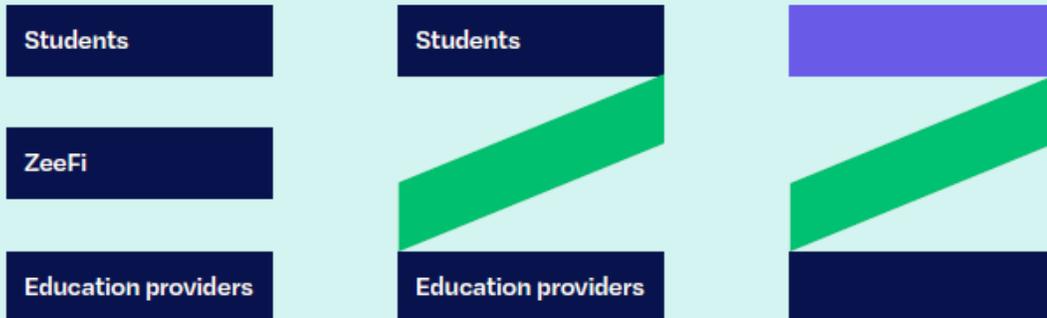
Brandmark
The full colour version of the brandmark is the preferred version and should be used, where possible.

Symbol
The symbol features prominently on communications – separate from the brandmark.

Concept: Connecting students to education providers

Students

ZeeFi

Education providers

Students

Education providers

Brandmark

ZeeFi

Symbol

Download logo

02

ZeeFi on Your Website

ZeeFi

Feature ZeeFi prominently on your website

Your website is one of your most valuable marketing channels. Let customers know that Study Now Pay Later is available as soon as they come to your site by displaying these banners across your website. Use this guide to see where to place them on your website.
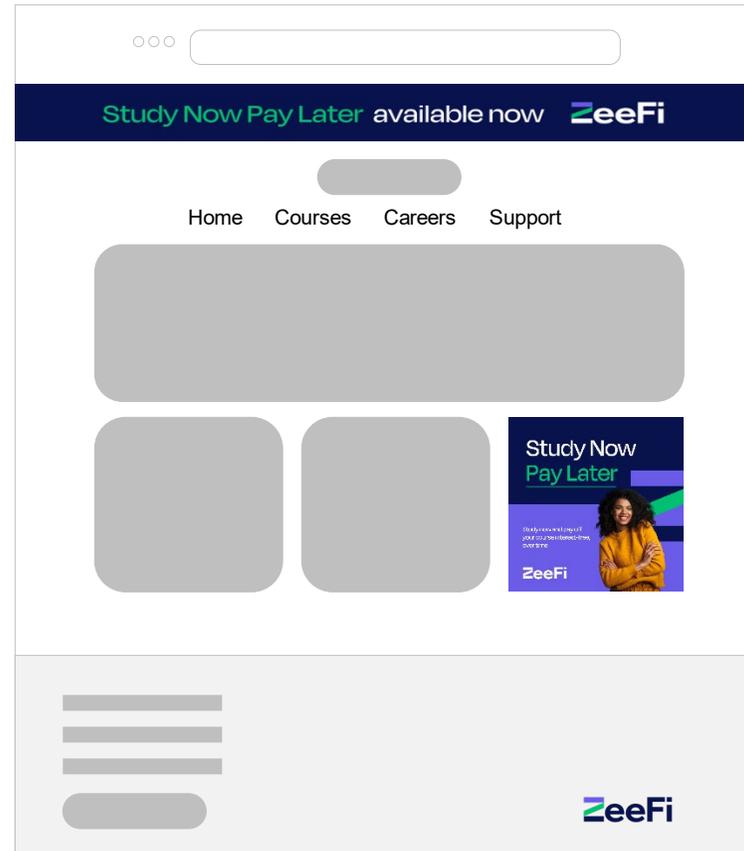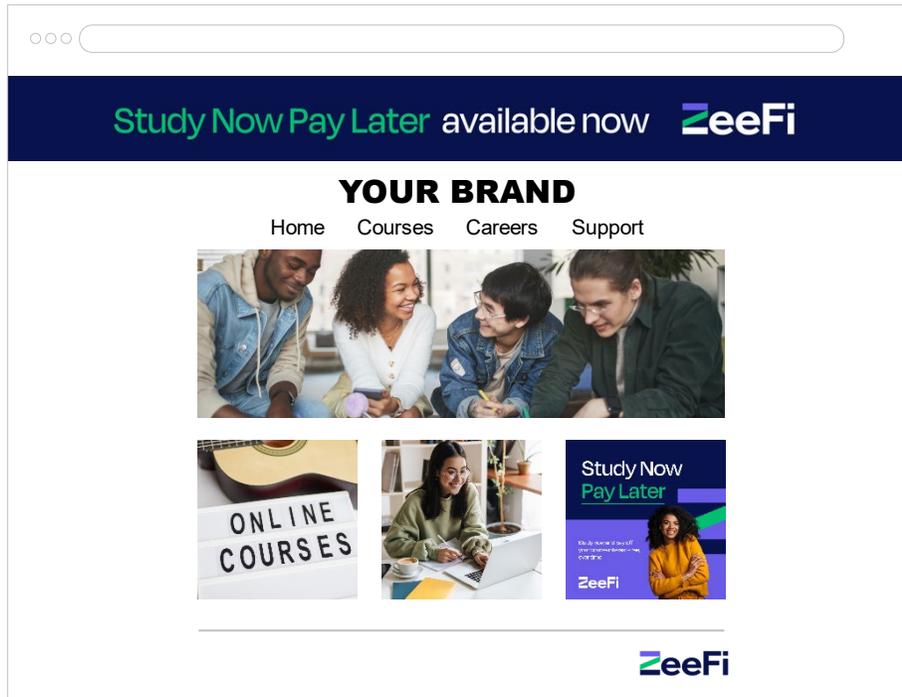
ZeeFi topstrip banner

Your brand image

ZeeFi evergreen banner

ZeeFi logo in footer

Website assets

These ready-made web assets let you call out the fact that you offer ZeeFi payment plans.

ZeeFi topstrip web banner

Study Now Pay Later available now **ZeeFi**

Download

Study Now Pay Later available now **ZeeFi**

Download

ZeeFi evergreen web banner

Study Now
Pay Later

Study now and pay off your course interest-free, over time

ZeeFi

Download

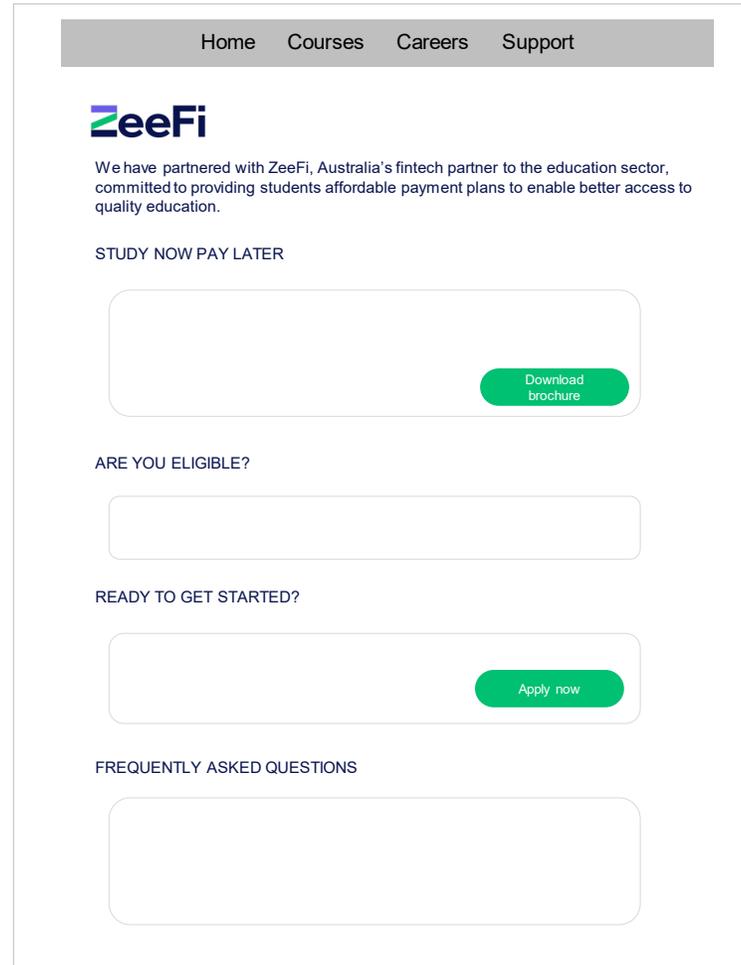## Study Now
Pay Later

- ☑ Study now and pay off your course over time
- ☑ Interest free repayments
- ☑ More course options without worrying about upfront fees
- ☑ Fast approval

ZeeFi

Download

ZeeFi

ZeeFi info page

Create a dedicated ZeeFi information page on your website. It's important to have a good amount of information available. Students will have plenty of questions when learning about payment plans, so the more information you can provide, the more a student can self-service and answer their own questions.

Home   Courses   Careers   Support

ZeeFi

We have partnered with ZeeFi, Australia's fintech partner to the education sector, committed to providing students affordable payment plans to enable better access to quality education.

STUDY NOW PAY LATER

Download brochure

ARE YOU ELIGIBLE?

READY TO GET STARTED?

Apply now

FREQUENTLY ASKED QUESTIONS

→ **ZeeFi introduction**

→ **Product information**

→ **Product brochure download**

→ **Eligibility**

→ **How to apply**

→ **CTA button – Apply now**

→ **ZeeFi FAQs**

ZeeFi info page

1

Introduce ZeeFi

Most students don't know the name *ZeeFi* until they learn about us through their education provider, so take a moment to introduce us. We recommend using language that clearly highlights that ZeeFi is a third party, but one with a strong alliance to the education industry and your institution. For example:

We have partnered with ZeeFi, Australia's fintech partner to the education sector, committed to providing students affordable payment plans to enable better access to quality education.

ZeeFi

ZeeFi info page

2

List products offered and explain them clearly

Although it's helpful to introduce ZeeFi as a brand, be sure to list the specific products you offer to students and explain them clearly. Use our copy to help. For example:

STUDY NOW PAY LATER

Study Now Pay Later removes the financial barrier to enable you to access quality education. Available for courses valued between $500 to $20,000, this flexible, interest-free payment plan allows you to focus on studying first and paying later.

Here's what you get:
- *Stress free funding – You get to study now and pay-off your course with fixed, interest free repayments over time and low monthly fees.*

- *More course options - Choose a course you want without worrying about the financial burden of upfront fees and without having to qualify for government funding.*

- *Fast approval - application process is entirely online and approval can be granted quickly.*

Feel free to add our Study Now Pay Later explainer video or offer our student brochure for download to give students comprehensive information.

Download product copy

Download SNPL brochure

Download Payment Assist flyer

Download Vocational Loans brochure

Download SNPL explainer video

ZeeFi

ZeeFi info page

3

Be upfront about eligibility and the application process

We recommend providing information about eligibility upfront so that students can self-filter. For example:

Who can apply?
- ❑ *Australian Citizen or Permanent Resident*
- ❑ *Employed full-time or part-time for a minimum of six months prior to application*
- ❑ *Can demonstrate a capacity to service the payment plan*
- ❑ *18 years of age or older*

Providing information on the application process can also help students be more prepared. For example:

Step 1: Submit your application
Submitting your application is fast and simple. The application process is entirely online and approval can be granted quickly.

Step 2: Obtain approval
Once approved, ZeeFi will pay us for your study on your behalf

Step 3: Start studying
You'll make payments until the end of the agreed term. You can reduce the term by paying more any time.

What do I need to apply?
- ❑ *Medicare Card*
- ❑ *Passport or Driving Licence*
- ❑ *Employment Details*
- ❑ *Income and Expenses Details*
- ❑ *Bank Details*

ZeeFi

ZeeFi info page

4

Make your call-to-action prominent

We recommend adding the unique application link created specifically for your organisation, that allows your students to apply for ZeeFi's finance solutions.

Apply now

5

Link back to ZeeFi's website for more information

You can add a link to ZeeFi's student product page(s) if you'd like to give your students access to the estimated monthly repayment calculators or answers to FAQs.

Product pages
Study Now Pay Later
Payment Assist
Vocational Loans

ZeeFi info page

6

Customer FAQs

Offering comprehensive information about ZeeFi financing options and how it works also means fewer questions via customer support lines. Here are some top questions that customers ask about ZeeFi.

Is ZeeFi regulated?
Yes, ZeeFi provide regulated consumer credit under an Australian Credit Licence 498589. In doing so, they must comply with the National Consumer Protection Act 2006 (Cth), the National Credit Code and they must meet ASIC's requirements in relation to consumer credit.

How much can I borrow?
Study Now Pay Later is available for courses valued between $500 and $20,000.

How long does it take to process my application?
ZeeFi's application process is entirely online and approval can be granted within a few minutes.

Will ZeeFi run a credit check on me?
Yes, as part of processing your application, ZeeFi will run a credit check to confirm eligibility.

What fees do I need to pay?
You'll pay a minimal monthly account fee. However, an arrears fee is applicable if the account is overdue and a dishonour fee for each dishonoured payment. Please refer to the _Target Market Determination document._

How do repayments work?
Repaying your plan is as easy as setting up a weekly, fortnightly or monthly direct debit. If you miss a direct debit payment, it is important to call ZeeFi ASAP to avoid any further fees.
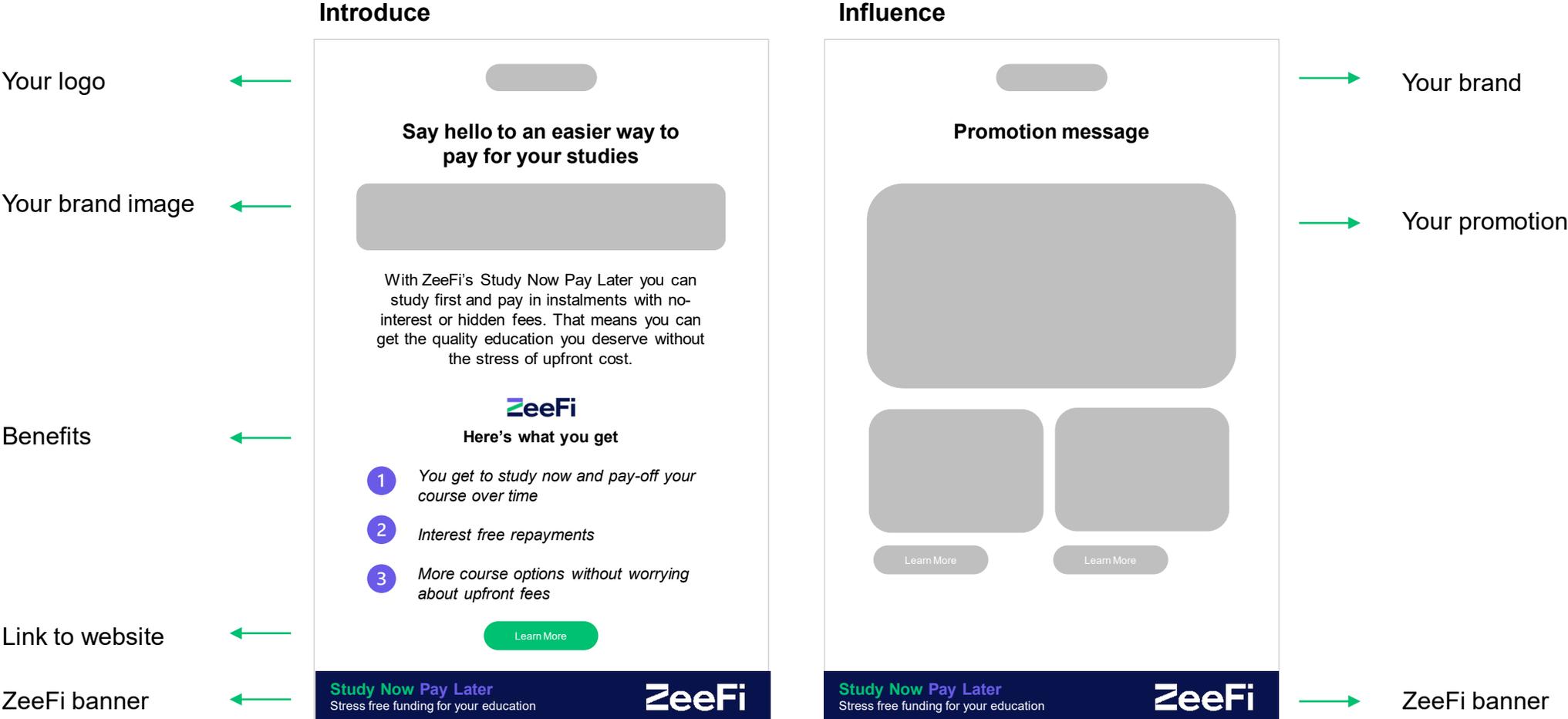
Do I need to be employed?
Yes, you must have an income. It can be part time, full time, casual or self-employed.

ZeeFi

03
Email

ZeeFi

Email

Email is another great way to let customers know you offer ZeeFi's Study Now Pay Later. Make sure you highlight the benefits of being able to study now and pay in interest-free instalments.

Introduce

Say hello to an easier way to pay for your studies

With ZeeFi's Study Now Pay Later you can study first and pay in instalments with no-interest or hidden fees. That means you can get the quality education you deserve without the stress of upfront cost.

ZeeFi
Here's what you get

1 You get to study now and pay-off your course over time

2 Interest free repayments

3 More course options without worrying about upfront fees

Learn More

Study Now Pay Later
Stress free funding for your education
ZeeFi

Influence

Promotion message

Learn More   Learn More

Study Now Pay Later
Stress free funding for your education
ZeeFi

Your logo →
Your brand image →
Benefits →
Link to website →
ZeeFi banner →

Your brand →
Your promotion →
ZeeFi banner →

Email copy

Here is a sample copy you can use in an email.

SUBJECT LINE: *Yay! You can now Study Now Pay Later with <Brand name>.*
HEADLINE: *Say hello to an easier way to pay for your studies.*

COPY: *Dear <Firstname>*
With ZeeFi's Study Now Pay Later you can study first and pay in instalments with no-interest or hidden fees. That means you can get the quality education you deserve without the stress of upfront cost.

SUBHEADING: *Here's what you get*

• *Affordable access - Study now and pay off your course with fixed, interest-free repayments.*

• *More course options - Choose a course you want without worrying about the financial burden of upfront fees and without having to qualify for government funding.*

• *Fast approval - application process is entirely online and approval can be granted quickly.*

BUTTON: *Learn more*

ZeeFi

Email banner

Add a ready-made banner to draw customers/prospects' attention to the fact that they can study now and pay later with you.

Download

Download

04

Social Media

ZeeFi

Social media

Take advantage of your socials to remind students/prospects that you offer ZeeFi. Use these ready-made tiles to capture even more enrolments. Increase awareness by tagging **@zeefi_edufinance**, **#ZeeFi, #StudyNowPayLater** or **#Vocational Loans** so followers can see your posts and stories.

Download SNPL tiles

*Option to insert your logo

Download
Vocational Loans tiles
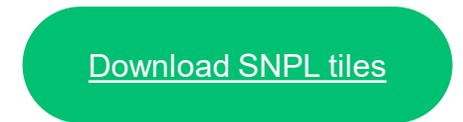
*Option to insert your logo
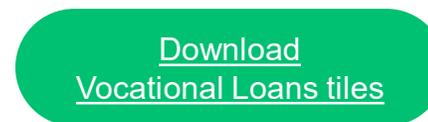
Here to support you

We hope this guide and these assets enable you to seamlessly introduce ZeeFi into your students' experience across your website, email marketing and social channels.

When in doubt, ask!

For any marketing related questions, please reach out to our Marketing Manager at veni.jee@zeefi.io

ZeeFi

Thank you

support@zeefi.io

1800 324 909

ZeeFi