

Solihull, 30 January 2026

**PRESS RELEASE**

## BNP PARIBAS PERSONAL FINANCE

### BECOMES APPLE'S CONSUMER FINANCE PROVIDER IN THE UK

Leading consumer finance provider, [BNP Paribas Personal Finance UK](#), has today announced that it will be providing the new Flexible Finance Account for [Apple](#) customers in the UK at Apple Stores, the Apple Store Online and Apple Store App.

UK-based customers purchasing Apple products will now benefit from greater choice and more flexibility than ever before, with the ability to combine different financing options for multiple products in a single transaction thanks to BNP Paribas Personal Finance UK's unique consumer finance solution — all available through its consumer brand, [Creation](#).

The range of finance options available via the Flexible Finance Account for Apple purchases, includes:

- A credit line customers can use again and again dedicated to purchases across Apple's core products, including iPhone, Mac, iPad, AirPods, Apple Watch, Apple Vision Pro and selected accessories.
- The option to trade in an existing device to reduce the monthly cost of a new device or to pay off an old device credit plan
- A range of highly competitive 0% and interest-bearing offers
- One monthly payment enabling customers to spread the cost of their purchases in a flexible and affordable way

Not only will customers have more finance options to spread the cost of the Apple products they know and love, but they will benefit from BNP Paribas Personal Finance UK's expertise, established over 50 years of supporting customers and partners by providing flexible finance options that give customers the support they need, when they need it.

Stephen Hunt, Chief Executive Officer at BNP Paribas Personal Finance UK, commented: "We are delighted to launch this new programme with Apple, enabling customers across the UK to benefit from a great choice of financing options when purchasing Apple products. We're making this possible by bringing fairness and flexibility to how consumers break down their purchases into affordable instalments both online, and in Apple Stores across the UK."

"The launch of this new partnership with one of the world's most iconic brands is a testament to the teams at BNP Paribas Personal Finance UK and their ability to develop solutions for our partners that really understand the needs of their customers. It demonstrates our agility and innovation in an ever-evolving market to create a customer experience that matches the quality of the products our partners provide."

**ENDS**



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**Notes to editors:**

For BNP Paribas Personal Finance press enquiries, please contact Bronia Hennessy at Leopard Co via email at [bronia@leopardco.com](mailto:bronia@leopardco.com) or Ella Boyce via [EllaB@leopardco.com](mailto:EllaB@leopardco.com)

Interviews with BNP Paribas Personal Finance UK are available upon request.

**About BNP Paribas Personal Finance UK**

BNP Paribas Personal Finance UK creates finance solutions that help customers in three areas of their lives; around the home, with their finances and within Mobility. Working with leading brands and high street names for over 50 years, BNP Paribas Personal Finance UK helps partners to attract customers, build loyalty and increase sales through flexible, responsible and innovative finance solutions including retail finance, personal loans and motor finance. Part of one of the strongest banks in the world, BNP Paribas Personal Finance is a major consumer finance player in France and Europe. <https://www.bnpparibas-pf.co.uk/>

**About Apple**

Apple revolutionised personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch, and Apple TV. Apple's five software platforms — iOS, iPadOS, macOS, watchOS, and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay, and iCloud. Apple's more than 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than we found it.