

26 February 2013

ASX Market Announcements
Australian Securities Exchange Limited
20 Bridge Street
SYDNEY NSW 2000

EMERCHANTS' MARKET UPDATE

- **eMerchants develops and launches new EMV cards**
- **Macquarie Bank programme launched**
- **Salvation Army update**
- **Nimble goes live February 2013**

EMV cards

eMerchants Limited (**eMerchants**) (ASX:EML) is pleased to announce that it has developed and launched its first EMV Visa cards. EMV stands for Europay, Mastercard and Visa and is an open-standard set of specifications for smart card payments and acceptance devices. EMV chip cards contain embedded microprocessors that provide strong transaction security features and other application capabilities not possible with traditional magnetic stripe cards. Our EMV Visa cards enable the reloadable scheme functionality in our e-Expense, e-Community and e-Funds Disbursement solutions.

Macquarie Bank program launched

eMerchants confirms that the e-Expense program under the 3 year partnership agreement it signed with Macquarie Bank Limited (**Macquarie Bank**) late last year, went live in January.

Under the partnership, eMerchants and Macquarie identify opportunities for prepaid card programmes within the Macquarie Bank corporate client portfolio. The prepaid card focus is on petty cash management, corporate expense cards and funds disbursement programme.

Macquarie Bank is part of Macquarie Group Limited, a global provider of banking, financial, advisory, investment and funds management services. Macquarie Group Limited is listed in Australia (ASX:MQG) and is regulated by APRA, the Australian banking regulator, as the owner of Macquarie Bank, an authorised deposit taker.

Salvation Army launch

As announced in November, eMerchants has signed a 3 year agreement with The Salvation Army Australian Southern Territory (**Salvation Army**), under which eMerchants will distribute and process a range of re-loadable prepaid debit card e-Community solutions for the Salvation Army.

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eMerchants has been working closely with the Salvation Army on product and procedural development and it is expected the programme will launch in early April this year. Among the products to launch will be a corporate expense card for employees.

The card programs include solutions for the emergency disbursement of funds on a prepaid card, supporting those having recently experienced a disaster event, and solutions for the disbursement of welfare funds. Internally, The Salvation Army, Australian Southern Territory will use eMerchants' card programs for general corporate expense management and for the management of petty cash.

The Salvation Army is one of the world's largest Christian social welfare organisations with more than 1,650,000 members working in over 124 countries, and has been in Australia for over 130 years. Currently there are more than 8,500 active officers and staff delivering in excess of 1,000 specifically designed social programs across Australia.

Nimble goes live

Under the 3 year agreement eMerchants has with Nimble Australia Pty Ltd (**Nimble**), formerly known as Cash Doctors, eMerchants is pleased to announce that the e-Funds Disbursement program has gone live with Nimble issuing fully re-loadable Visa prepaid debit cards to their current customers.

Nimble is an award winning online consumer lender that offers its customers an innovative, transparent and fast service. As part of its consumer solutions it offers disbursements of loan proceeds onto Visa cards to be issued by eMerchants. The Nimble program will encourage customers to use the card on an ongoing basis.

The program includes features that eMerchants has been developing over recent months, including allowing customers to directly load funds onto their card via their bank account. eMerchants has also built a customisable data suite that allows Nimble to manage their reporting, and management, more efficiently, enabling them to more effectively help their customers.

eMerchants' Managing Director, Mr Tom Cregan, commented "As we have previously indicated to the market, there is a time lag between the signing of materially important programs and the launch of those programs in the market, largely as a result of program customisation and project management. We intend to regularly update the market when significant programs are signed and will provide ongoing updates as to when those programs have launched or are nearing launch."

-ENDS-

About eMerchants Limited

eMerchants is led by Managing Director, Mr Tom Cregan, and is a financial services company that specialises in the pre-paid financial card market. eMerchants is focused on the twin goal of delivering high quality payment systems to its customers and superior returns to its shareholders.