

emerchants

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

EMERCHANTS SIGNS AGREEMENT WITH CORPORATE BOOKMAKER

Emerchants Limited (emerchants) (**ASX: EML**) is pleased to announce that it has signed an agreement with corporate bookmaker, BetEasy Pty Ltd (BetEasy) to provide their customers with reloadable cards. These cards will be rolled out in the second half of the year, pending approval from emerchants' sponsoring Authorised Deposit-Taking Institution (ADI).

Launched in March 2014, BetEasy is licensed by the Northern Territory government, and has the intention of becoming a dominant player in the Australian wagering market.

"We are very pleased to announce this agreement with BetEasy. Although it is a new name and brand, the company and its management team have an impressive track record and BetEasy is well-positioned to become a leader in the Australian wagering market," said Mr Tom Cregan, Managing Director of emerchants Limited.

Following the launch in March, BetEasy acquired the business and assets of another corporate bookmaker, Betezy. Through Betezy, BetEasy boasts 107,000 registered customers and a historical unaudited turnover for calendar year 2013 of in excess of \$250 million. In addition, the management team lead by CEO, Matt Tripp and Chairman, Grant Griffiths, and the founding shareholders have been involved with some of Australia's largest corporate bookmakers, including Sportingbet and Sportsbet.

"We look forward to working together with BetEasy and its high caliber management team. The CEO and the directors are all considered leaders within the betting industry", said Mr Cregan.

The new BetEasy brand and online wagering interfaces are due to launch in July 2014, and will entirely supersede the existing Betezy interfaces and brand.

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ABOUT EMERCHANTS

emerchants is a payments solutions provider of prepaid financial card products and services in Australia. By using their proprietary Secure Account Management (SAM) system, the Company provides its clients with innovative financial service payment solutions for reloadable and non-reloadable prepaid card programs. emerchants are able to adapt to meet the expense management and funds disbursement needs of any organisation. Their corporate expense, petty cash, per diem, social payments and staff rewards programs are easy to implement and reduce administration burden and costs. emerchants is focused on the twin goal of delivering high quality payment systems to its customers and superior returns to its shareholders. For more information please visit: www.emerchants.com.au

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