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

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## EMERCHANTS BRINGS BETSTAR AND BOOKMAKER CARDS TO LIFE

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**Emerchants Limited (ASX: EML) (Emerchants)** is pleased to announce the expansion of its Winnings Card solution for Ladbrokes Digital Australia Pty Ltd (**Ladbrokes**).

After a highly successful launch in March this year of the Ladbrokes Card, Ladbrokes.com.au has now expanded the activation of its Winning Card solution to include the other two brands in the group, Bookmaker and Betstar.

Through the activation of the Winnings Card solution and integration of the Emerchants proprietary platform with the Ladbrokes, Bookmaker and Betstar websites, all three brands are now able to interact simply and easily and provide customers with access to their winnings through pre-paid cards. This means that customers will be able to collect their winnings instantly from any ATM or use at point of sale.

With Ladbrokes' remarkable success of using the Winnings Card as a key differentiator in the highly competitive Australian Corporate Bookmaking market, this expansion to its other brands was seen as a natural evolution and logical next step.

In commenting on this expansion, Paul Cherry, Chief Operations Officer of Ladbrokes Digital Australia Pty Ltd, said:

“With a high level of competition in the Australian Corporate Bookmaking market, our goal was to grow our brand and provide a unique customer service experience. We are now looking to provide the same service to our customers who interact with us through our other brands, Betstar and Bookmaker.

“We have many customers who have chosen to remain loyal to the Bookmaker and Betstar brands and wanted to provide them with the same opportunity to access their winnings as soon as they are available that our Ladbrokes customers have enjoyed.”

In commenting on Emerchants branded card solutions, Mr Tom Cregan, Managing Director of Emerchants, said:

Head Office| Level 2, 26 Commercial Road, Newstead, QLD 4006  
Postal| Locked Bag 5, Fortitude Valley, BC, QLD 4006| Phone 07 3607 0100| Free Phone 1300 739 889

**Emerchants Limited ACN | 104 757 904**

[www.emerchants.com.au](http://www.emerchants.com.au)

# emERCHANTS

“We have always viewed the Winnings Cards solution as a unique and successful way for Bookmakers to provide a better experience for their customers. The fact that Ladbrokes has embraced this and has now expanded it to all their brands reaffirms this belief.”

“The Emerchants platform is perfectly designed to enable these types of solutions. By providing instant access to funds it allows for an organisation to develop a better customer engagement and interaction strategy by being able to provide the tools to integrate in a seamless manner.”

This expansion of the Ladbrokes program to all three brands, combined with the imminent launch of a Winning Card solution for a second organisation, reinforces Emerchants ability to create easy to use payment systems that offer control and flexibility for an organisation.

## 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](http://www.emerchants.com.au)

## ABOUT LADBROKES DIGITAL AUSTRALIA PTY LTD

Ladbrokes Digital Australia Pty Ltd is the local operation of Ladbrokes plc, a leader in the global betting and gaming market. Ladbrokes plc, the origins of which date back to 1886 in England, employs over 15,000 people across the UK, Ireland, Belgium, Spain & Australia. It has over 2,800 retail-betting shops and 13 tailored websites in nine different languages. Ladbrokes.com.au is managed from Australia, with offices in Sydney, Melbourne & Brisbane. The website and software have been specifically developed for Australia, one of the most sophisticated wagering markets in the world. For more information please visit: [www.ladbrokes.com.au](http://www.ladbrokes.com.au)

**For further information please contact:**

**Rod North**, Managing Director

**Bourse Communications Pty Ltd**

T: (03) 9510 8309, M: 0408 670 706

E: [rod@boursecommunications.com.au](mailto:rod@boursecommunications.com.au)

Head Office| Level 2, 26 Commercial Road, Newstead, QLD 4006  
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