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

EMERCHANTS TO LAUNCH NEW CASH LOAD SYSTEM EACHWAY® WITH LADBROKES

Emerchants Limited (**ASX: EML**) is pleased to announce that it has entered into a multi-year agreement with online corporate bookmaker, Ladbrokes Digital Australia Pty Ltd (**Ladbrokes**), to offer their customers Emerchants new cash load system EachWay® as an alternative and simple and fast way of loading cash onto their Ladbrokes account.

EachWay® is a cash load network which sees Emerchants utilise existing API connectivity it has with Ladbrokes (and other customers) to facilitate the loading of cash into an account through a variety of national retail stores. Users of EachWay® will be issued a card and can then scan their card at a participating store, select a cash denomination to load and pay for the transaction. Once done a credit instruction is sent by Emerchants directly to Ladbrokes platform. The transaction occurs in real time and permits customers to use the funds loaded onto their account straight away.

The EachWay® network coupled with the Ladbrokes Winnings Card solution will provide Ladbrokes customers greater flexibility in loading their accounts and accessing their winnings and does so in real time and assists Ladbrokes in competing directly with bricks and mortar gambling establishments.

In commenting on EachWay®, Mr Tom Cregan, Managing Director of Emerchants said:

“When Emerchants entered the gambling segment with Ladbrokes we wanted to solve two distinct challenges, the first being the ability for customers to gain immediate access to their winnings and the second was the ability to place cash onto their accounts and be able to generate betting revenues. EachWay® is the second part of that challenge and whilst we can’t predict consumer adoption until the solution has been in market for some time, we’re confident, based on experience in other markets, that it will grow to provide a meaningful financial contribution to Emerchants.”

“We’d also like to thank Ladbrokes for being the first mover and we look forward to launching EachWay® in the near future.”

Head Office| Level 2, 26 Commercial Road, Newstead, QLD 4006
Phone 07 3607 0100| Free Phone 1300 739 889
Emerchants Limited ACN | 104 757 904

www.emerchants.com.au

emerchants

Emerchants has invested a significant amount of internal resources in designing and developing the EachWay® program and have filed a provisional patent application. Emerchants also notes that it sees EachWay® as a revenue contributor for the company in industries other than gambling where cash payments may be preferred. However, to date the company's sales focus has been in the gambling industry and as such it is unlikely that any non-gambling programs of the EachWay® network will be launched before the end of the current financial year or early in the following financial year.

ABOUT EMERCHANTS

Emerchants is a payments solutions provider of prepaid financial card products and services in Australia. By using their proprietary payments software and processing platform, the Company provides its clients with innovative financial service payment solutions for reloadable and non-reloadable prepaid card programs, in Australia and in the United Kingdom and Europe through its wholly owned subsidiary, Store Financial Europe. Emerchants has offices in Brisbane, Australia and Birmingham, United Kingdom.

For more information please visit: 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 and 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

For further information please contact:

Tom Cregan, Managing Director

Emerchants Limited

M: 0488 041 910

E: tcregan@emerchants.com.au

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