



9 November 2015

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

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## EMERCHANTS EUROPE SIGNS CONTRACT WITH LEADING PHONE RECOMMERCE COMPANY REDEEM

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Emerchants Limited (**ASX: EML**) is pleased to announce that its wholly-owned subsidiary Store Financial Services UK Limited (trading as Emerchants Europe) has signed a contract with Redeem, a leading mobile phone recommerce and recycling company in Europe, to provide limited network, private label pre-paid cards.

Redeem is launching a new service in the UK to support the development of one of its latest trade-in promotions. The new service allows customers to trade-in their phones for an instant reward card to offset the cost of their new device. The value of the customers traded in phone is loaded onto a private label card, which features the partner's brand and is restricted solely to their stores.

The cards, which are issued by Store Financial and work on the MasterCard™ network, have a maximum load value of £500 and a 12 month expiry. The cards will be launched in stores during November.

Tom Cregan, Managing Director and Chief Executive Officer at Emerchants said: "We're really pleased to be working with Redeem on this new scheme. Our previous experience in the mobile phone recycling sector has enabled us to work quickly to launch this programme within a tight timeframe. With the continued consumer desire to upgrade their mobile devices, we expect this programme to perform extremely well for all parties."

### ABOUT EMERCHANTS

Store Financial Services UK Limited is a wholly owned subsidiary of Emerchants Limited (ASX: EML) also trading as Emerchants Europe and is a payment solutions company and card processor in the financial services industry. Emerchants Europe provides its clients with innovative pre-paid card solutions for reloadable and non-reloadable prepaid MasterCard programs. The vision of Emerchants is to transform the commercial payment solutions landscape by inspiring companies to demand

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

# emerchants

more control, more transparency and more flexibility over their money, and to deliver stakeholders sustainable financial success.

For more information please visit: [www.emerchants.com.au](http://www.emerchants.com.au)

## For further information please contact:

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## ABOUT REDEEM

Redeem has over fifteen years of industry experience in recommerce, recycling and trade-in services. It is a global leader in the provision of recommerce and recycling solutions for hand-held technology, operating in 26 countries. Redeem has paid customers over £300 million through its market leading consumer brand, Envirofone, and partnerships with major European mobile network operators. For more information, visit [www.redeem.co.uk](http://www.redeem.co.uk)

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