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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 bet365

Emerchants Limited (**ASX: EML**) is pleased to announce that it has entered into a multi-year agreement with online corporate bookmaker, Hillside (Australia New Media) Pty Ltd (**bet365**), to offer their customers Emerchants new cash load system EachWay® as a simple and fast way of loading cash onto their bet365 account.

EachWay® is a cash load network which sees Emerchants utilise existing API connectivity it has with bet365 (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 participating stores, load a denomination and pay for the transaction. Once done a credit instruction is sent by Emerchants directly to bet365 platform. The transaction occurs in real time and permits customers to use the funds loaded onto their account straight away. We expect to launch the EachWay product through leading retailers in Q3 FY16.

The EachWay® network coupled with the bet365 Winnings Card solution will provide bet365 customers greater flexibility in loading their accounts and accessing their winnings and does so in real time and assists bet365 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 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.”

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®

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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 BET365

bet365 is also one of the world's leading online gambling companies, the group employees over 3,000 people, and has over 21 million customers worldwide. In Australia, bet365 offers wagering on sports and racing to Australian customers, and is regulated and licensed by the Northern Territory Government. bet365 is the trading name for Hillside (Australia New Media) Pty Ltd.

For more information please visit: www.bet365.com.au

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