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

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## WILLIAM HILL LAUNCHES EMERCHANTS EACHWAY® CARD

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Emerchants Limited (ASX: EML) (Emerchants) is pleased to announce that corporate bookmaker, William Hill Australia Wagering Pty Ltd (William Hill), has officially launched Emerchants convenient betting account top-up card, EachWay®, which is now live.

The William Hill reloadable winnings card solution, coupled with the EachWay® network, will provide William Hill customers greater flexibility in loading their accounts and accessing their winnings from one card.

William Hill customers will now be able to present their branded EachWay® card to one of the participating retailers across Australia, to top up their sports betting account via cash, credit card or eftpos card directly into their online sports betting account, which is credited in real time so that the cardholder can immediately access their funds.

Commenting on the Company's partnership with William Hill and the launch of its EachWay® card, Managing Director of Emerchants, Tom Cregan, said:

"We are excited that William Hill elected to take a lead position in the market with a payments card that also incorporates the cash load functionality we have been developing.

"We believe Emerchants EachWay® technology brings unrivalled convenience to William Hill customers and is a testament to the constant innovation taking place in this industry.

"We look forward to working closely together with the William Hill team. The CEO and the Directors are all proven leaders within the betting industry."

Commenting on the benefits of the EachWay® card for William Hill customers, Media & Communications Manager of William Hill, James Burroughs, said:

"William Hill is constantly looking to evolve our product offering in order to give our customers the best experience possible.

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# emERCHANTS

"With the EachWay® deposit functionality now available via the William Hill Card, William Hill customers can not only get instant access to their winnings but they can deposit directly into their accounts making their experience even faster and easier."

EmERCHANTS signed an agreement with William Hill, which was announced on the ASX on 24 December 2015, to develop and implement a first of its kind All-In-One reloadable winnings card featuring the EmERCHANTS EachWay® cash load technology.

William Hill is the first of EmERCHANTS clients to launch with EachWay®. Further EmERCHANTS clients will launch EachWay® in the near future.

## ABOUT WILLIAM HILL

William Hill, The Home of Betting, is one of the world's leading betting and gaming companies, employing more than 16,000 people worldwide. Founded in 1934 in the UK it provides betting opportunities on a wide range of sporting events and entertainment. William Hill PLC is listed on the London Stock Exchange. The Australian business, William Hill Australia Wagering Pty Ltd, is regulated and licensed by the Northern Territory Government.

## ABOUT EACHWAY®

EachWay® is the fastest and easiest way to top up an account, such as a gaming account, on the go. Top ups are instant; there is no secondary activation process. Customers will be directed into participating retailers via the EachWay® store locator. Over time EachWay® will be used to support other types of cash collection including deposits and paying off loans. EachWay® is now live and will be supported by 4,500 participating retailers across Australia over the coming months.

## 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. EmERCHANTS payment solutions and products are active in Australia, the United Kingdom and Europe, and the United States of America and Canada through its wholly owned subsidiary, Store Financial Europe, and recent acquisition of Store Financial Services, LLC. EmERCHANTS now has offices in Brisbane, Australia; Birmingham, United Kingdom; and Kansas City, Kansas, USA.

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

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