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ASX Market Announcements
Australian Securities Exchange Limited
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EMERCHANTS SIGNS MULTI-YEAR CONTRACT WITH LADBROKES Digital Australia

Emerchants Limited (**emerchants**) (ASX: EML) is pleased to provide more detail on the significance of the announcement made on 29 January that it had signed a multi-year agreement with one of the world's leading corporate bookmakers, Ladbrokes.com.au to provide their customers with a personalised Ladbrokes EFTPOS card.

An industry-first, the Ladbrokes Card issued by emerchants, enables fast customer payouts with users being able to collect their winnings straight away from any ATM or use at point of sale.

"To sign a multi-year deal with Australia's fastest growing corporate bookmaker is a milestone achievement for emerchants. This agreement is not only a testament to the quality of our products, but to all the hard work put into developing our innovative payment solutions," said Mr Tom Cregan, Managing Director of emerchants Limited.

Ladbrokes Digital Australia's General Manager of Marketing and Communications, Mr James Burnett said:

"Ladbrokes believe the card is the biggest game changer in the industry since mobile betting."

The Ladbrokes card, will be backed by a multi-million dollar marketing campaign across TV, print and digital. The solution will also involve integrating the emerchants prepaid platform into the Ladbrokes website to provide a seamless experience for their customers.

"At emerchants our aim has been to create a payment system that is easy to use and offers more control and flexibility to both Ladbrokes and its customers. To be able to partner with Ladbrokes.com.au in a way that dramatically increases their ability to service their customers through instant access to their winnings reflects our innovative approach to business," said Mr Cregan.

The new card will be available from today by signing up at www.ladbrokes.com.au.

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

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

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