

24 December 2015

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

EMERCHANTS SIGNS AGREEMENT WITH WILLIAM HILL

Emerchants Limited (**ASX: EML**) is pleased to announce that it has signed an agreement with corporate bookmaker, William Hill Australia Wagering Pty Ltd (**William Hill**), to provide their customers with a first of its kind All-In-One reloadable winnings card featuring the Emerchants EachWay® cash load technology.

EachWay® is a cash load network which sees Emerchants utilise existing API connectivity it has with William Hill (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 the William Hill 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 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 the one card. It does so in real time and assists William Hill in competing directly with bricks and mortar gambling establishments.

It is planned that the cards will be rolled out in the first half of 2016, pending approval from Emerchants' sponsoring Authorised Deposit-Taking Institution (ADI).

Mr Tom Cregan, Managing Director of Emerchants Limited said:

"We are excited that William Hill have elected to lead the market with a payments card that also incorporates the cash load functionality we have been developing and will launch in 2016. We believe it brings unrivalled convenience to their 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."

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 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 Services UK Limited (trading as Emerchants Europe). Emerchants has offices in Brisbane, Australia and Birmingham, United Kingdom.

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

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