

BPS TECHNOLOGY AND ALIPAY SIGN MARKETING AGREEMENT

BPS Technology Limited (“BPS” or “The Company”) today announced that its subsidiary, **BPS Financial Limited**, has signed a Marketing Cooperation Agreement (“Agreement”) with **Alipay™**, the world's largest third-party mobile and online payment platform operated by Ant Financial Services Group, a related company of Alibaba. Alipay has a 54% share of China's US\$5.5 trillion mobile payment market, by far the largest in the world.

BPS is a leading provider of transactional platforms which enable businesses to attract customers across multiple sales channels.

As a key partner of Alipay, BPS will deploy Alipay as a payment method throughout its network of 36,000 merchants via Bartercard™ and Entertainment Book™/ Frequent Values™.

Under the terms of the Agreement, participating merchants will gain access to Alipay's payment platforms whereby an Alipay user can pay for goods or services using the Alipay ‘app’ on their mobile phone. Chinese tourists spent AUD\$8.9 billion in Australia last year.

The Agreement enables BPS to market its merchants to Alipay's 520m users via Alipay's discover platform, an area in the Alipay app where Chinese consumers can search for merchant offers.

“We also intend to offer an attractive Frequent Values style deal to inbound Chinese tourists who book via Alibaba's Fliggy™ platform and these tourists will be able to pay at our BPS merchants using Alipay,” said Trevor Dietz, CEO of BPS. Almost one third of all Chinese tourists travelling to Australia book using Alibaba's Fliggy platform.

[Alipay in Australia – 4 minute video](#)

“For our existing and future merchants Alipay offers the potential to capture the business that walks past their doors every day, simply because Chinese tourists in Australia have no easy way of engaging with local retailers,” Mr Dietz said. “The service will be supported with a merchants’ portal branded ‘China in a Box’ that will empower the merchant with relevant translation and training tools, consumer analytics, concierge and merchant acquisition services.

“This is a truly ground breaking announcement for Alipay and BPS in Australia. Alipay's objective is to make it easy for Chinese consumers to pay for services using Alipay in Australia. This enables that objective, but further it utilizes many of the Alipay capabilities to enable BPS merchants to communicate with Chinese consumers before, during and after travelling to Australia. The China in a Box concept is compelling for merchants who want to be able to communicate more effectively with Chinese consumers, at the same time it supports the Chinese consumer in ways not seen in Australia to date” said George Lawson, Head of Alipay Australia & New Zealand.

“The Agreement is another important step both in our ongoing program of controlled investment in software development and new transaction-based consumer offers that can be deployed digitally and from which revenues can be generated,” said Mr Deitz.

“BPS is proud to be a key partner in the roll-out of these new payment technologies as Alipay will play an increasingly important part in commerce and payment across Australia in FY18 and beyond.



Initially, BPS will ensure that its merchants on the Gold Coast are Alipay-enabled. It is expected that 150 Gold Coast merchants will have Alipay access over the next quarter, and a subsequent 1,200 merchants on the Coast, Melbourne and Sydney this financial year. On every transaction, BPS will receive both a transaction fee and a marketing fee for introducing the Chinese consumer to the merchant.

“We are grateful to the City of Gold Coast authorities for rolling out public wi-fi on the Coast. This will greatly assist Chinese tourists to access, online, the goods, services and entertainment they require. Gold Coast Tourism and local airports have also supported the Alipay rollout.”

Mr Dietz says, BPS will continue to invest in payments technology in a controlled manner. The Company expects total funds invested in technology as a percentage of revenue over the next two years to average around 3 - 4%.

“With a total asset base of 36,000 SMEs, 20,000 NFPs, 1.5 million fee-earning householders and a reach of 3.5 million individuals, the opportunity for BPS to increase and/or drive new revenue streams from predictive buying and selling patterns is truly exciting.

“Our corporate goal is to Create Value in Every Transaction and this Agreement is a textbook example of a ‘Win-Win-Win-Win’ outcome - a win for the consumer, a win for the merchant and a win for both BPS and Alipay as the companies providing the platform service,” Mr Dietz added.

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About BPS Technology Limited (BPS): BPS is a leading provider of transactional platforms and management systems which enable businesses to attract customers across multiple sales channels. These platforms currently serve 36,000 merchants and 1.5m customers through a network of ~ 20,000 Not-For-Profit organisations, giving BPS a reach of 3.5m consumers. BPS earns revenues on transactions over the platforms via its subsidiaries Bartercard, Entertainment and bucqi.

About Bartercard: Bartercard operates the world’s largest retail trade exchange for over 26 years. It allows small to medium businesses to conduct transactions without the use of cash. There are 50,000+ card-holders in 10 countries and 74 offices currently. Bartercard transactions can be conducted online, via its mobile app or across more than 7,000 bank EFTPOS terminals.

About Entertainment: Entertainment Publications is a business-to-consumer (B2C) deals platform with an established model proven over 22 years of profitable operations. Through 21 offices Entertainment provides restaurant, accommodation and activity guides with special offers from more than 12,000 businesses to consumers in Australia and New Zealand.

About Bucqi: bucqi is a disruptive mobile payments and rewards app based around a loyalty platform designed for businesses to attract consumers. It allows consumers to earn and redeem great rewards called “bucqs” via a wide range of participating merchants. The payments platform has been three years in the making and has a number of patents pending. It has been launched in Queensland Australia and Wellington in New Zealand.