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INCENTIAPAY LIMITED EXECUTES ALIPAY MARKETING AGREEMENT WITH SMARTPAY

- IncentiaPay increases exposure to Alipay's 13 Billion Chinese retail spend in Australia and New Zealand
- Partnership exploits both Entertainment Book and Bartercard Merchants discount networks
- IncentiaPay and Smartpay earn marketing and transaction revenue on all transactions

IncentiaPay Limited, ("**IncentiaPay**" or the "**Company**") today announced that it has signed a Marketing Agreement ("**Agreement**") with Smartpay Holdings Limited ("**Smartpay**"), Australia and New Zealand's largest independent full service EFTPOS provider.

IncentiaPay and Smartpay are both strategic partners of Alipay, the world's leading mobile and online payment platform, with 520¹ million active users in China.

Under the terms of the agreement IncentiaPay will leverage its 32,000 merchants across the Entertainment Book and subsidiary platforms and Smartpay will offer to their complementary network of 25,000 merchants in Australia and New Zealand the opportunity to promote goods and services to Alipay users planning to visit Australia and New Zealand.

Chinese tourist spending is estimated to reach \$13 billion² in Australia and New Zealand in 2018.

Chinese Alipay users will download offers, make bookings and transact before, during and after their stay in Australia and New Zealand. IncentiaPay and Smartpay will earn revenue on all transaction types including discounts, coupons and ecommerce transactions. This revenue will be made up of a combination of transaction fees and marketing fees negotiated prior with Entertainment merchants.

Iain Dunstan, CEO and Managing Director of IncentiaPay, said: "Our marketing agreement with Smartpay is aligned with our strategy of focusing on our core, growth businesses, leveraging our Entertainment Book network."

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1 www.alipay.com

2 Extrapolated from Tourism Forecasts 2017, Tourism Research Australia, Canberra and International Visitor Survey: IVS pivot table June 2017, Ministry of Business – NZ, Innovation and Employment.