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MSL Signs 5-Year UK POS Agreement with ASM Global

Highlights

- MSL signs 5-year point-of-sale (POS) agreement covering 22 large event venues in the UK operated by ASM Global, including arenas and racecourses in Manchester, Leeds and Newcastle
- Agreement broadens MSL's existing relationships with international venue operator ASM Global, which already sees MSL provide solutions to several of ASM's entertainment and convention centres across Asia Pacific, within ASM's broader network of over 300 venues across five continents
- Contract generates majority upfront software, hardware and services revenue along with support services revenue over the initial 5-year term, with total contract value of £1.96 million (~AUD\$3.5 million). The deal will increase MSL's recurring revenue by £188k annually (~AUD\$335k) for the 5-year term.

Sports, leisure and hospitality SaaS technology provider MSL Solutions Limited (ASX: MSL, "MSL" or "the Company") is pleased to advise that the Company has signed a multi-year contract with leading global venue and event management company, ASM Global, to provide mobile point-of-sale (POS) solutions to 22 ASM venues across the United Kingdom.

The contract, signed through the Company's UK operation, MSL Verteda Ltd, will see ASM Global install over 900 terminals operating Kappture POS software, extending ASM's POS capabilities through mobile devices and mobile apps across their UK arena and racecourse portfolio. The platform will enhance guest engagement at ASM venues and deliver a superior experience for guests, event staff and venue managers.

The deployment will see some of the UK's most iconic sports, leisure and entertainment venues convert across to MSL and Kappture's stadium-specific POS solution, including:

- The 21,000-seat AO Arena in Manchester
- The 13,000-seat First Direct Arena in Leeds
- The 11,000-seat Utilita Arena in Newcastle
- The P&J Live Arena in Aberdeen, Scotland's largest entertainment venue
- The York Racecourse, an iconic horse racing venue in North Yorkshire

The contract will see MSL earn a combination of upfront software, hardware and services revenue plus annual support revenue over the initial 5-year term, with total contract value of £1.96 million (~AUD\$3.5 million).

The contract builds upon MSL's existing relationships with ASM Global, Australia's largest venue operator, which in September 2020 saw the parties agree to a 5-year POS agreement covering RAC Arena in Perth, Australia.

ASM Global, which is headquartered in Los Angeles, operates a diversified portfolio of more than 300 facilities across five continents, including arenas, stadiums, convention and exhibition centres, performing arts centres, theatres and other venues. The company also has corporate offices in London, Brisbane, Manchester and Sao Paulo.

MSL Solutions CEO, Pat Howard, said:

"We are delighted to have been selected by ASM Global through a competitive tender process to modernise their UK venue portfolio's point of sale solutions. We view this contract win as strategically, operationally and financially significant for MSL, and specifically for the re-emergence of the UK business. We are excited to deepen our existing relationships with ASM Global where we now have touchpoints across Europe and Asia Pacific.

"Kappture is a thoroughly modern and proven POS and mobile payments solution. It is ideally suited to power UK venues as the nation emerges from COVID-19 and guests return with high expectations of safety, convenience and seamless user experience. Combining this offering with MSL's full suite of guest engagement solutions makes us uniquely capable to add value to venue operators."

Approved for distribution by the Board of Directors of MSL Solutions Limited

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About MSL Solutions Limited

MSL Solutions Limited (ASX: MSL) is a leading SaaS technology provider to the sports, leisure and hospitality sectors. We help some of the world's most iconic venues around the world - stadiums & arenas, pubs & member clubs, sporting associations, golf federations and more – to deliver outstanding customer experiences during every engagement.

MSL develops and delivers fully integrated and modular systems that connect customers to venues through mobile and contactless entry, ordering and payment solutions. We seamlessly connect front-of-house to back-office, offering an end-to-end guest engagement platform which provides actionable insights on key success metrics to venues of all sizes.

MSL Solutions has over 5,000 customers with offices in Australia, UK and Denmark. To discover more about MSL, please visit www.mslsolutions.com.