

## **99 Loyalty Technology Granted Aggregated Payment Qualification**

99 Loyalty Limited (ASX:99L) (**99 Loyalty Technology** or the **Company**) is pleased to announce that its affiliated company Shanghai Handpal Information Technology Services Co., Ltd., has completed all regulatory requirements and officially obtained an Aggregated Payment Qualification (**APQ**) (see Appendix 1) granted by the Payment & Clearing Association of China<sup>1</sup>. As at the date of the APQ being granted, there are only 170 enterprises in China that meet the qualification of an aggregated payment technology service.

The granting of the APQ showcases 99 Loyalty Technology's financial and technological service capability, reliability and data security integrity which has been built and demonstrated during its interaction with the complex demands of major financial institutions and government regulators. 99 Loyalty Technology continues to build on its outstanding track record in financial services technology, research & development and payment solutions.

A number a requisite regulatory and compliance conditions were required in order for this Qualification to be granted. Significant qualification criteria were required to obtain the Certification III of Information Security Protection, which represents the highest standard of information security management ability in China.

The process of satisfying all of the necessary regulatory and compliance obligations which resulted in 99 Loyalty Technology being granted the APL took approximately 14 months to complete.

### **99 Loyalty Technology Chief Executive Officer, Henry Chen, commented:**

*"99 Loyalty Technology is excited to make use of the additional capability that the APQ brings to our already industry leading suite of loyalty technology services. We are actively discussing with our enterprise clients how to further improve their businesses through the use of new technology and the introduction of solutions that are available under our new aggregated payment license. This APQ will allow 99 Loyalty Technology to break into the upstream and downstream opportunities in the value chain and consolidate our central and leading position in the industry.*

*Importantly this Qualification allows 99 Loyalty Technology to pursue opportunities for the circulation and promotion of digital currency solutions in China with the view that digital currency payments will be an increasingly important and dominant payment channel in the future."*

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<sup>1</sup> Source: Payment & Clearing Association of China, is a self-regulatory organization of China payment and settlement service industry. The Association was founded on 2011 and subjected to the supervision and management of the people's Bank of China

After the granting of the APQ, 99 Loyalty Technology will now have an expanded suite of services to apply with our enterprise clients including helping them to integrate more payment gateways, enrich payment methods, enhance their user payment experience and of course, increase user loyalty. 99 Loyalty Technology will be able to assist our enterprise clients to solve the persistent problem of repeated reconciliations across different payment channels.

### **Aggregated Payment Qualification<sup>2</sup>**

Aggregated payment: also known as integrated payment, refers to payment services which are engaged in payment, settlement and clearance services.

Whilst relying on the payment channels and clearing and settling capabilities of banks, non-bank institutions or clearing organisations, the Company's own Aggregated Payment Qualification can provide our enterprise clients with an integrated payment channel, collective reconciliation, error handling, financial service guidance, member account servicing, operation process software servicing, and operation and maintenance services.

The APQ service platform, including terminal provision and maintenance, can reduce the cost and expenditure faced by enterprise clients when accessing and maintaining payment and settlement services, improve the operation efficiency of merchant payment and settlement systems, and collection payment services with value-added income.

**-ENDS-**

Released with authority of the board.

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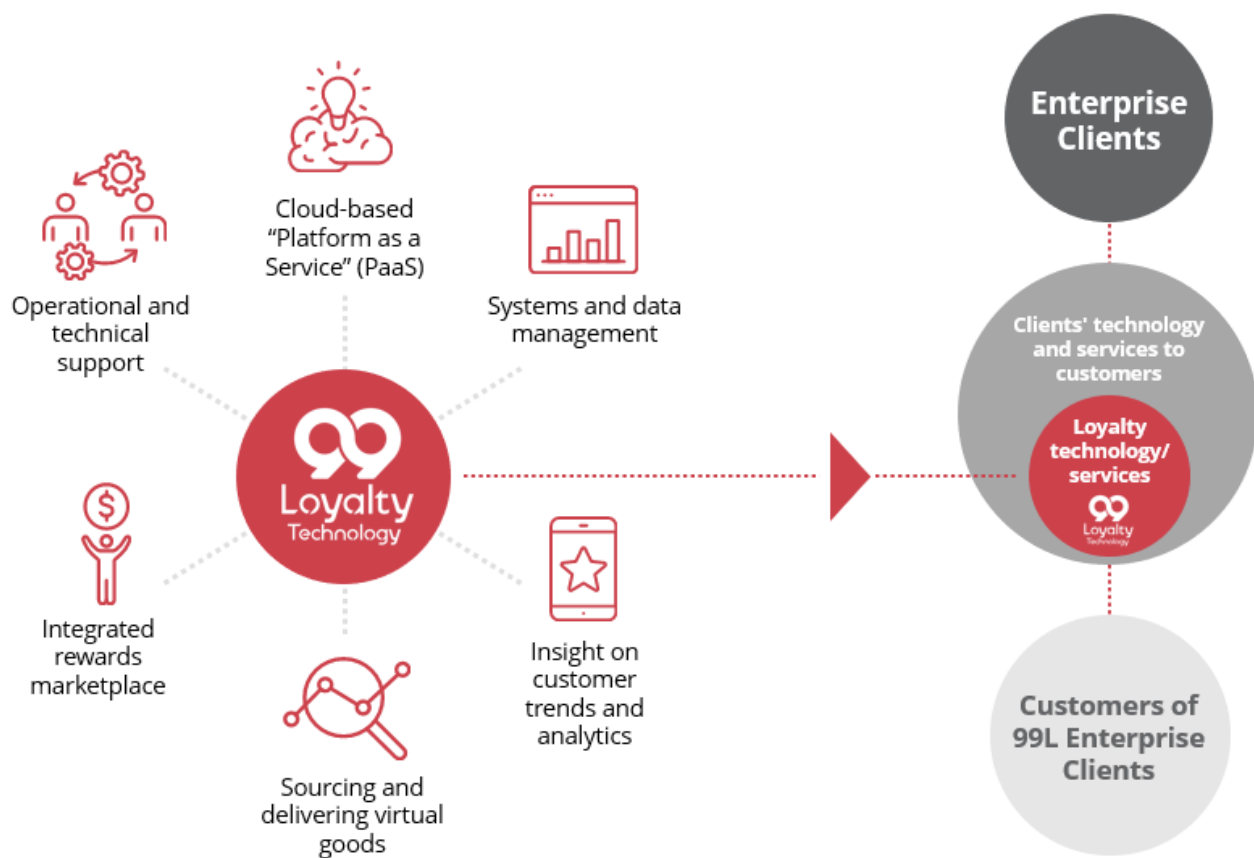
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<sup>2</sup> Source: Payment & Clearing Association of China <http://www.pcac.org.cn/>

## About 99 Loyalty

99 Loyalty Technology delivers the platform and insights that enables China's leading banks and insurance companies to enhance customer loyalty and win new business.

99 Loyalty Technology is a business to business (B2B) enterprise technology solution with greater than 200 enterprise clients. It delivers the "technology behind the scenes", integrating seamlessly into the client's own ecosystem. This allows users to interact in the client's ecosystem as per normal, with an enhanced experience. The enterprise client benefits from access to a full suite of technology services – which ranges from security to full analysis, virtual goods and payments.



99 Loyalty Technology's Redemption Management Technology helps clients acquire and retain customers through loyalty programs. 99 Loyalty Technology provides the technology platform to manage rewards points, manage points redemptions, and the sourcing and delivery of rewards within the client's own digital assets. This service is predominantly used by Chinese banks.

99 Loyalty Technology's Interactive Marketing Technology helps clients acquire and retain customers through interactive marketing campaigns. 99 Loyalty Technology provides the technology platform that includes drawing customers into the client's app, gamification of app activities, and the sourcing and delivery of rewards for that activity. This service is predominantly used by Chinese insurance companies. Importantly 99 Loyalty Technology is also licensed to use its technology platform for brokering insurance policies in China.



中国支付清算协会

Payment & Clearing Association of China

## 收单外包服务机构备案回执

备案编码: W2021310101000007

单位名称: 上海瀚之友信息技术服务有限公司

统一社会信用代码: 91310101072935913A

法定代表人(负责人): 张英进

服务对象: 非银行支付机构, 商业银行

有效期: 2021年06月21日至2023年06月20日

业务类型: 聚合支付技术服务

业务地域: 全国



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<http://www.pcac.org.cn>。

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