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Manchester City FC selects MSL POS Solutions for Etihad Stadium, Manchester

- MSL signs three-year deal to deliver its modern point-of-sale (POS) and guest engagement solutions to Manchester City FC two stadiums, namely the iconic Etihad Stadium and the Academy Stadium
- MSL will install more than 450 POS terminals operating the market-leading Kappture software across the 55,000 seat capacity Etihad Stadium the home of Manchester City Football Club and Manchester City's smaller 7,000 seat Academy Stadium, delivering a superior experience for fans, event staff and venue managers
- Contract financials include annual recurring software and services subscription revenues over the initial three-year term of \$£147k (~AUD\$273k) per year. The contract also includes additional upfront hardware and project revenue

MSL Solutions CEO, Pat Howard, said:

"We are delighted to have been selected by City Football Group through a competitive tender process to bring our world-leading POS solutions to the home of Manchester City Football Club, Etihad Stadium and Academy Stadium. We view this contract win as strategically significant for MSL, marking the continued re-emergence of our UK business in partnership with the world's leading football club owner and operator."

"The Kappture innovative POS solution is ideally suited to power large UK venues as the nation emerges from COVID-19. Guests are now returning to live events with high expectations of safety, convenience and seamless user experience, which our solutions are proven to deliver."

"With Manchester City FC the first Premier League Football Club to migrate through MSL from the InfoGenesis platform to Kappture, we look forward to adding significant value to CFG and other venue operators through this ultra-modern and proven POS solution, coupled with MSL's full suite of guest engagement solutions."

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.