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The Manager

Market Announcements Office
Australia Securities Exchange
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SYDNEY NSW 2000

Electronic Lodgement

A2B announces FlamingoPay strategic partnership with Payleadr

Attached is an announcement for release to the market.

Authorised for lodgement by:



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ASX Release

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A2B announces FlamingoPay strategic partnership with Payleadr

Payleadr Pty Ltd has chosen FlamingoPay as its card present payment solution for Payleadr's customers.

EFT Solutions Pty Ltd (a subsidiary of A2B Australia Limited) has entered into an Agreement with Payleadr for Payleadr to offer FlamingoPay payment terminals and processing services to its existing and new small business customers across a range of industries including Hair & Beauty, Health & Fitness, Sports Clubs, and Education.

This is the first partnership agreement for FlamingoPay which launched in August 2021. It marks an important strategic milestone in the execution of our go to market strategy.

FlamingoPay complements Payleadr's innovative direct debit billing platform enabling Payleadr to quickly build existing demand for its class leading direct debit services without the investment required to develop and manage its own card present payments offering services. This partnership enables EFT Solutions to accelerate the launch of FlamingoPay and scale up its customer acquisition capacity without further capital investment.

A2B CEO Andrew Skelton said "Small businesses in Australia deserve payment providers who understand their needs and can deliver products designed with them in mind. We are excited to partner with Payleadr, a like-minded payments innovator, to bring the best of our complimentary capabilities to businesses who want smoother processes and a better deal on payments."

FlamingoPay is changing the status quo on the way small and medium businesses accept payments. Providing bank-grade payment terminals backed by A2B - an innovator of payment technology of over 40-years and processing \$1 billion in transactions (annually) through a fleet of over 30,000 terminals Australia wide. Our FlamingoPay Plus offering is a complete marketing and payments solution and is the first of its kind anywhere in the world, allowing small businesses to run in store and online promotions through their merchant facility.

Payleadr is an Australian owned and operated platform which powers the entry of Australian SME's into the subscription economy. Payleadr enables businesses to effortlessly implement and manage subscription and membership payment initiatives that attract new customers and improve retention and loyalty while driving strong and predictable recurring revenue to strengthen cash flow and improve business valuation. Payleadr is leading the recurring revenue revolution for Australia's SME's. For more information visit www.payleadr.com.

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