

23rd December 2021: ASX RELEASE

O'Brien Group selects MSL POS for Eden Park Stadium, NZ

Highlights:

- MSL signs 5-year point-of-sale (POS) agreement for Eden Park in Auckland New Zealand, operated by O'Brien Group: Australia and New Zealand's largest privately owned hospitality, entertainment and leisure company
- Agreement includes the installation of more than 200 SwiftPOS terminals and operating system at Eden Park, adding another marque venue of O'Brien Group's broader network of 13 major venues across Australia and New Zealand after the successful rollout at AAMI Park Melbourne
- Over the 5-year period the total value is more than \$650k NZD a combination of upfront and recurring revenue including hardware, software, support and implementation

Sports, leisure and hospitality SaaS technology provider MSL Solutions Limited (ASX: MSL, "MSL") is pleased to advise that MSL has signed a 5-year contract with leading Australia and New Zealand venue and event management company, O'Brien Group, to provide its modern and flexible point-of-sale (POS) solutions to Eden Park, New Zealand's largest stadium.

The contract will see MSL install over 200 SwiftPOS terminals and will generate a combination of software subscription, hardware, maintenance and support services revenue over the initial 5-year term.

MSL Chief Executive Officer, Pat Howard said:

"We are thrilled to be partnering with the O'Brien Group again to deliver a premium guest experience worthy of Eden park's iconic status. Employees need and fans expect a modern, fast and seamless hospitality solution and we are looking forward to delivering this at Eden Park."

O'Brien Group is Australia and New Zealand's largest privately owned hospitality, entertainment and leisure company. For over 30 years, O'Brien Group has owned and operated many of Australasia's premier venues, stadiums and arenas including Suncorp Stadium in Brisbane (52,000 capacity); The Gabba in Brisbane (42,000 capacity), Metricon Stadium in Gold Coast (27,500 capacity) and AAMI Park in Melbourne (30,000 capacity).

O'Brien Group Australia General Manager, Daniel Smith, said:

"Having recently undertaken to upgrade the POS system at Eden Park, we are again delighted to select MSL for our requirements. Following the successful implementation of SwiftPOS at AAMI Park, the decision was easy."

We continue to be excited by MSL's stadium-centric solutions including patron mobile ordering, Q-Busting and payment solutions, enhancing our guest and spectators game day experience."

As a further update, MSL is also excited to announce that Hull City, Canterbury League Club, Richmond Club and Parliamentary Services Department of Western Australia have also all selected MSL for their POS solutions in this quarter adding approximately 180 additional terminal licences.

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 8,000 customers with offices in Australia, UK and Denmark. To discover more about MSL, please visit www.mslsolutions.com.