

07 March 2022

IncentiaPay signs first major agreement for Seamless Rewards business with leading digital payments innovator Verrency

Highlights:

- **First major agreement for Seamless Rewards B2B2C business with leading digital payments innovator Verrency Australia Pty Ltd (Verrency)**
- **Verrency is a leader in the field of digital payments innovation and its platform and marketplace enable financial institutions to speed up innovations that power customer acquisition and engagement**
- **Seamless Rewards offers Card Linked Offer-compatible Merchant content services via channel partners and Enterprise Loyalty program operators**
- **Initial stage will be launched to allow Verrency to distribute INP's merchant offer content to its major corporate customers; INP will have transaction-linked revenue exposure each time a card holder transacts and uses a linked card at an INP merchant**
- **Validation of strategy to use INP's merchant asset base to diversify revenues and offers the Company transformational growth potential**

IncentiaPay Ltd (**ASX:INP or the Company**) Australia and New Zealand's Premier Entertainment, Lifestyle and Rewards Platform, is pleased to advise that it has signed the first major agreement for its Seamless Rewards B2B2C business with Verrency Australia Pty Ltd (Verrency).

Verrency is a leader in digital payments innovation. Verrency's platform and "Fintech Connect" marketplace enables financial institutions to speed up innovations that power customer acquisition and engagement. It provides its technology to several industry-leading institutions.

IncentiaPay's Seamless Rewards program offers Card Linked Offer-compatible Merchant content services that are provided via channel partners, such as Verrency, and Enterprise Loyalty program operators such as banks or other enterprises.

The agreement, structured as a binding term-sheet, will see INP and Verrency integrate with each other's platform that will allow Verrency to distribute INP's merchant content to end-customers of its institutional clients through an Application Programming Interface (API). INP will have transaction-linked revenue exposure each time a card holder transacts and uses a linked card at an INP merchant. INP Seamless Rewards Merchants will have exposure to a large audience to increase footfalls to their business.

IncentiaPay's CEO, Ani Chakraborty said: *"We are thrilled to secure this landmark agreement for our Seamless Rewards business with Verrency. This agreement will not only provide INP with significant distribution of its Seamless Rewards merchant offer content but is validation of our*

stated strategy and is the first step utilising the Company's extensive merchant asset base to diversify our revenue base and offers us transformational growth potential."

Verrency's CEO, Jeroen van Son added: *"This agreement is significant as it allows Verrency to leverage its Payment Innovation platform for the benefit of our customers who are looking for valuable merchant offer content to power their customer engagement strategies, including loyalty and rewards programs".*

This announcement has been authorised for release by the Board of Directors of IncentiaPay Ltd.

-ends-

For more information:

Investors

Gabriella Hold

Market Eye

P: +61 411 364 382

E: gabriella.hold@marketeye.com.au

Media

Tristan Everett

Market Eye

P: +61 403 789 096

E: tristan.everett@marketeye.com.au

About IncentiaPay

Through its Entertainment-branded subsidiaries, IncentiaPay provides a marketplace for offers and rewards which connects merchants wanting more business with consumers seeking entertainment, lifestyle and leisure experiences at great value.

Founded in 1994, Entertainment is a trusted and iconic source of member-only offers and deals that manages the largest and most comprehensive amount of entertainment-related merchant content; provides fundraisers, merchants and enterprises with advanced data and campaign analytics; and markets to the largest closed-group of subscription-paying members in Australia and New Zealand.

It generates revenue through member subscription fees and marketplace features that provide data-as-a-service and targeted campaign value to merchants, enterprise and fundraising partners.

www.incentiapay.com.au

About Verrency

Verrency is a leader in digital payments innovation. Verrency's platform and "Fintech Connect" marketplace enables financial institutions to speed up innovations that power customer acquisition and engagement. It provides its technology to several industry-leading institutions.

<https://verrency.com/>