

ASX ANNOUNCEMENT 4 November 2024

Gumtree Payments

The Market Ltd. (ASX:MKT, "The Market" or "Company") is pleased to announce that Gumtree Group is launching a payments product, enabling its users to safely transact on the Gumtree platform.

The new payment capability is supported through an important partnership with leading global fintech platform Adyen (AMS: ADYEN) and is expected to go live early December 2024. This is a significant strategic move for Gumtree delivering fast and secure transactions for customers and driving revenue growth.

Adyen is a global payments leader, providing end-to-end payment capabilities as well as data-driven insights. Adyen has eBay, Meta, Uber, H&M and Microsoft among its current clients and has a significant local presence to support its Australian clients.

MKT Group CEO and Gumtree Managing Director, Tommy Logtenberg, said the partnership with Adyen recognises the growth of the online transactional marketplace and delivers a reliable payment solution for our customers. "By partnering with Adyen, we are aligning Gumtree with the global leader in online payments to deliver an improved experience for our customers and greater peace of mind."

"The ability to transact safely online is top of mind for everyone and this partnership will give users greater confidence when it comes to buying and selling on Gumtree. Our users can look forward to a fast and streamlined payment experience."

"Adyen is the clear, global market leader in managing online payments. In addition to the improved user experience, we anticipate seeing incremental revenues in the first year after launch between \$0.5M and \$1.0M, growing to \$2M in the second year."

"This partnership is another example of how we are investing heavily in improving user experience and providing a safe platform for our customers. From the commencement of our integration with Adyen, all major bank cards, as well as Apple Pay and Google Pay will be supported. In line with our strategic objectives, we will continue to enhance the payment solutions and offering as part of our 'Transactional' product roadmap over the following 12 months."

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Yours faithfully,

Tommy Logtenberg
Chief Executive Officer

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