



30 March 2016

ASX Market Announcements
Australian Securities Exchange Limited
20 Bridge Street
SYDNEY NSW 2000

EMERCHANTS TO LAUNCH PAYMENT CARDS IN THE UNITED KINGDOM WITH bet365

Emerchants Limited (**ASX: EML**) is pleased to announce that it has entered into a multi-year agreement with online corporate bookmakers, Hillside (Sports) GP Limited (acting as general partner of Hillside (UK Sports) LP) and Hillside (Gibraltar) Limited (**bet365**), to offer their customers the Emerchants payments card for their customers in the United Kingdom.

The Emerchants payment card leverages the technology that has been successfully deployed to several Australian gaming operators and will allow bet365 to provide their customers with a fully branded payment card that allows their customers instant, real-time means of accessing winnings and the ability to remit funds back to the gaming account.

The agreement extends the relationship with bet365 in Australia that implemented the payment card solution in August 2015 and a subsequent agreement with bet365 to launch the EachWay cash loads solution.

The commercial terms and timing of the product launch are understandably 'commercial in confidence' and we will provide an update to shareholders at the appropriate time.

ABOUT EMERCHANTS

Emerchants is a payments solutions provider of prepaid financial card products and services in Australia. By using their proprietary payments software and processing platform, the Company provides its clients with innovative financial service payment solutions for reloadable and non-reloadable prepaid card programs, in Australia and in the United Kingdom and Europe through its wholly owned subsidiary, Store Financial Europe. Emerchants has offices in Brisbane, Australia and Birmingham, United Kingdom.

For more information please visit: www.emerchants.com.au

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ABOUT BET365

bet365 is also one of the world's leading online gambling companies. The group employs over 3,000 people, and has over 21 million customers worldwide. In the United Kingdom bet365 operates under **Hillside (Sports) GP Limited** registered number 111829 (acting as general partner of Hillside (UK Sports) LP and Hillside (Sports) LP) with its registered office at Unit 1.1, First Floor, Waterport Place, 2 Europort Avenue, Gibraltar, **Hillside (Gaming) GP Limited** registered number 111830 (acting as general partner of Hillside (Gaming) LP) with its registered office at Unit 1.1, First Floor, Waterport Place, 2 Europort Avenue, Gibraltar and **Hillside (Gibraltar) Limited** registered number 97927 with its registered office at Unit 1.1, First Floor, Waterport Place, 2 Europort Avenue, Gibraltar

For more information please visit: www.bet365.com

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