



NZX: SPY
ASX: SMP

SHARE INFORMATION

Issued Shares: 171,752,278

BOARD OF DIRECTORS

Non- Exec Chairman: Greg Barclay
Managing Director: Bradley Gerdis
Non-Executive: Matthew Turnbull
Executive Director: Marty Pomeroy

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Smartpay Launches New MPOS Payments Technology Into Australian Market

29 March 2016

Smartpay is pleased to announce the launch of its newest payments technology into the Australian market.

Smartpay's market leading D-Series MPOS integrated mobile payment terminals have recently received all necessary regulatory, bank and payment scheme approvals for use in the Australian market.

Offering both Wi-Fi and Bluetooth connectivity the terminals broaden Smartpay's existing Australian product set which to date has been limited to stand-alone implementations mainly in the SME market. The capability of the new terminals broaden the sales opportunities both through existing channels and importantly opens new markets into mobile payment and other retailers requiring wireless integration.

In conjunction with the launch of these new terminals, Smartpay is pleased to announce the launch of its "*Smartlink*" integrated payments software into the Australian market. This is proprietary payments software developed by Smartpay for use on Iphones / Ipads / Android phones and tablets or Windows devices. This software provides the functionality to seamlessly integrate payments with point of sale and other software applications running on these devices.

Smartpay Managing Director, Bradley Gerdis, said "The functionality and capability of our latest payments technology puts us ahead of the game in Australia. It broadens our sales opportunities to include the mobile payments market all the way through to larger multi-lane retailers where we haven't traditionally played in Australia."

"We have seen success with these same products over the past year in the New Zealand market where the leading point of sale providers have integrated their platforms with our advanced payment solutions. We expect to emulate these partnerships in the Australian market which will broaden our distribution channels", Mr Gerdis added.

The full technology suite will be available with a bank branded payments package at the same rates as a merchant's regular EFTPOS.

"As MPOS products typically attract transactions fees higher than a merchant's regular EFTPOS facility, we expect that by offering these products at regular bank EFTPOS rates combined with full MPOS functionality will set us apart in the market", Mr Gerdis said.

"The additional sales opportunities afforded by our expanded retail product range together with the continuing growth we are achieving in our taxi payments business puts us on a solid growth footing for the current year", Mr Gerdis concluded.

Please contact Bradley Gerdis, +61 (2) 7903 6333 for further information.



Smartpay D-210 and D-200



Smartpay D-200 with Iphone running Smartlink software



Smartpay D-200 integrated with ASB (CBA) Bank "Pi" software running on an Iphone



Smartpay D-210 integrated to an Ipad with MPOS software installed



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