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Managing Director: Bradley Gerdis

Non-Executive: Matthew Turnbull

Non-Executive: Bruce Mansfield

Executive Director: Marty Pomeroy

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Smartpay announces partnership with Incentiapay to maximise Alipay acquiring and marketing opportunities

26 April 2018

- Smartpay has signed an agreement with Incentiapay (ASX: INP) that will give Incentiapay's 32,000 merchants the opportunity to access Smartpay's Alipay enabled integrated payment solution.
- Smartpay's solution means merchants can seamlessly process card and QR payments on the one terminal
- Incentiapay Ltd is the parent company of the Entertainment Book and will use its marketing platform to provide merchant offers and promotions.
- Under the agreement Smartpay will receive the acquiring revenue from payments processed by Incentiapay's merchants using the Smartpay solution and earn a share of any marketing revenue earned by Incentiapay.
- Smartpay plans on developing more partnerships to enable its 25,000 merchants to embrace Alipay as a marketing platform. Incentiapay is the first of these partnerships.
- This partnership demonstrates Smartpay's capability as a development partner. The technology used to process Alipay payments is powered by SmartConnect, Smartpay's open API payment integration platform.

Smartpay, Australasia's leading independent EFTPOS and payment provider, and **Incentiapay Limited**, parent company of the Entertainment Book and Bartercard have entered in to an agreement that will give Incentiapay's 32,000 merchants access to Smartpay's Alipay enabled integrated payment solution.

Bradley Gerdis, Smartpay Managing Director, said: *"The partnership with Incentiapay represents a potentially significant opportunity to increase the distribution of our respective products through each other's existing and growing customer bases. As most merchants require both a payments provider and a marketing provider, our respective product offerings are highly complementary and synergistic for ourselves and our merchants."*

"From a technical perspective, the opportunity was made possible through leveraging off our market leading SmartConnect cloud based open API payments platform which powers the software used to process QR payments, such as Alipay, and provides a good example of our ability to monetise our investment in our technology."

As an example of this partnership, through Incentiapay 's marketing solutions, Entertainment Book merchants will be able to use Alipay's 'Discover Feature' to target Chinese tourists planning a trip to Australia and New Zealand with unique offers and promotions.

With Smartpay, the merchant benefits from being able to seamlessly process regular card payments and Alipay QR payments on the one terminal, which represents a superior service proposition for the merchant.

Iain Dunstan, CEO and Managing Director of Incentiapay, said: "Our marketing agreement with Smartpay is aligned with our strategy of focusing on our core growth businesses and leverages the Entertainment Book asset. We are excited to bring our combined capabilities to market to the benefit of the Chinese consumer."

ENDS

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For more information on Incentiapay, please go to <https://www.incentiapay.com/>

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