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# EMERCHANTS CONTINUES ACCELERATED GROWTH TRAJECTORY

## HIGHLIGHTS FOR JULY

- Emerchants continues to experience very rapid rates of growth off the back of recently announced new customer contracts
- Over 37,000 new cards issued in July, a 156% increase on the prior corresponding period
- Over 247,000 currently activated cards with positive balances in the market place, representing growth of over 100% from the same period in the previous year
- Stored value on the cards at almost \$8.8M or an 87% increase on the prior corresponding period
- Transaction volume up over 84% from the previous corresponding period
- Emerchants maintains its positive growth momentum

Adept Solutions Ltd (ASX: **AAO**) is pleased to announce that Emerchants Ltd (**Emerchants**) continues to experience very rapid rates of growth off the back of the recently announced contracts secured with customers including Monadelphous, GoodStart Childcare, Cardno and Telechoice.

The Key Performance Indicators (KPIs) that drive revenue in the business include:

- New cards that have been activated in the month which drives card issuing fees
- Total number of cards that are active in the market which drives a broad set of fee income
- Stored value on the cards which drives the interest earned on the balances
- Number of transactions which drives the transaction fees earned from the cards

The table below summarises the KPIs for July 2011 and compares the growth rate from the previous corresponding month a year earlier.

Key Performance Indicator	July 2010	July 2011	% Change
New cards activated	14,458	37,017	156.0%
Total number of cards with balances > \$0	121,435	247,060	103.5%
Stored value	\$4,694,296	\$8,795,299	87.4%
Number of transactions	51,715	95,313	84.3%

Adept Solutions Limited Managing Director Bob Browning was very pleased to announce the growth rates of Emerchants.

"This is an outstanding rate of growth in the KPIs that will directly lead to growth in revenues. This is a result of the hard work the team has put in to developing our customer relationships," Mr Browning said.

"In these turbulent economic conditions, it is pleasing to be able to generate consistent and sustainable growth rates which are achievable through Emerchants' unique pre-paid card technology in a market that is growing rapidly and is resilient in various economic cycles.

"We will continue to explore new growth opportunities by continuing to grow Emerchants' position in its core products, expand its product range, explore alliance opportunities with partners that already have a large consumer base to leverage and, finally, further acquisition opportunities in complementary areas of the market", Mr. Browning said.

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#### **About Adept Solutions Limited**

Adept Solutions is led by Managing Director Bob Browning, and is a financial services company that specialises in the pre-paid financial card market. Adept Solutions is focused on the twin goal of delivering high quality payment systems to its customers and superior returns to its shareholders.