

Adelaide Fringe Festival goes cashless with Mint Payments

One of the world's largest cultural festivals teams up with Mint Payments for a more rewarding experience

Sydney, AUS, 1 March 2018: Payment processing technology provider Mint Payments (ASX:MNW) is pleased to report that the Royal Croquet Club, which operates and manages the food and drink venues operating at the largest arts festival in the Southern Hemisphere, The Adelaide Fringe Festival, has selected Mint Payments (ASX: MNW) as their exclusive payments partner.

This is a pleasing and strategically important development for Mint as it opens the Company up to a new and very large vertical, being major events and festivals, which is a very large sector.

The iconic Adelaide Fringe Festival is expected to attract over 1 million people between February 16 and March 18 with Mint Payments' technology being installed and used in all of the ~50 bars and food pop-ups.

"This year, all of our food and drink venues are cashless," said Roberto Cardone, director of the Royal Croquet Club, one of the largest venues at The Fringe. "Given how much our patrons love being on their mobiles and sharing the experience on social media, this has posed a huge challenge in the past given many other payment platforms rely solely on 3G."

The Adelaide Fringe Festival organisers chose Mint's cashless Bluetooth payment solution to speed up service times at venues, and eliminate the risk of downtime or disruption for festivalgoers.

"They're the only partners who gave us a completely cashless solution we could be confident in," Cardone added.

"The Fringe is such an icon in the cultural calendar," said Alex Teoh, CEO of Mint Payments. "Our mobile payment products have been hugely popular in the hospitality and events industry. The speed of set up and ease-of-use makes our technology ideal for large scale events, like the Fringe Festival, with so many pop-up vendors. It's a real honour to help Fringe create an even more rewarding experience for festival goers this year."

"With over \$1M in transactions processed in the opening week alone, this is set to be one of the festival's biggest years to date."

"The partnership adds further momentum to Mint's strategy of delivering direct to market high value, high volume payment solutions across Australasia and Asia. The Company is examining other opportunities in these verticals but is focused more broadly on establishing its technology with existing channel partners and direct customers in the retail, hospitality and travel verticals that continue to build Mint's recurring revenue base which is growing steadily."

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About Mint Payments

Mint Payments helps companies of all sizes transact in more rewarding ways—whenever, wherever and however the world wants to pay.

With a focus on high value, high volume verticals throughout Asia Pacific, Mint Payments delivers a single, seamless solution to help channel partners and financial institutions unlock revenues, launch pioneering payment products, and build richer customer experiences. Online, in-store, in-app and beyond.

Discover more at mintpayments.com

About The Adelaide Fringe Festival

The Adelaide Fringe is the world's second-largest annual arts festival, and the largest in the Southern Hemisphere.

For 31 days and nights across February and March, it features more than 5,000 artists from around the world. Over 1,100 events are staged in pop-up venues in parks, warehouses, laneways and disused buildings as well as established venues such as theatres, hotels, bars, pubs, art galleries and cafes.

Discover more at adelaidefringe.com.au

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