



Money in Motion

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**EML Payments Limited**

23 April 2019

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**ASX Market Announcements**

20 Bridge Street  
SYDNEY NSW 2000

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## **EML Signs Multi-Year Agreement with bet365 for Payments Solutions for USA Gaming Customers**

**EML PAYMENTS LIMITED (ASX: EML) ("EML")** is pleased to announce that its wholly owned subsidiary, EML Payments USA LLC, has entered into a multi-year agreement with Hillside (New Jersey) LLC, trading as bet365 (**bet365**), for the provision of a bet365 branded Reloadable card program in the state of New Jersey in the United States of America.

Under the agreement, EML will give bet365 customers an easy to use Reloadable card to both remit funds into their gaming account alongside our innovative product supporting fast access to winnings. The initial program in New Jersey is expected to launch in mid 2019 following regulatory approvals.

In line with our continuous disclosure obligations, EML is announcing the contract signature and will confirm the program launch in due course. The contract includes the opportunity to expand the relationship if bet365 commence operations in other States. EML is unable to accurately estimate future Gross Debit Volume ('GDV') that will be derived from this program, nor the pace at which this market will develop, given it is in a state in which sports betting has only recently been legalised. EML expects that the GDV to revenue conversion rate will be materially in line with our average for the General Purpose Reloadable segment with the first material earnings contributions delivered in the H2 of FY20 year.

The launch of the bet365 card in New Jersey, will be the 13<sup>th</sup> branded reloadable prepaid program in the gaming industry EML is managing across Australia, Europe, the United Kingdom and the United States of America.



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## About bet365

bet365 is the world's largest online sports betting company with revenues over US\$3 billion and employing over 4,000 employees.

bet365 offers the industry's widest range of 'in-play' sports betting events with around 75 sports covered and over 160,000 events being live video streamed annually on the bet365 sites, offering customers the ability to watch those sports events whilst betting.

bet365 is recognised as an industry leader and has been the winner of many industry awards including the eGamingReview Operator of the Year and Sportsbetting Operator of the Year, and is currently rated #1 in the eGR Power 50'.

## About EML Payments Limited

With EML, you will be empowered with more control, transparency and flexibility over your payment processes. Whether you serve businesses or consumers, EML makes your payment processing more efficient and secure from start to finish, while helping you improve customer service and increase brand loyalty.

Our portfolio offers innovative financial technology that provide solutions for payouts, gifts, incentives and rewards, and supplier payments. We issue mobile, virtual and physical card solutions to some of the largest corporate brands around the world, processing billions of dollars in payments each year, and manage more than 1,200 programs across 21 countries in North America, Europe and Australia.

**For more information on EML Payments Limited, visit: [emlpayments.com](https://emlpayments.com)**

For further information, please contact:

### **Robert Shore**

Group Chief Financial Officer

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