

## ASX ANNOUNCEMENT

28 November 2018

### IncentiaPay & Novatti launch Alipay Solution

- Innovative marketing and payments solution to promote Alipay to Australian merchants
- IncentiaPay merchants to offer seamless local currency transactions to access Chinese consumer spend in Australia.
- IncentiaPay and Novatti to share transaction and marketing revenues

IncentiaPay Limited, ASX:INP ("**IncentiaPay**") today announced it has entered into a payments solutions partnership with Novatti Group Limited, ASX: NOV ("**Novatti**") to facilitate greater access to the Alipay platform for Chinese visitors and students in Australia.

IncentiaPay is an authorised Marketing Partner and Novatti an authorised Payments Partner of Alipay, the world's leading mobile and online payment platform. In partnership, IncentiaPay and Novatti will deliver a solution which provides a dedicated interface between Alipay merchants and Chinese consumers for seamless transactions in the local currency.

The partnership will deliver payment solutions and content to IncentiaPay's network of merchants and enhance the discounts and offers already supplied to Alipay users in Australia. Novatti will leverage its Australian Financial Services Licence, compliance team and merchant settlements platform to facilitate trusted speedy payments to merchants.

Online Alipay transactions will also be supported, with a focus on payments of student fees and expenses and council rates. These online payment services will be marketed and accessed via IncentiaPay's "China In A Box" program that helps merchants optimise the Alipay opportunity.

Both IncentiaPay and Novatti will share in the transaction and marketing fees paid by consumers and merchants, with the overall return dependent on the take up of the service.

IncentiaPay CEO, Iain Dunstan said, "Merchants supported by this partnership will be promoted in China and in Australia via the Alipay app and through their Discovery Platform. This platform accesses 700 million Alipay users in China and will be directly targeting visitors to Australia and those who already live or study here. This represents a significant medium-term revenue opportunity for IncentiaPay."

Novatti CEO, Peter Cook noted: "Novatti is very pleased to be able to partner with IncentiaPay in launching this service which will help Alipay users shop in Australia. It continues Novatti's growth in Chinese payments, adding to our recently opened bank accounts in China with the Bank of Shanghai to facilitate remittances and the recent partnership with a number of Chinese payment

processors to enable market place payments in Australia by providing settlement bank accounts for their merchants."

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#### **About IncentiaPay Limited (ASX:INP)**

IncentiaPay is a Digital Solutions Group specialising in Payment solutions, digital coupons, integration and performance marketing which enables businesses to attract customers across multiple sales channels. These platforms currently serve 36,000 merchants and 1.5 million customers through a network of ~20,000 Not-for-Profit organisations, giving INP a reach of 3.5 million consumers. INP earns revenues on transactions via its subsidiaries Entertainment and Gruden.

#### **About Novatti Group Limited (ASX:NOV)**

Novatti is an award-winning global software technology, utility billing and payment services provider that helps economies, corporations and consumers digitise cash transactions. Novatti's software solutions include Consumer Digital Wallets, Branchless Banking, Mobile Money, Bill Payments, Remittance Services and Voucher Management Systems. Novatti's transaction processing services include Flexepin, an open-loop cash voucher service, Flexewallet for remittance and compliance services, Chinapayments.com for bill payment services for Chinese consumers and Vasco Pay a prepaid reloadable Visa card. [www.novattigroup.com](http://www.novattigroup.com)

*\* Flexewallet Pty Ltd, Holder of AFSL No 448066 and registered with AUSTRAC as a Remittance Network Provider*

#### **About Alipay:**

Operated by Ant Financial Services Group, Alipay is the world's largest mobile and online payment platform. Launched in 2004, Alipay currently works with over 200 domestic financial institution partners. Over the years, Alipay has evolved from a digital wallet to a lifestyle enabler. Users can hail a taxi, book a hotel, buy movie tickets, pay utility bills, make appointments with doctors, or purchase wealth management products directly from within the app. In addition to online payments, Alipay is expanding to in-store offline payments both inside and outside of China. Alipay's in-store payment service covers over 40 countries and regions across the world, and tax reimbursement via Alipay is supported in 29 countries and regions. Alipay works with over 250 overseas financial institutions and payment solution providers to enable cross-border payments for Chinese travelling overseas and overseas customers who purchase products from Chinese e-commerce sites. Alipay currently supports 27 currencies.