

Annual General Meeting

November 19, 2014

emerchants
empowering | Your Money

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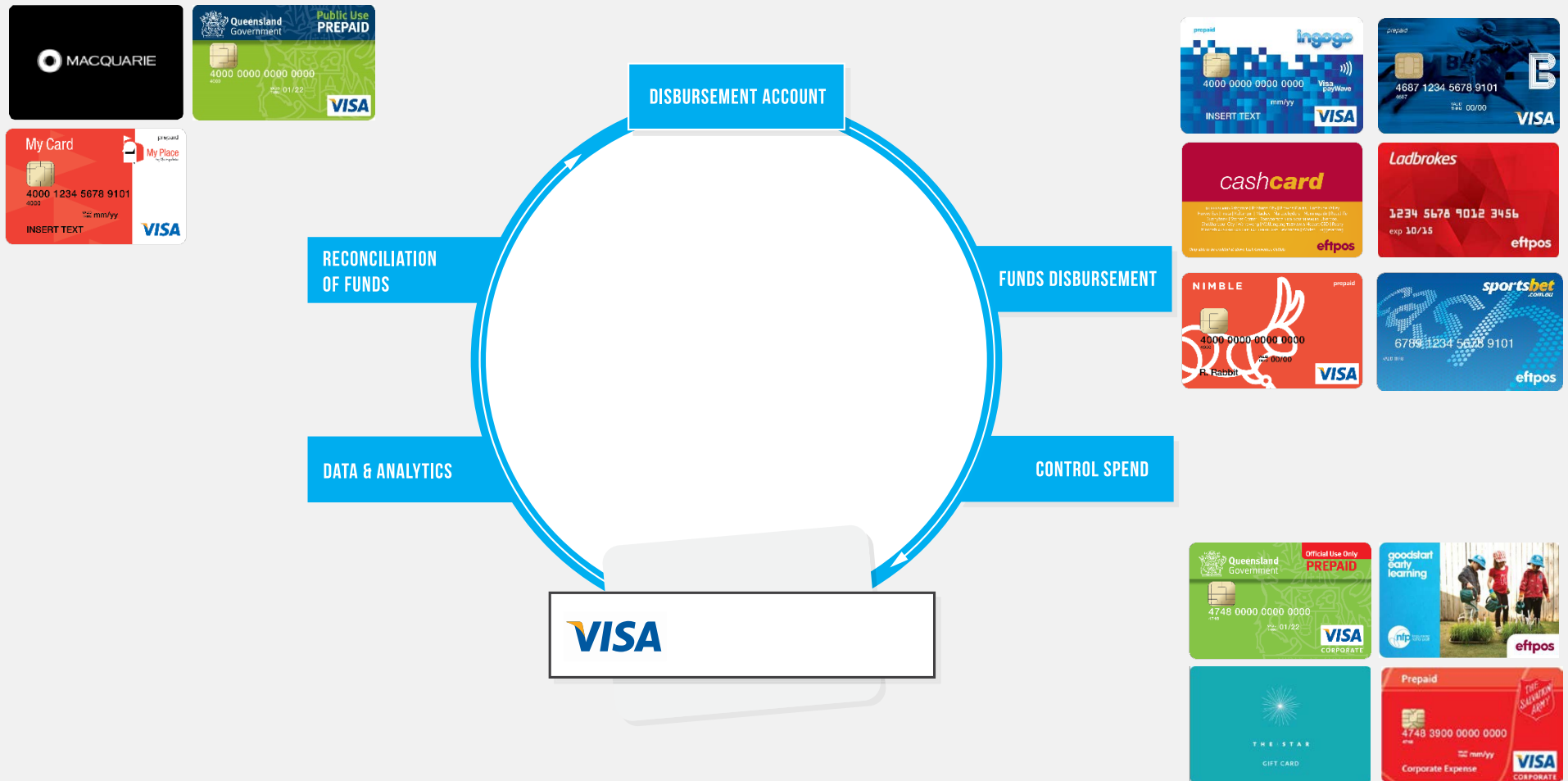
2014 Emerchants Limited.

Mission

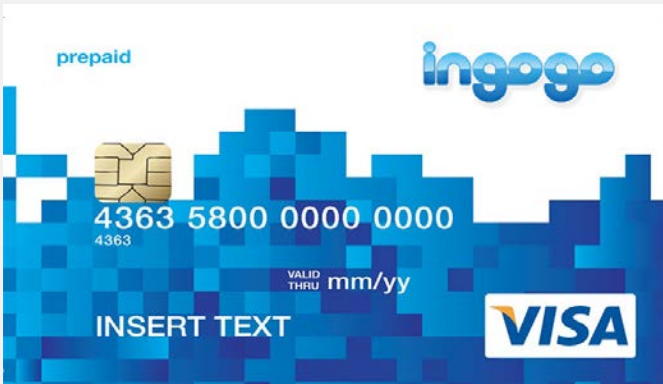
empowering | Your Money

To transform the commercial payment solutions landscape by inspiring companies and their customers to demand ***more control***, ***more transparency*** and ***more flexibility*** over their money.

Our Value Proposition



New Re-Loadable Programs in Market



New Re-Loadable Programs Launching in FY15




FY14 – Major Achievements

- **Building a presence in the gambling solutions vertical:**
 - Ladbrokes
 - Sportsbet
 - Bet Easy
 - Well placed in negotiations with additional corporate bookmakers
- **Broadening our sales pipeline**
- **Signing a landmark agreement with the Queensland Government:**
 - Long term agreement
 - Establishes credibility to bid for additional State and Federal government opportunities
- **Position the company to take advantage of economies of scale benefits:**
 - I.T infrastructure capacity upgrade project
 - Internal controls and automation project
 - Implementation of a new CRM system
 - PCI accreditation

Trading Update FY15 – Australia

- **Existing Business:**
 - Previously advised flat guidance for non-reloadable versus FY14 but appear on track for 5% growth in FY15
 - Reloadable metrics up 182% on Loads, 210% on Transactions and 104% on Stored Value versus PCP as at end Q1FY15
- **Consumer Lending Vertical:**
 - Program with CCIG (Cash Converters Franchisee) in market October 2014
 - Partnership with MoneyMe announced with launch in early 2015
 - Retail loan distribution commencing Q4FY15
- **Gambling Solutions Vertical:**
 - Ladbrokes EFTPOS and Visa programs in market March and September 2014 respectively
 - BetStar and Bookmaker programs in market October 2014
 - Sportsbet program launched in market November 18
 - In discussions with other corporate bookmakers for launch 2H15
 - Cash deposit functionality commencing Q4FY15
- **Salary Packaging Vertical:**
 - No material contract wins to advise at this stage
- **Queensland Government**
 - Agency engagement process is underway with multiple government⁸ agencies

Sportsbet Launch Marketing



**REAL CASH.
REAL FAST.**

Access your
winnings instantly!

Sign Up Today

whip it OUT!

PUNT & WIN! → WITHDRAW INSTANTLY!

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This advice is general only and doesn't take into account your objectives,
financial situation or needs. Consider if it is right for you.
Read the PDS at www.Sportsbetcash.com.au



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Sportsbet Pty Ltd
GPO Box 4795, Melbourne VIC 3001

[Firstname] [Lastname]
[Address 1] [Address 2]
[SUBURB] [STATE] [Postcode]

We're excited to announce the arrival of our new Sportsbet Cash card, which lets you withdraw your winnings from your Sportsbet account and have instant access to cash from any ATM in Australia. Plus, to get you in the mood for the upcoming sizzling summer of sport, we've got an exclusive bonus bet offer coming your way!

The need to know about Sportsbet Cash:

- Withdraw your winnings from any ATM in Australia.
- Avoid ATM fees by paying over the counter using eftpos.
- Top-up your Sportsbet account instantly with funds from your card.

Whoops! We've noticed you haven't verified your ID yet. You'll need to do this before you register to receive a Sportsbet Cash card. To do this, simply log in and visit the 'My Account' section on Desktop at sportsbet.com.au or via our iPhone or Tablet apps, review and accept the Product Disclosure Statement, and follow the verification prompts.

Once your ID is verified you can register to receive your card which should take 2-3 weeks to arrive. Then you'll be ready to whip it out in time for all the summer action.

Happy punting with this Bonus Bet offer!
Simply [Offer] by midnight (AEDT) Sunday 12th October and we'll match 100% of that amount up to [Reward 1] as a bonus bet!

Offer valid until 11:59pm Sunday 12th October 2014. Max bonus of [Reward 1]. Bonus Bet valid for 30 days from date of credit. Standard bonus bet terms and conditions apply and can be viewed at sportsbet.com.au

If you have any further questions about Sportsbet Cash or our bonus bet terms and conditions, please visit our website.

Yours in sport,
Sportsbet
The Sportsbet Team

The Sportsbet Cash card is issued by Casca Limited AFSL 244116. Sportsbet Pty Ltd acts as authorized representative of Emechants Payments Solutions Limited ABN 30 131 426 532, AFSL 404731 as distributor of the card. Information in this advertisement is general only and does not take into account your objectives, financial situation or needs. Before applying for the card consider whether it is appropriate for your objectives, financial situation and needs and read the Product Disclosure Statement which is available online at www.sportsbetcash.com.au
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Sportsbet Launch Marketing

**GET REAL CASH
REAL FAST!**

PUNT & WIN!



**WITHDRAW
INSTANTLY!**

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THE ALL-NEW SPORTSBET CASH CARD

**SPORTSBET CASH,
AVAILABLE NOW
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POCKET YOUR WINNINGS WITH SPORTSBET CASH

Join Sportsbet.com.au and say goodbye to waiting for your winnings - you'll have access to them from any ATM and be able to pay via eftpos with your very own Sportsbet Cash card.

Already a Sportsbet.com.au member?

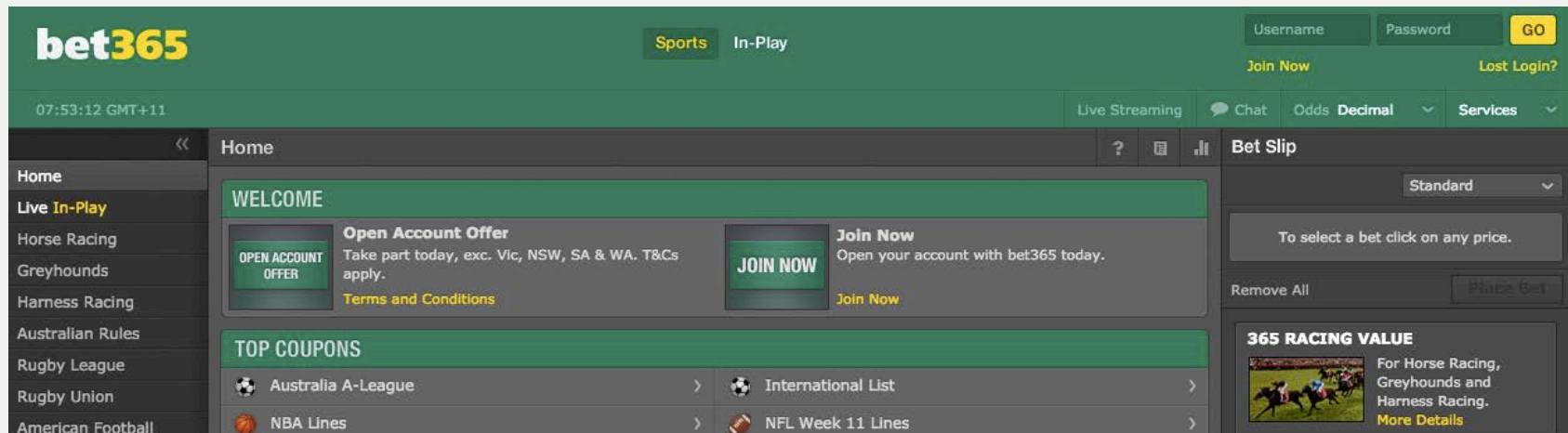
All you have to do is [click here](#) to apply for your Sportsbet Cash card and it will arrive at your doorstep in 2-3 weeks. After that, simply activate it online in your **My Account** section and you'll be ready to get your winnings at any ATM and pay for everyday items using eftpos.

EML Enters Into Multi-Year Agreement with Bet365



Emerchants is pleased to announce that it has entered into a multi-year agreement with Bet365 for the provision of its prepaid winnings card.

Bet365 is one of the largest Australian corporate bookmakers, with turnover estimated at \$1.47bn per annum (Source: Morgan Stanly Research Asia-Pacific, "Australia / UK Wagering: Picking the winning trifecta")



Key SFUK Customers

- Kleppierre (Spain, Portugal & Italy)
- Devimo (Belgium)
- Lend Lease Portfolio
- Land Securities Portfolio
- McArthur Glen Portfolio (6 Countries)
- Corio (Germany)
- Gentalia (Spain)
- British Land Portfolio
- Regent Street
- Standard Life Portfolio
- BTWShiells Portfolio
- REALM Portfolio
- Pandora
- Etsy
- The Horticultural Trade Association
- Liverpool Football Club



Trading Update FY15 – UK and Europe

- **Existing Business:**

- Re-affirm CY15 guidance as per capital raise presentation:
 - Revenue: A\$8.6m
 - EBITDA: A\$2.7m

- **Shopping Mall Vertical:**

- Signed a multi-year agreement with an operator of 8 shopping malls, launching in early 2015 (malls in UK, Ireland, Germany, Belgium, Spain and Italy)
- Pilot program launched with a large shopping mall group in Germany

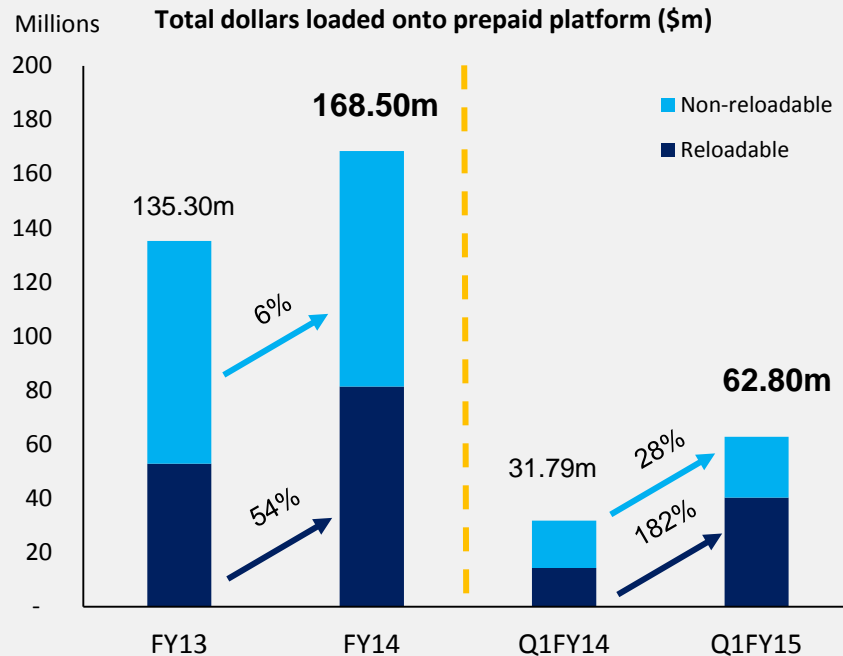
- **Integration Update:**

- Positive discussions with multiple E-money issuers willing to act as issuer of our re-loadable cards
- Positive assessment of the compatibility of our solution with the European regulatory framework
- Commenced technical integration discussions to support the launch of re-loadable products
- Commencing sales discussions with customers in key industry verticals
- Working to convert the LOI signed with 666bet.com (online sports betting and casino) into a binding agreement, supporting the launch of services in Q1FY16.



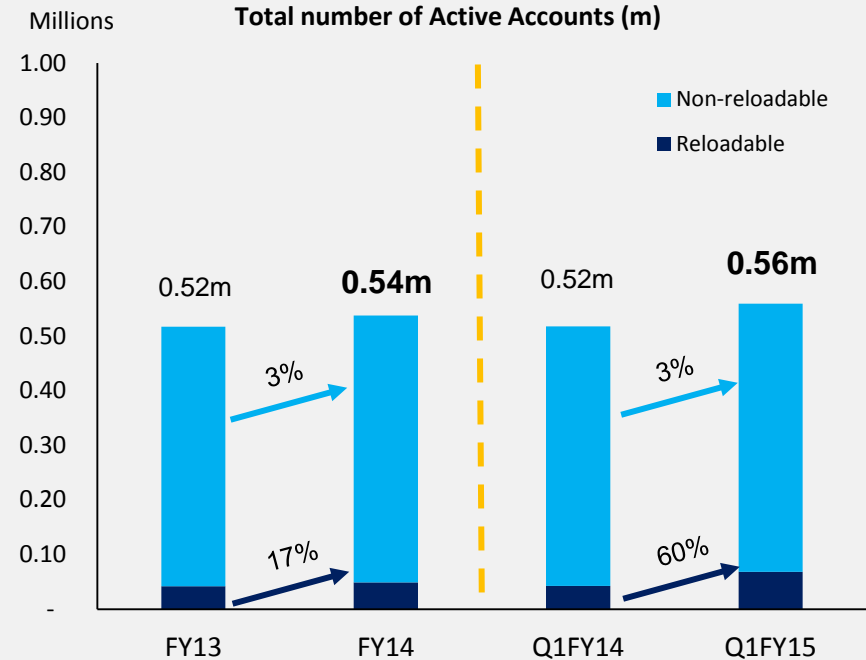
Performance Metrics – FY15 Trading Update

FY14 vs. FY13 and trading update to Q1FY15



Q1FY14 vs. Q1FY15

Total Dollars Loaded: +98%

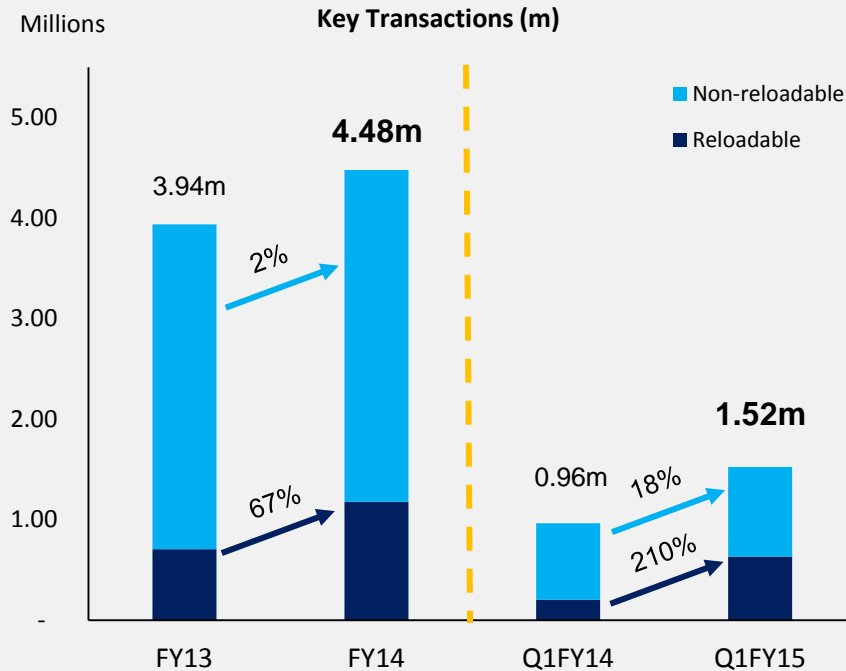


Sep 14 vs. Sep 15

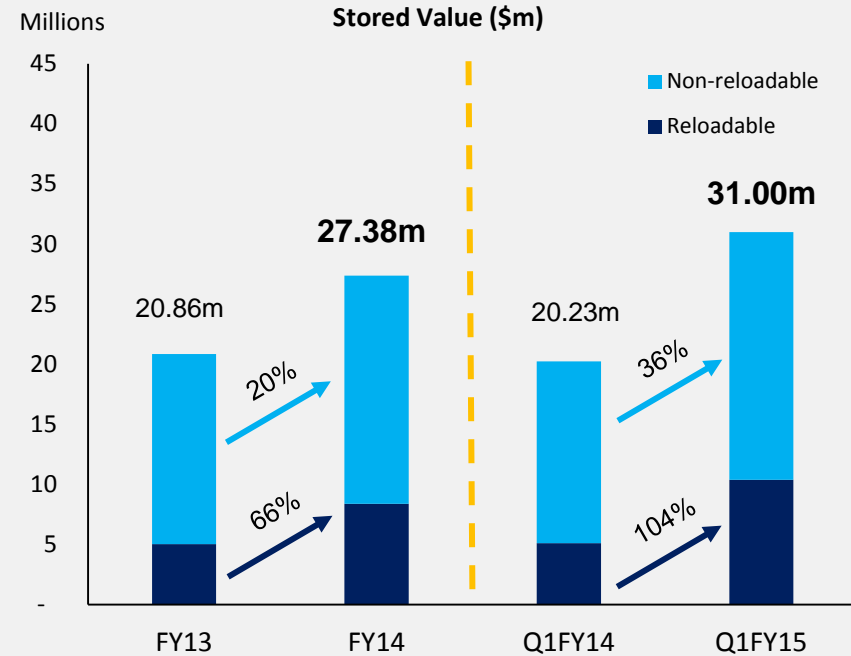
Number of Active Accounts: +8%

Performance Metrics – FY15 Trading Update

FY14 vs. FY13 and trading update to Q1FY15



Q1FY14 vs. Q1FY15
Transactions: +58%



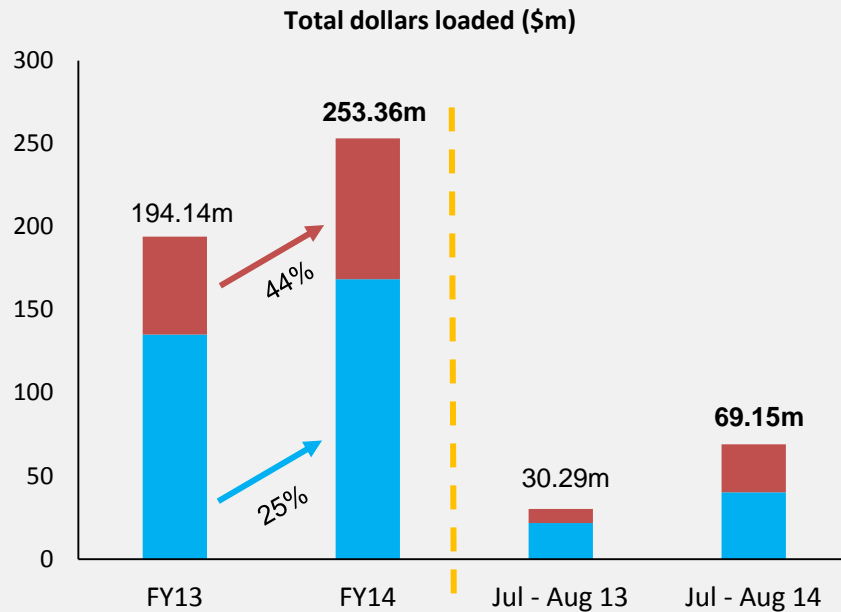
Sep 14 vs. Sep 15
Stored Value: +53%

Pro forma* Performance Metrics

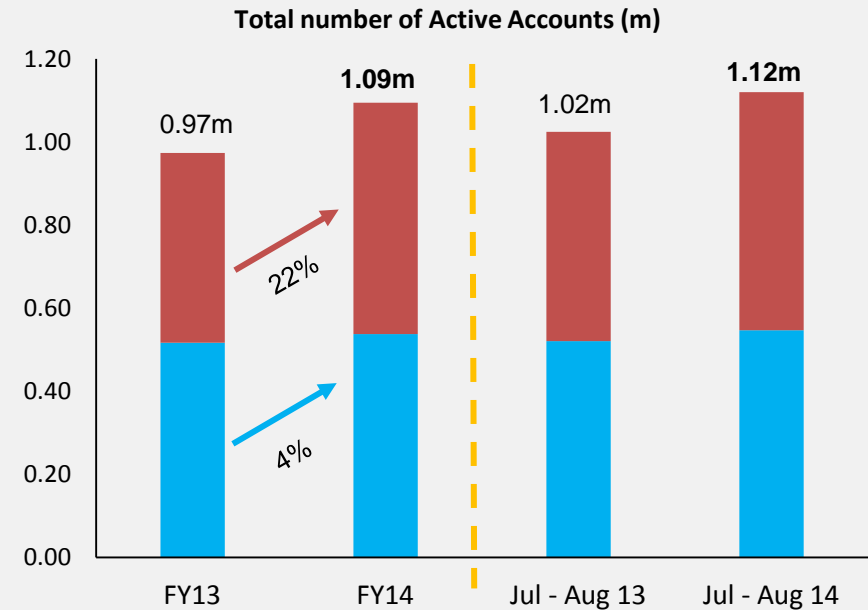
FY14 vs. FY13 and trading update to August 2014

■ SF UK METRICS

■ EMERCHANTS METRICS



Total Dollars Loaded: +128%



Number of Active Accounts: +10%

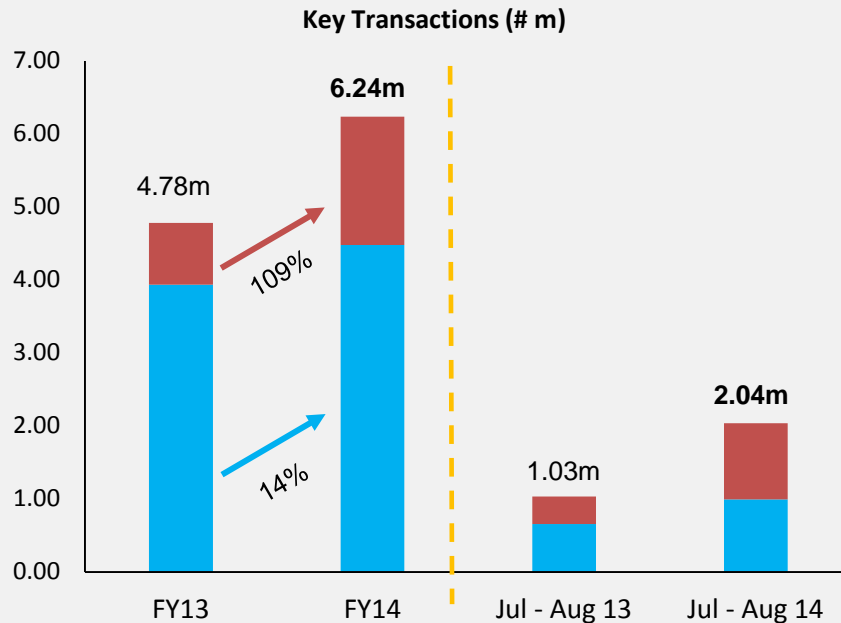
* The metrics above include the results of SFUK assuming they were part of the EML consolidated group for the entire period under review. Metrics in GBP have been converted to AUD at the closing exchange rates for each period.

Pro forma* Performance Metrics

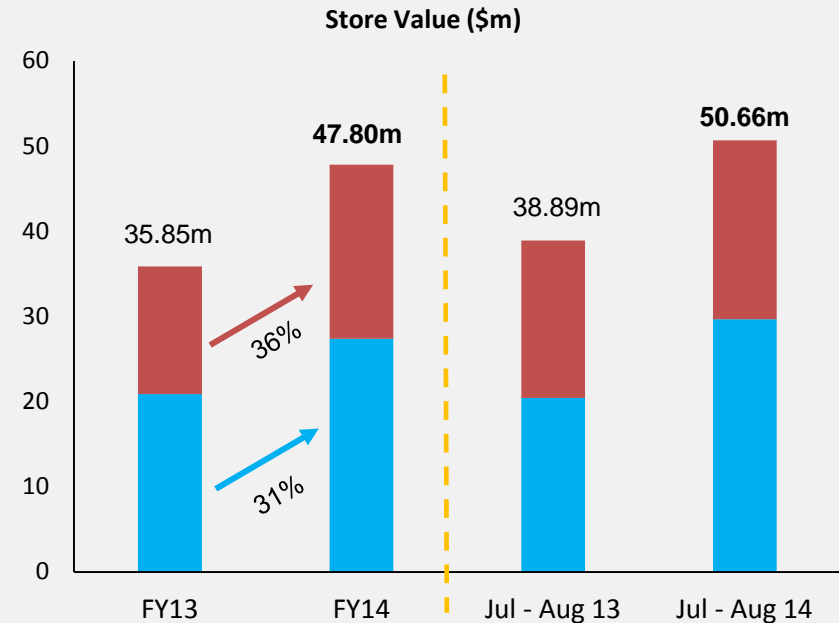
FY14 vs. FY13 and trading update to August 2014

■ SF UK METRICS

■ EMERCHANTS METRICS



Total Transactions: +98%



Total Stored Value: +30%

* The metrics above include the results of SFUK assuming they were part of the EML consolidated group for the entire period under review. Metrics in GBP have been converted to AUD at the closing exchange rates for each period.

FY15 Objectives – The “Vital Few”

- **Close the Store Financial UK acquisition on December 1, 2014**
 - Significantly propels our revenue and earnings in FY16
 - Commence integration work immediately to be in a position to launch re-loadable programs in 1HFY16
- **Monetize the Queensland Government agreement**
 - We have re-established sales momentum and need to sign contracts with additional agencies
- **Further establish our presence in the Gambling Solutions vertical**
- **Establish a presence in the Salary Packaging vertical**
- **Extend our value proposition through two product development initiatives slated for launch in late FY15**
 - Cash deposit functionality
 - Retail distribution of consumer loans