



28 April 2015

ASX Market Announcements
Australian Securities Exchange Limited
20 Bridge Street
SYDNEY NSW 2000

Emerchants and Edge Loyalty Renew Agreement

Emerchants Limited (**ASX: EML**) is pleased to announce that it has renewed its agreement with Edge Loyalty for the provision of prepaid gift card solutions for a further 3 years with the potential to extend the agreement to a 5 year term.

Mr Tom Cregan, Managing Director of Emerchants Limited said, “We have had a long lasting relationship with Edge Loyalty, the market leader in B2B gift cards in Australia, and we’re very pleased to extend that relationship for a minimum of 3 years. Both parties have had a fruitful relationship in working together to support both existing programs and identify and implement new business initiatives”.

Edge Loyalty Managing Director, Mr Nick Sims, echoed Mr Cregan’s comments, stating: “We’ve been a business partner of Emerchants since their inception and we look forward to growing our B2B gift card business with them in the coming years. We are also working on a number of other opportunities domestically and internationally which we believe will help expand our businesses in the coming years”.

ABOUT EDGE LOYALTY

Edge Loyalty was founded in 2007 and subsequently acquired by Village Roadshow Limited in 2012. With offices in Melbourne and Sydney, Edge Loyalty has grown to become Australia’s leading provider of loyalty, reward and incentive solutions, promotions and prize coverage.

ABOUT EMERCHANTS

Emerchants is a payments solutions provider of prepaid financial card products and services in Australia. By using their proprietary payments software and processing platform, the Company provides its clients with innovative financial service payment solutions for reloadable and non-reloadable prepaid card programs, in Australia and in the United Kingdom and Europe through its

Head Office| Level 2, 26 Commercial Road, Newstead, QLD 4006
Phone 07 3607 0100| Free Phone 1300 739 889

Emerchants Limited ACN | 104 757 904

www.emerchants.com.au

emerchants

wholly owned subsidiary, Store Financial Europe. Emerchants has offices in Brisbane, Australia and Birmingham, United Kingdom.

For more information please visit: www.emerchants.com.au

For further information please contact:

Tom Cregan, Managing Director

Emerchants Limited

M: 0488 041 910

E: tcregan@emerchants.com.au

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