



Money in Motion

+61 (07) 3557 1100

Level 12
333 Ann Street
Brisbane QLD 4000

EML Payments Limited

12 November 2018

ASX Market Announcements

20 Bridge Street
SYDNEY NSW 2000

EML Signs Multi-Year Agreement with PointsBet for USA Gaming

EML PAYMENTS LIMITED (ASX: EML) (“EML”) is pleased to announce that its wholly owned subsidiary, EML Payments USA LLC, has entered into an exclusive multi-year agreement with PointsBet USA Inc. for the provision of a PointsBet branded Reloadable card program in the state of New Jersey in the United States of America.

Under the agreement, EML will give PointsBet players an easy to use Reloadable card to both remit funds into their gaming account alongside our innovative product supporting instant access to winnings. The initial program in New Jersey is expected to launch in H2 of FY2019 following regulatory approvals.

Following the Supreme Court’s decision to allow states to legalise sports betting in May 2018, six states have already passed legislation with a further twenty two having commenced some activity towards legalisation. EML and PointsBet will also partner together throughout the USA as PointsBet obtains licenses in states that elect to legalise and regulate sports betting.

“Our success in delivering innovative payment solutions to sports betting providers in Australia and Europe positions EML to provide a consistent experience that is proven in other countries. EML is enthusiastic to partner with PointsBet to drive customer engagement in the USA given the long term growth opportunities that we expect will unfold in the coming years” said Brandon Thompson, Chief Commercial Officer, EML Payments.

“We are excited that PointsBet has elected to lead the USA market with a payments card that will launch in FY2019. We believe it brings unrivalled convenience to their customers and is a testament to the constant innovation taking place in this industry. We look forward to working closely with the PointsBet team, who are all proven leaders within the betting industry,” said Tom Cregan, Managing Director and Group CEO of EML Payments.

“We’re thrilled to integrate EML into the PointsBet platform,” said PointsBet Group CEO Sam Swanell. “Our payments card partnership with EML will deliver tangible benefits for PointsBet clients. It delivers a reliable deposit method in a market where gambling deposits have been a challenge and allows customers to access and use their winnings immediately.”

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 the first program of its type in the USA for EML, 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 FY20 year.

PointsBet will be presenting at EMLs investor conference, EMLCON, in Sydney on Tuesday 13 November.

For personal use only



Money in Motion

+61 (07) 3557 1100

Level 12

333 Ann Street

Brisbane QLD 4000

EML Payments Limited

About PointsBet

PointsBet is an Australian founded corporate bookmaker currently competing in the highly advanced, \$4.4B revenue, Australian racing and sports betting market. Utilising proprietary modern technology PointsBet offers traditional fixed odds betting in addition to its signature, point of difference product, 'PointsBetting'. PointsBet specializes in US sports and offers more NBA and NFL markets than any other bookmaker in the world. PointsBet is highly focused on the USA market and launches in New Jersey in late 2018.

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

For further information, please contact:

Robert Shore

Group Finance Director

& Investor Relations Manager

EML Payments Limited (ASX: EML)

rshore@emlpayments.com.au

+61 (0) 419 590 128

For personal use only