



Money in Motion

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Level 12
333 Ann Street
Brisbane QLD 4000

EML Payments Limited

18 November 2019

ASX Market Announcements

20 Bridge Street
SYDNEY NSW 2000

Investor Presentation – part 1

EML PAYMENTS LIMITED (ASX: EML) (“EML”) is pleased to provide investors with this PART 1 of copies of the presentations made at EMLCON, EML's 2nd annual investor day, held on Tuesday, 12 November 2019.

Our showcase event highlighted EML's innovation and technology, and provided investors with the opportunity to interact firsthand with our partners and gain an in depth understanding of the value EML delivers to its customers.

Presentations included:

- Mike Blaze, from BillGO;
- Gaetano Giannetto from Epipoli;
- Seth Young from PointsBet;
- Clayton Howes from MoneyMe; and
- Sarah Hass from Smart Group (by video).

Please enjoy the attached presentations. Part 2 of the presentations is contained in a separate announcement due to file size restrictions.

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 CFO

EML Payments Limited (ASX: EML)

rshore@emlpayments.com.au

+61 (0) 419 590 128

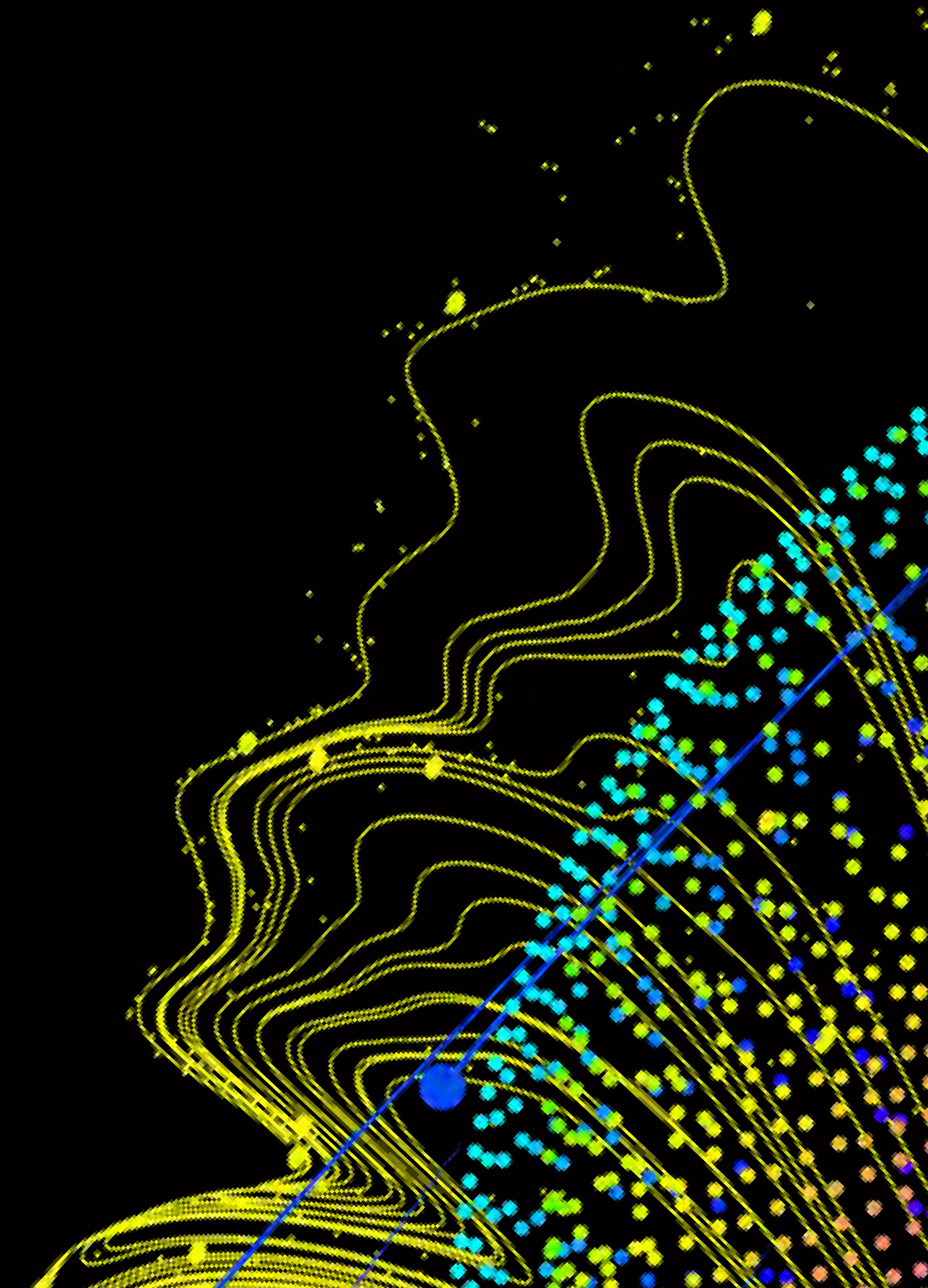
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EMILY.CON 2019 SYDNEY

Welcome.



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**Richard
Anderson.**

Group Chief Marketing Officer
& Global Business Development

EM.

**We create awesome, instant and secure
payment solutions that connect our customers
to their customers, anytime, anywhere,
wherever money is in motion.**

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**Brandon
Thompson.**

Group Chief Commercial Officer

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EML continues to sign and launch programs across all segments

G&I Pays



G&I



GPR



VANs



Brandon
Thompson

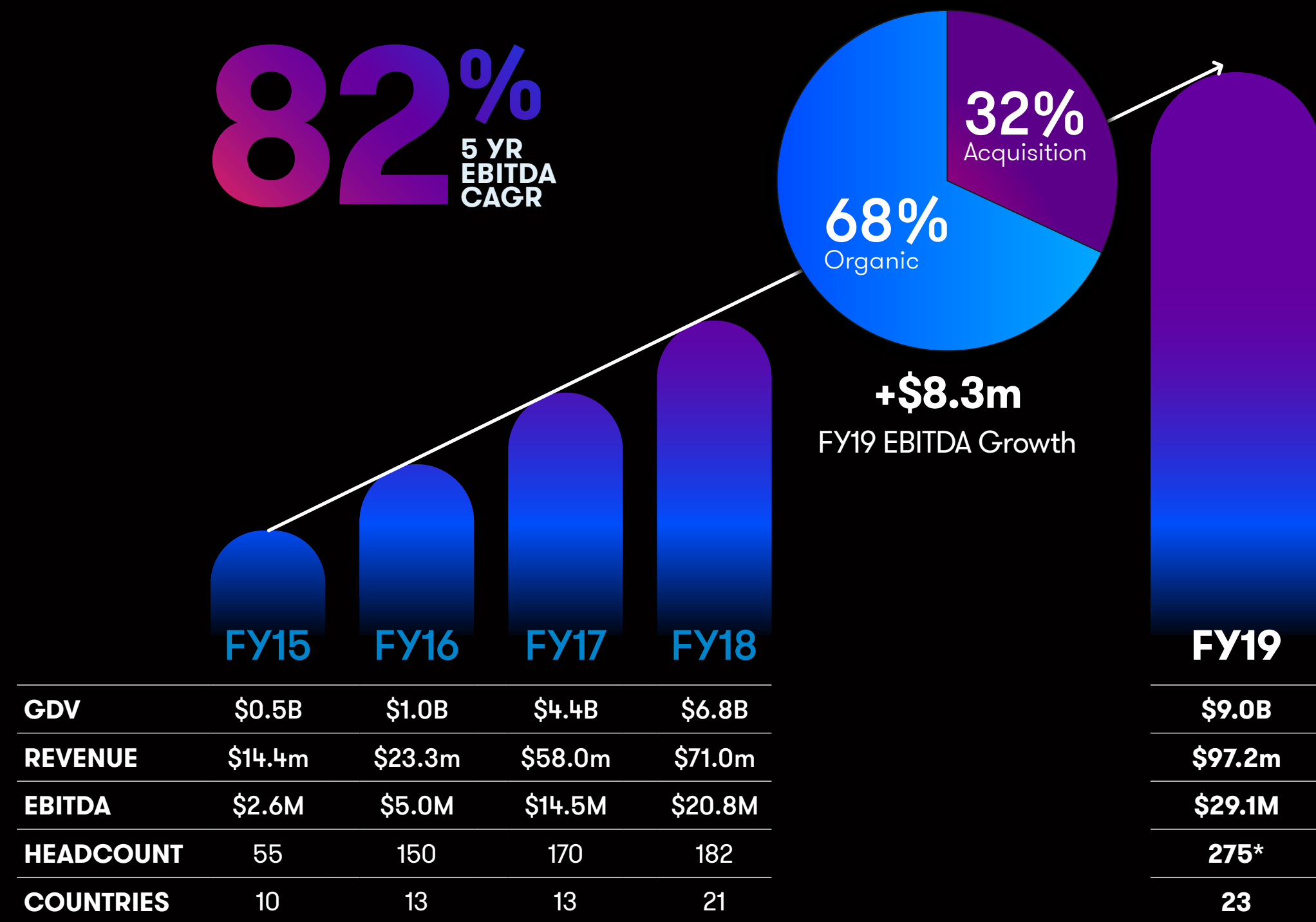


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Track Record of Growth



Growth Drivers

- Gaming**
Expand European and North American programs
- Salary Packaging**
Transition contracted benefit accounts
- Gift and Incentive**
Expand mall programs and use of instant gift
- Delegated Authority**
Launch delegated authority to new verticals
- VANS**
Processing plus solution gaining traction

run rate at June 19	
G&I	\$87m p/month*
GPR	\$225m p/month
VANS	\$700m p/month

*G&I is a seasonal segment and June run rate is not representative of seasonal peaks

Brandon
Thompson



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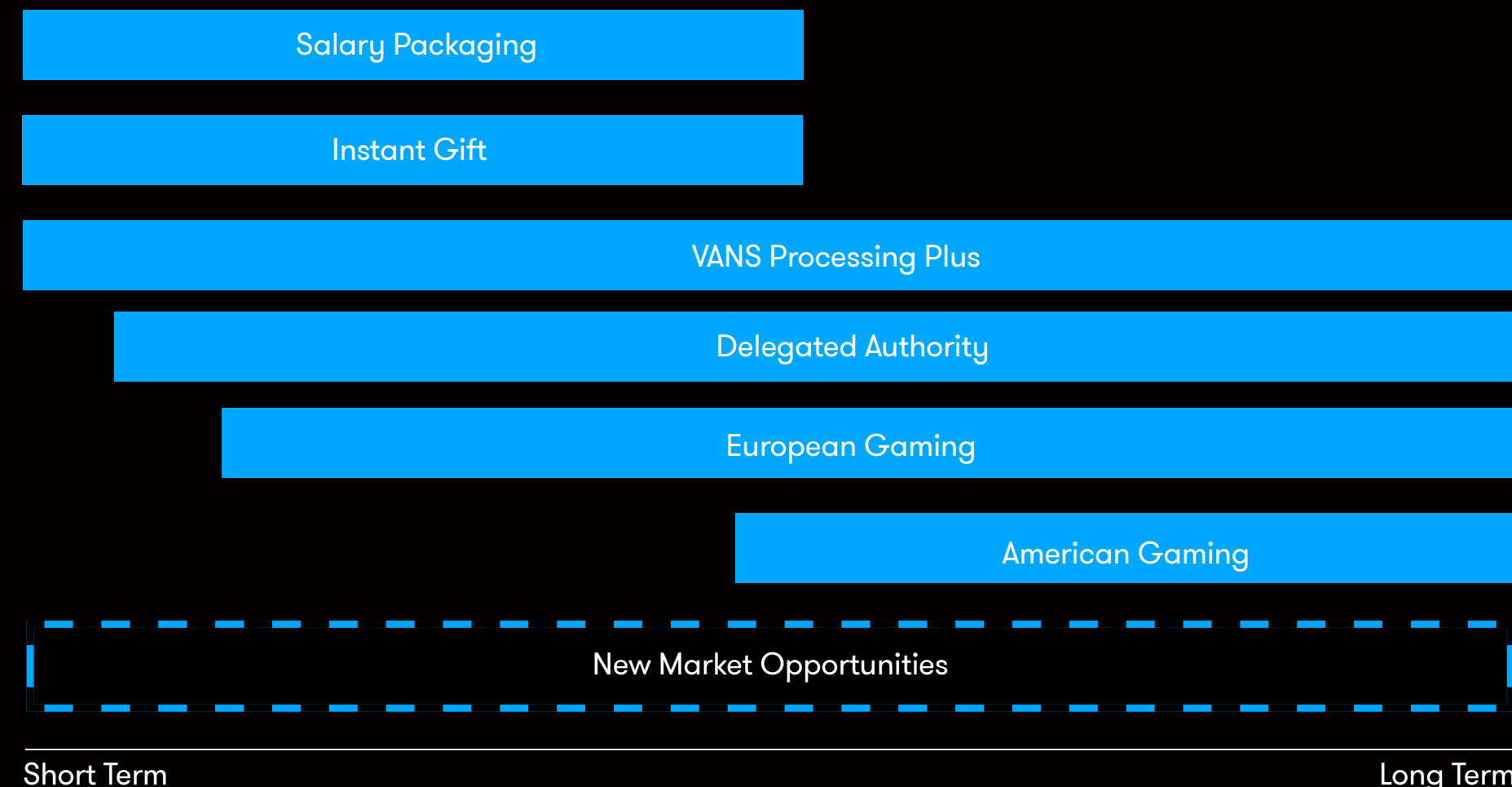


How we think about growth

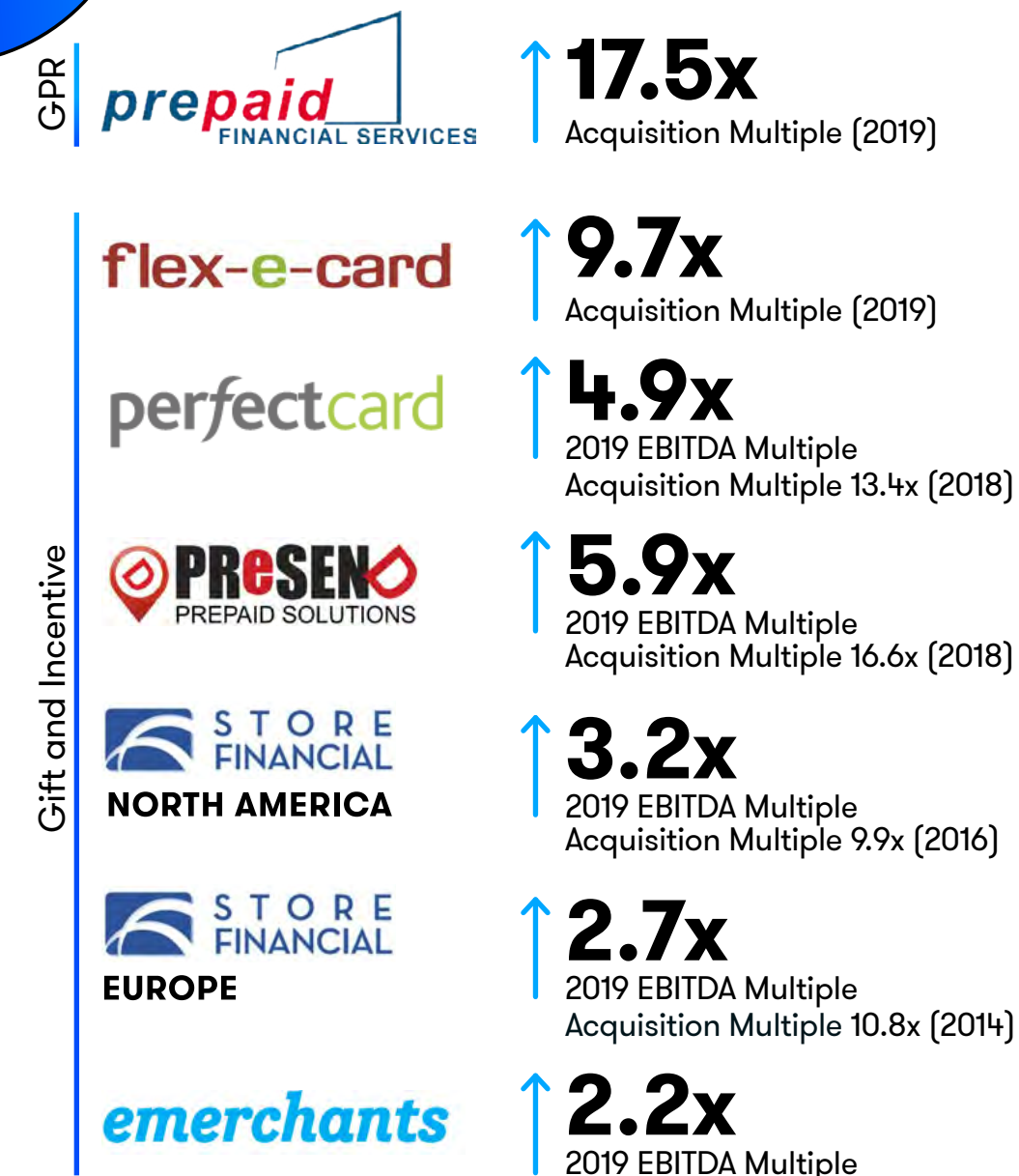
Strong Organic Growth

GDV growth from existing customers in FY19 at \$2.0bn

Constant Growth Drivers



Acquisitions



Brandon Thompson



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Today's Speakers.

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09:00

Mike Blazes
BillGO
CFO



09:30

Gaetano Giannetto
Epipoli
Founder & President



10:00

Sarah Haas
SmartGroup
Chief Executive – Salary Packaging



10:30

Seth Young
PointsBet
Chief Innovation Officer



11:00

Clayton Howes
MoneyMe
CEO & Co-Founder

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KEYNOTE FIVE

Clayton Howes.

As CEO and Co-Founder of MoneyMe, Clayton brings more than 15 years' experience in the development of brands, business strategy and innovation. He has a strong background of executing capital strategies, building new technologies to replace legacy processes and fostering highly engaged and rewarding team cultures.

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KEYNOTE FOUR

Seth Young.

Holding a successful track record of continuously being at the forefront of new online gaming technologies and strategies, Seth Young brings nearly 15 years of relevant experience to his role of Chief Innovation Officer at PointsBet.

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KEYNOTE THREE

Sarah Haas.

Sarah Haas joined Smartgroup in 2017 as part of the senior management team of AccessPay (acquired May 2017). Sarah was appointed Chief Executive – PBI Salary Packaging in March 2018.

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KEYNOTE TWO

Gaetano Giannetto.

Gaetano Giannetto is the Founder and President of Epipoli, a fast-growing leading provider of gift cards and customer engagement services to corporates. The company introduced the gift cards in Italy in 2006 and today is one of the leading prepaid payment networks in Europe.

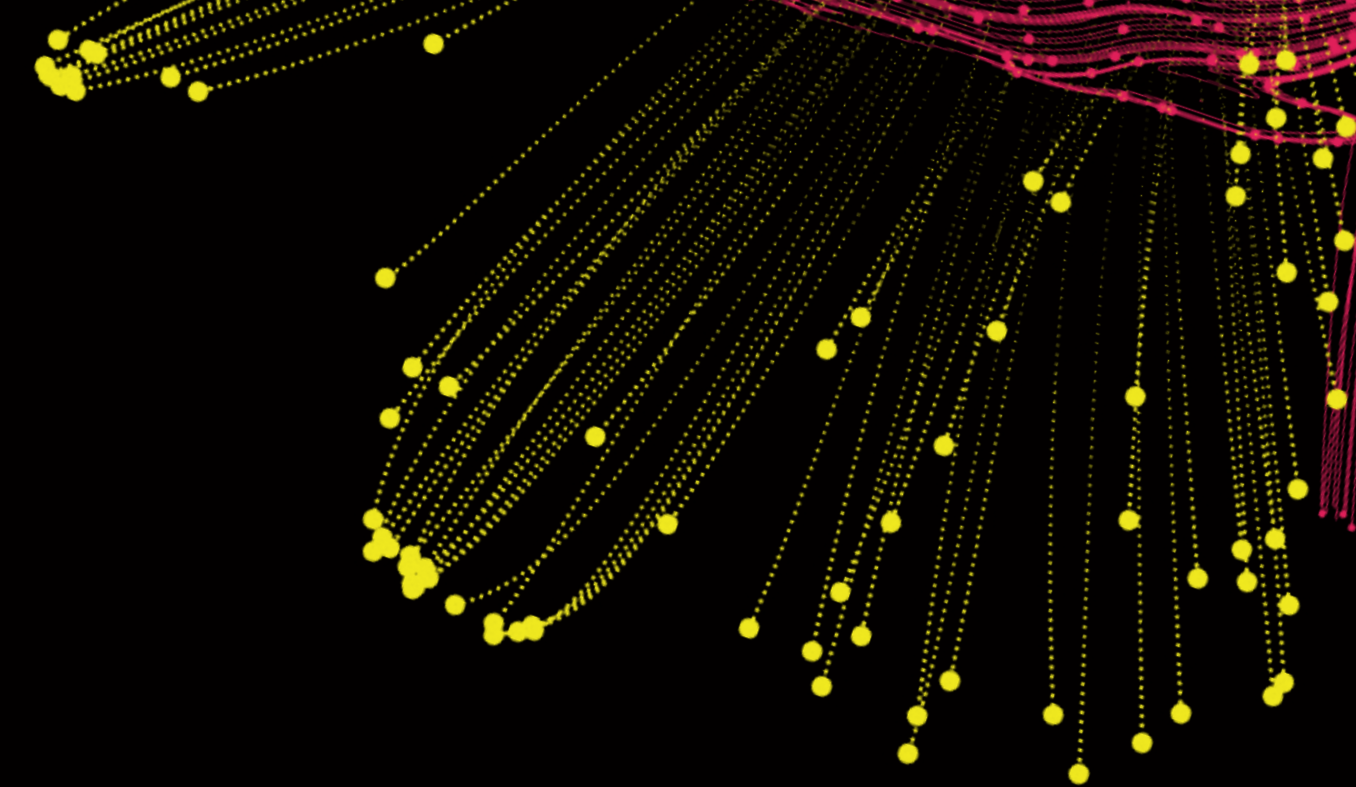
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KEYNOTE ONE

Mike Blazes.

Mike is the CFO and incoming President of BillGO. He is working with a world class team to scale the high-growth fintech that is relentlessly advancing payment systems, accelerating speed, security and choice for all.



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KEYNOTE ONE

Mike Blazes.

CFO

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Flipping Bill Pay On Its Head

**Mike
Blazes**



Bill Pay Problem



Majority of Consumers

Pay bills at pay-day...not when bills are due...and not autopay



Unbanked/Underbanked

Lack options
~\$5 per bill and up to \$25 to expedite



Banks, Credit Unions and Retail need solutions for real-time bill pay that work!

**Mike
Blazes**



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BILLGO™ Enables



Majority of Consumers

Real-time payments
No late fees
Immediate “credit”



Unbanked/Underbanked

No fee
Real-time payments
Immediate “credit”



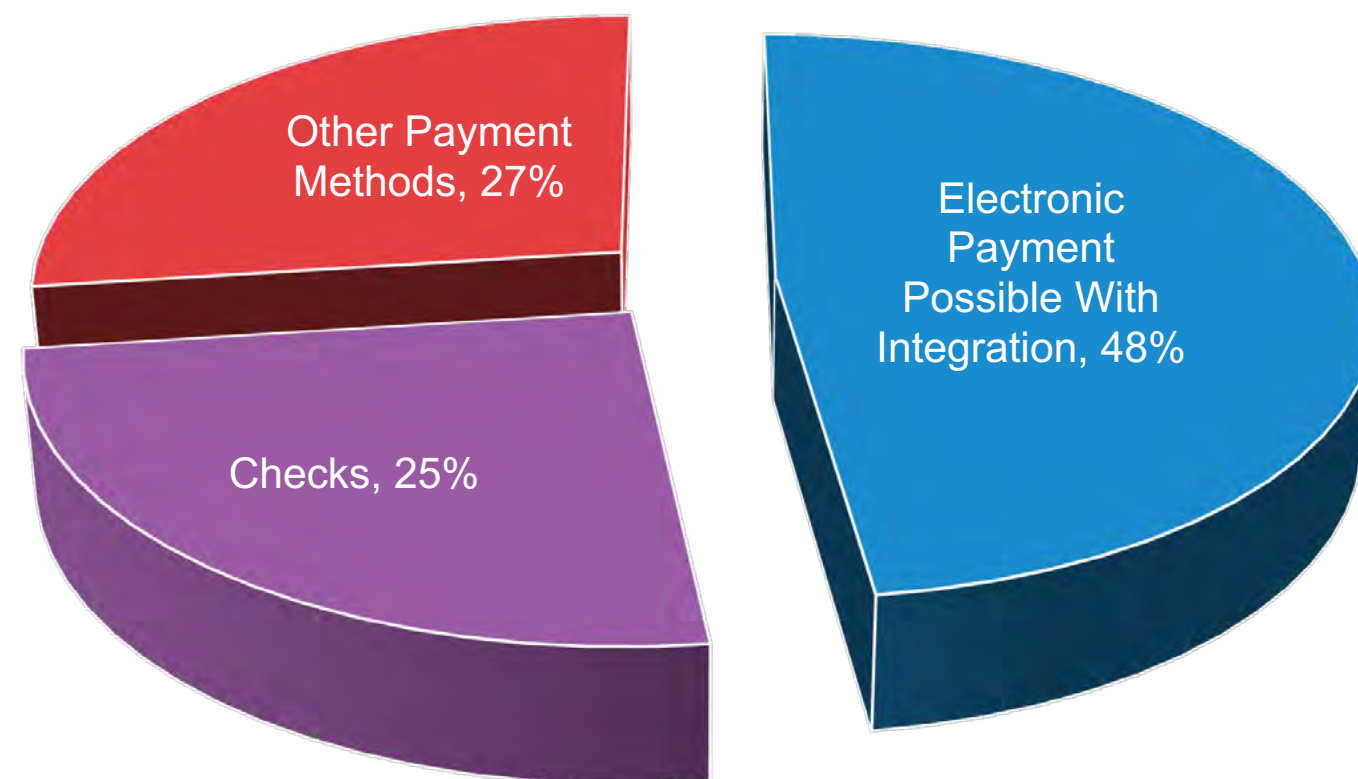
**Mike
Blazes**



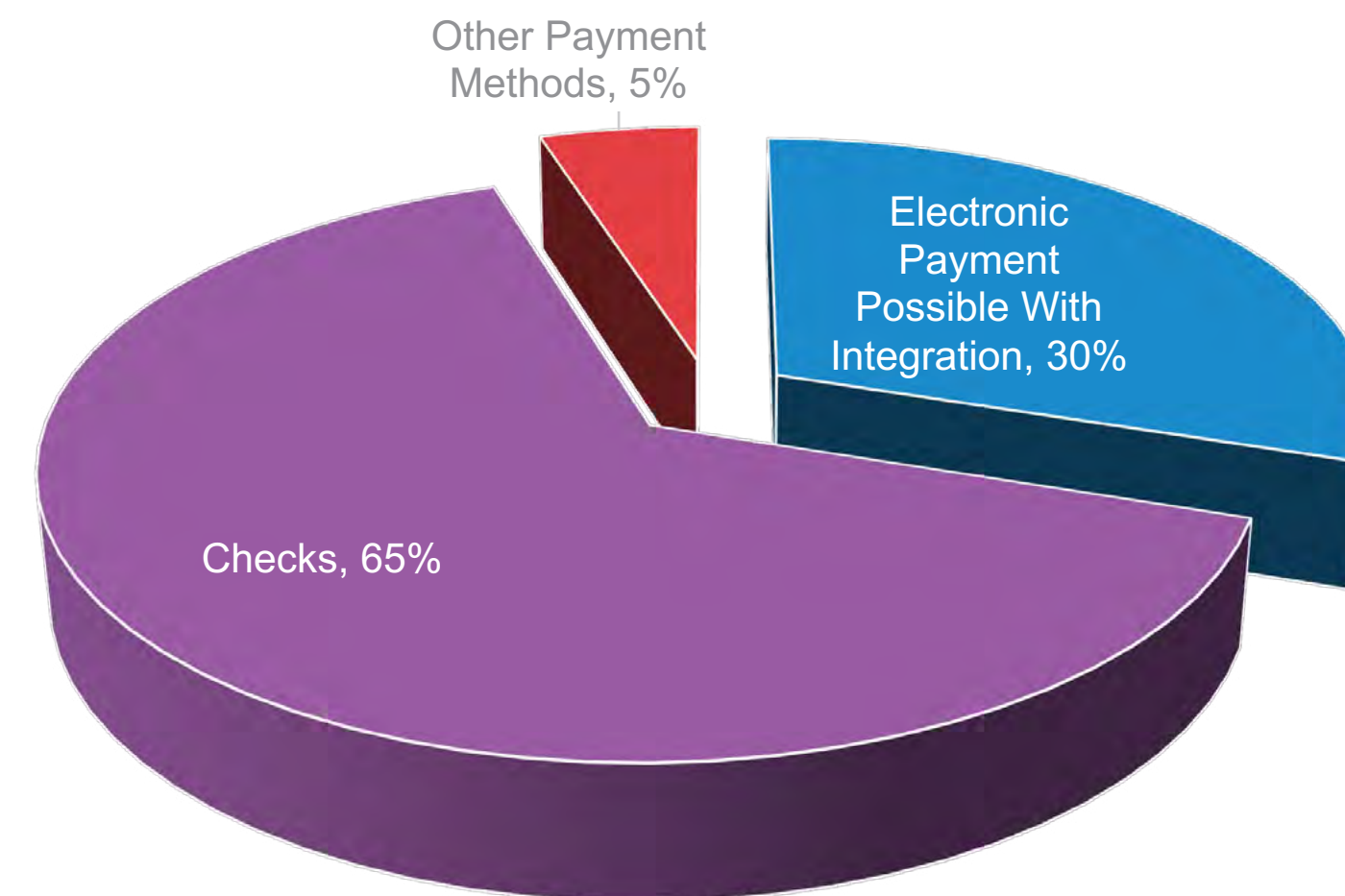
BILLGO™

Addressable Market

Consumer bill pay market \$4T



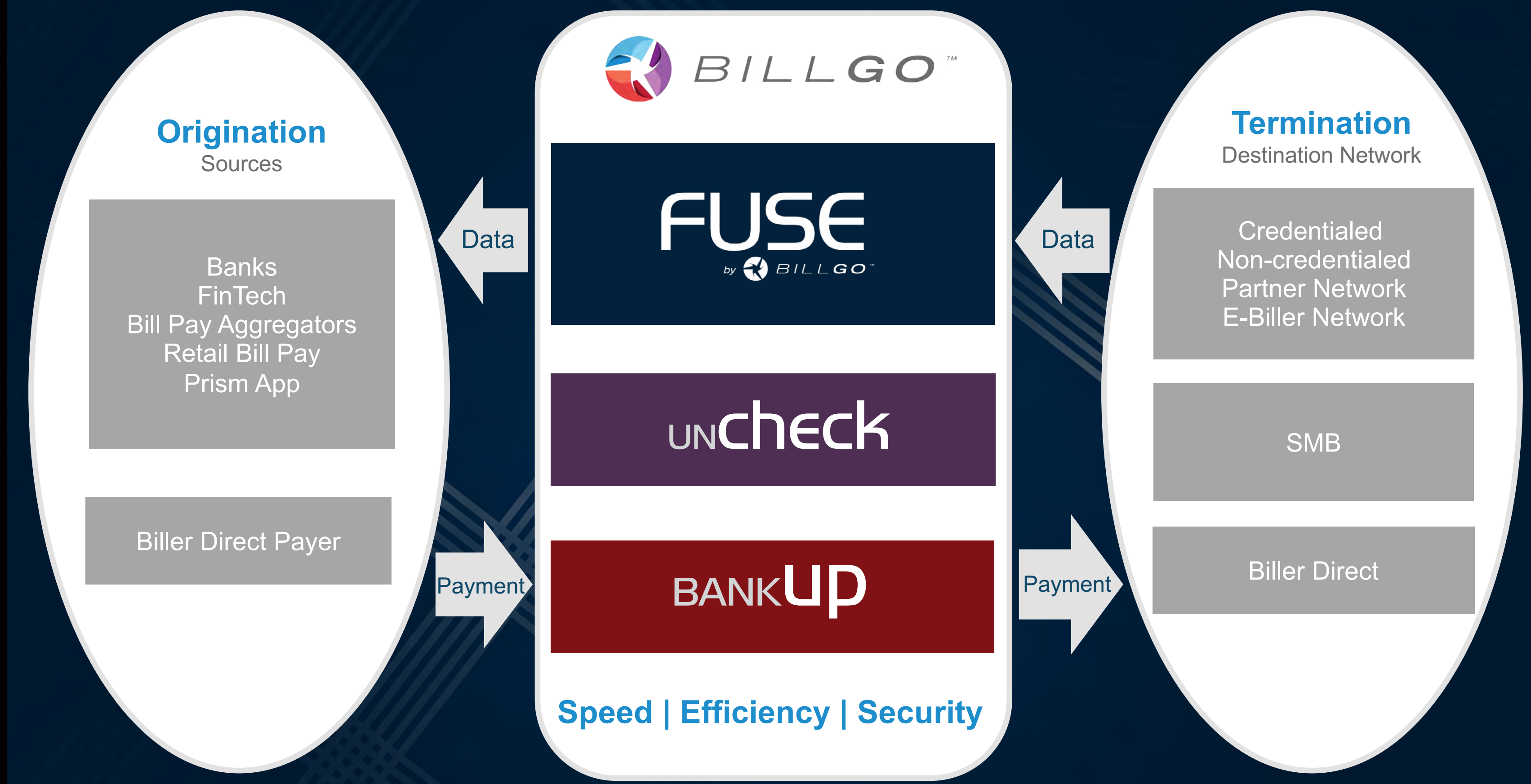
Plus B2B bill pay market \$27T



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About BillGO

Solid team...



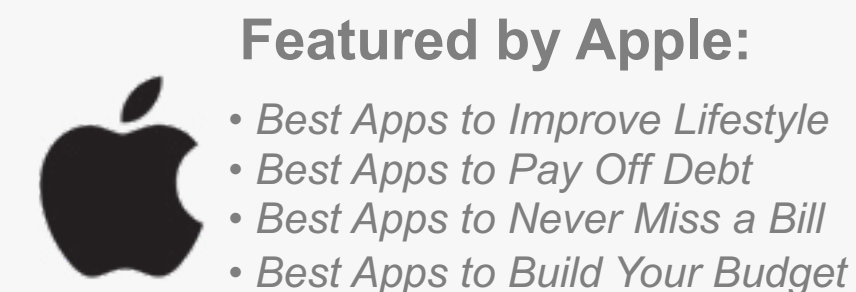
with decades of banking,
payments, & bill pay...



who have built the best in bill pay.



Billions in Payments
Over 30,000 5-Star Reviews



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Blazes



Serving 32M consumers and businesses from 8,000 banks and credit unions



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Compliance and Risk Management are Key

AML & Consumer Protection



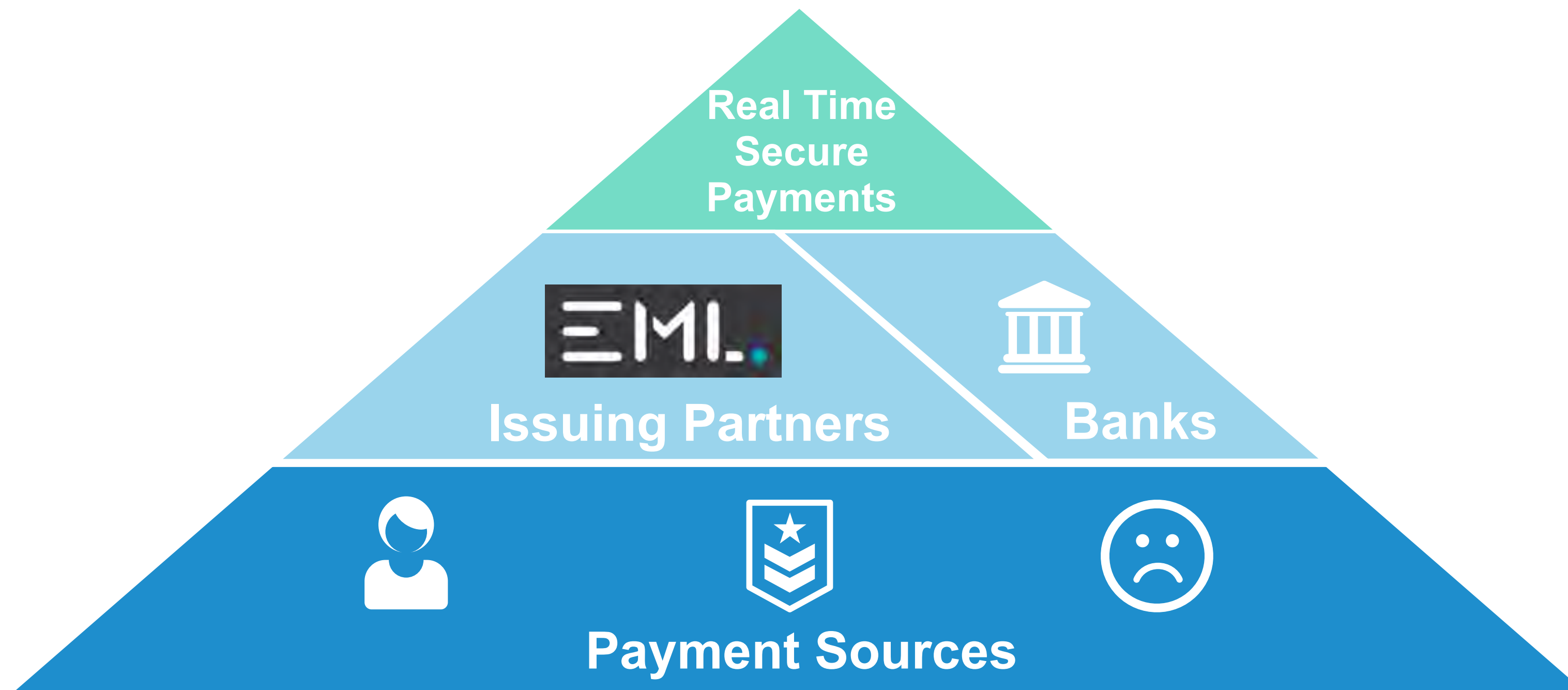
InfoSec & Standards



Mike
Blazes



The Right Partnerships Enable...



**Mike
Blazes**



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EML is a great partner

Supported BillGO early



Strength of network ties



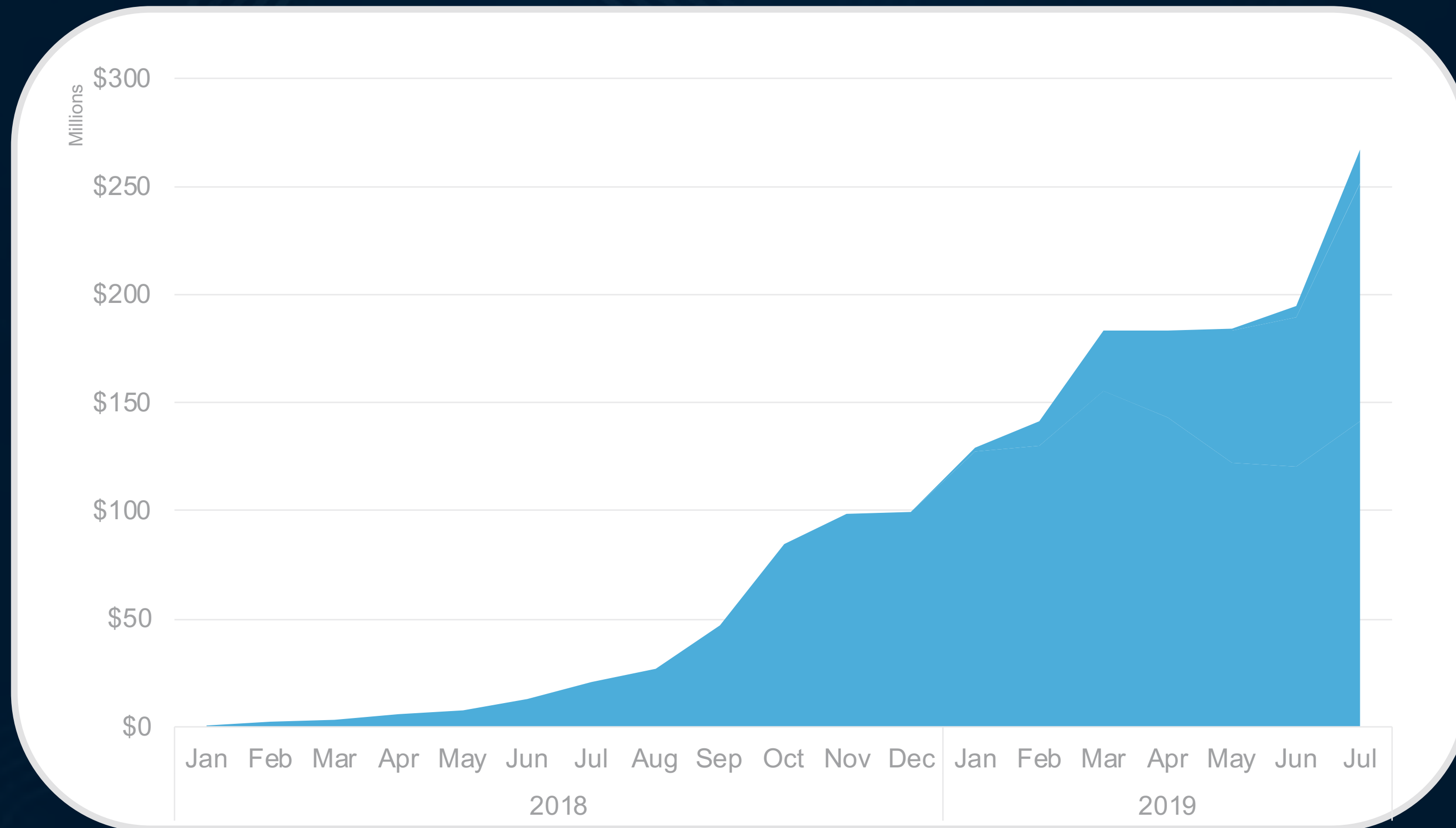
Has evolved with BillGO



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Gaetano Giannetto.

Founder & President

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Corporate Presentation

**Gaetano
Giannetto**



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Epipoli at a glance

Epipoli is a fast-growing leading provider of Gift Cards and customer engagement services to corporates in Italy. Epipoli introduced Gift Cards in Italy in 2006 and today is one of the leading prepaid payment networks in Europe.

Epipoli's Fintech platform, Highways, already used by over 250 blue chip companies, is the engine used to create *branded currency* in the context of customer engagement. The platform integrates payment systems with customised corporate solutions for their loyalty, welfare, incentive and engagement marketing programs. The company has a growing network of more than 50,000 points of sales and more than 4 million consumers use Epipoli's services.

Epipoli **omni-channel market place** in 2017 won the USA the **Global Prepaid Award** in the category **Outstanding Commerce Innovation**.

PAY²⁰¹⁷
AWARDS
WINNER
Outstanding Commerce
Innovation



<https://www.youtube.com/watch?v=qwezIIJXMqo>
see **MyGiftCard** at min 3:55

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Giannetto**

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Highways is our FinTech engine

HighWays is the modular and flexible platform developed with over 12.000 man-days.

The platform won several international awards including the one from the Ministry of Economy.

HighWays is an integrated system managing the entire consumer engagement journey through a direct integration with all pos check outs solutions.

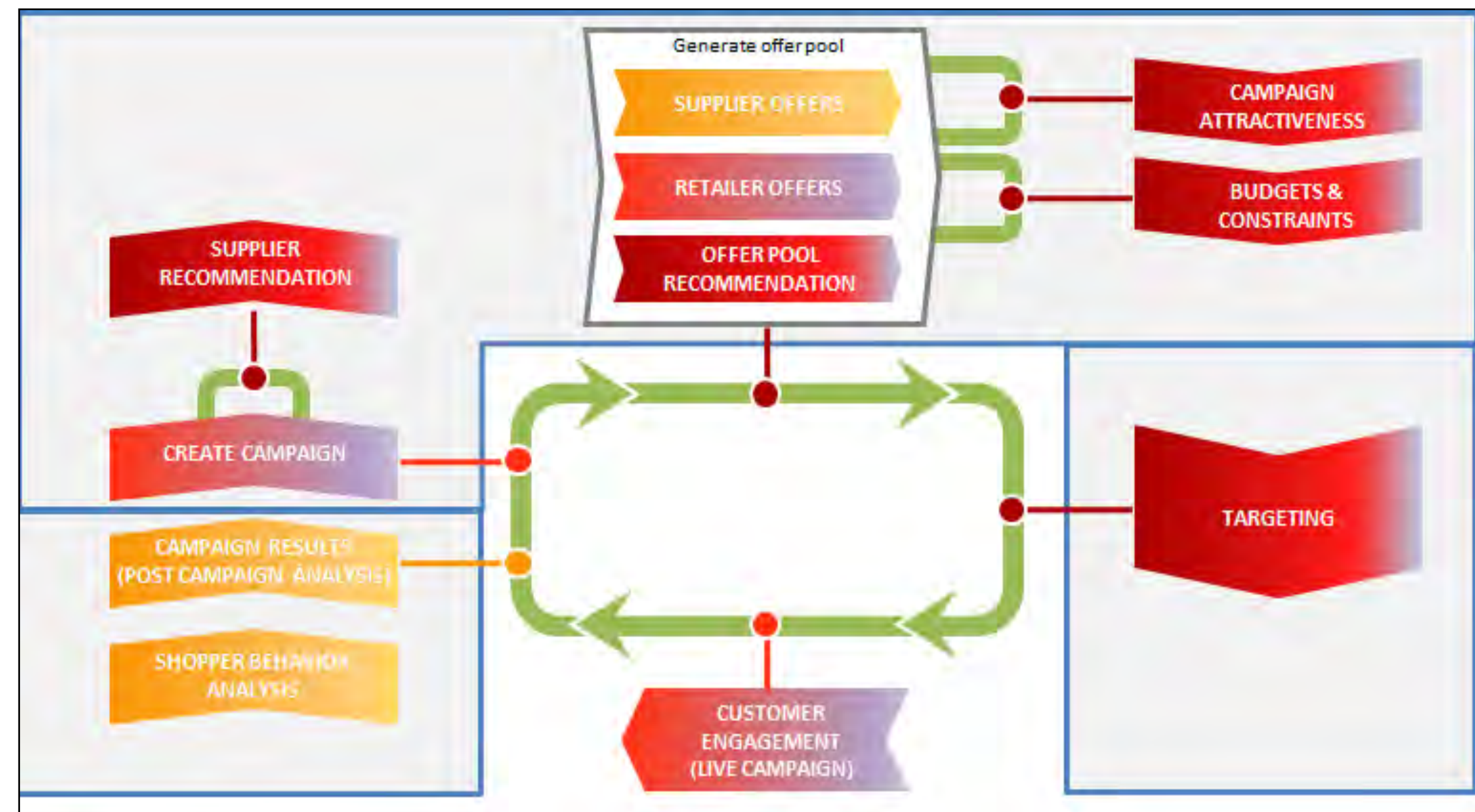


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Machine Learning e Analytics

Highways is the solution enabling the data transformation into strategic information to **Measure** program performance, **Know** clients needs, **Influence** purchasing behaviours and **Guide** to achieve business objectives.





Offers

- Product popularity
- Correlated products
- Seasonality
- Offer Types
- Price Elasticity / Sensitivity



Shoppers

- Current loyalty level
- Price sensitivity
- Demographics



Stores

- Product availability by store
- Primary store per shopper
- Special treatment per store
e.g. new, under renovation



Relevancy

- Customer similarity to other buyers of product
- Likelihood of purchase based on previous purchase history



Basket Effect

- Contribution to customer's spend level when redeemed
- Products customer regularly buys scores low
- Cross and up sell score high

The Engine



Past Engagement

- Each offer is a question. Responses (positive or negative) are the answers
- Shopper/offer/campaign level response



Channels

- Exposure/redemption rate per channel
- ROI, Basket effect etc. per channel



Timing

- Optimal timing for offer
- Average product purchase cycle
- Personal product purchase cycle



Brand Loyalty

- Customer's purchase behaviour of offer brand and other brands
- Multiple offer thresholds



Targeting Rules

- Must/Can/Cannot receive
- Multiple rules per offer

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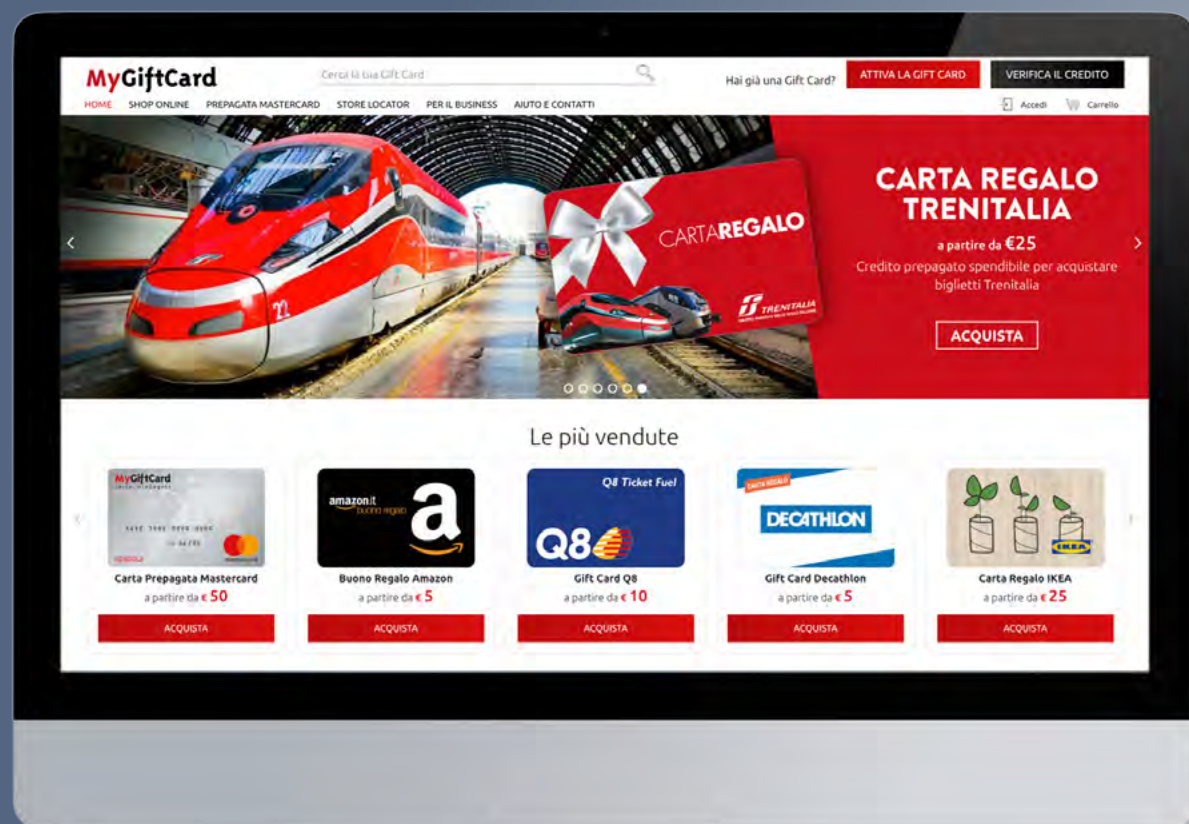
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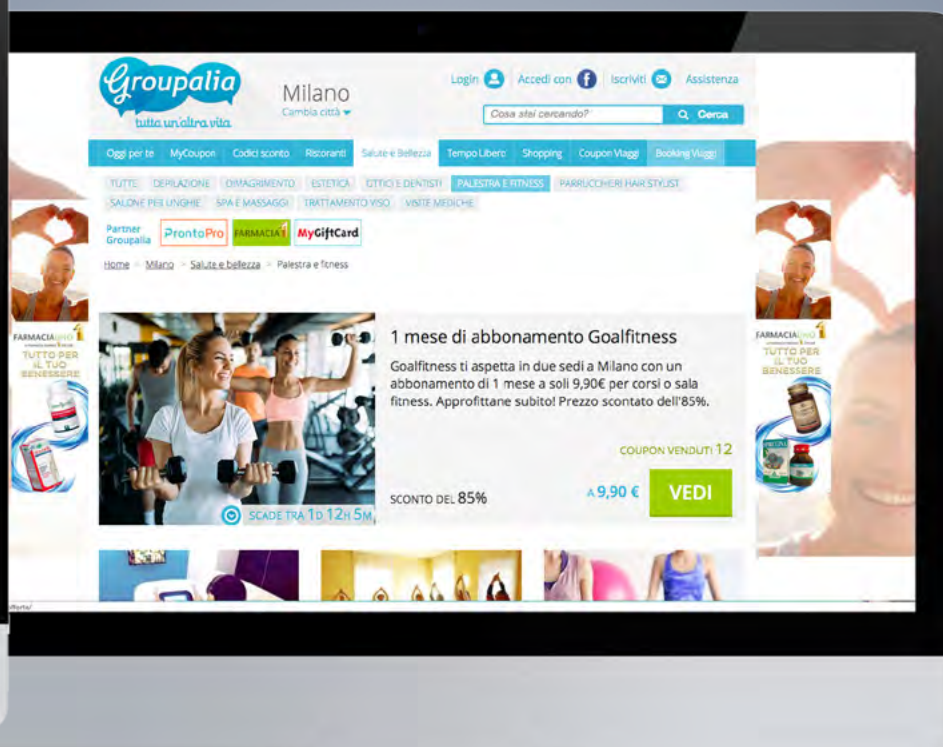
Epipoli and the store retail network

Epipoli Gift Card Corners represent a truly **Shop in Shop** active in over 60.000 stores selected among the best retailers such as: Auchan, Carrefour, Conad, Esselunga, Il Gigante, Iper, la Feltrinelli, Mediamarkt, Mondadori, PAM, Spar, Trony and many more. **We are the Category Captain !**

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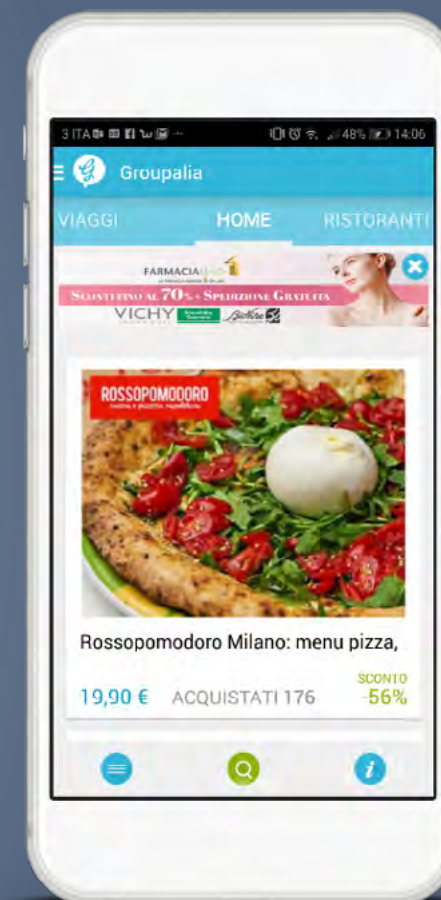
MyGiftCard.it



Groupalia.it



Esselunga
mobile e-commerce



Groupalia APP

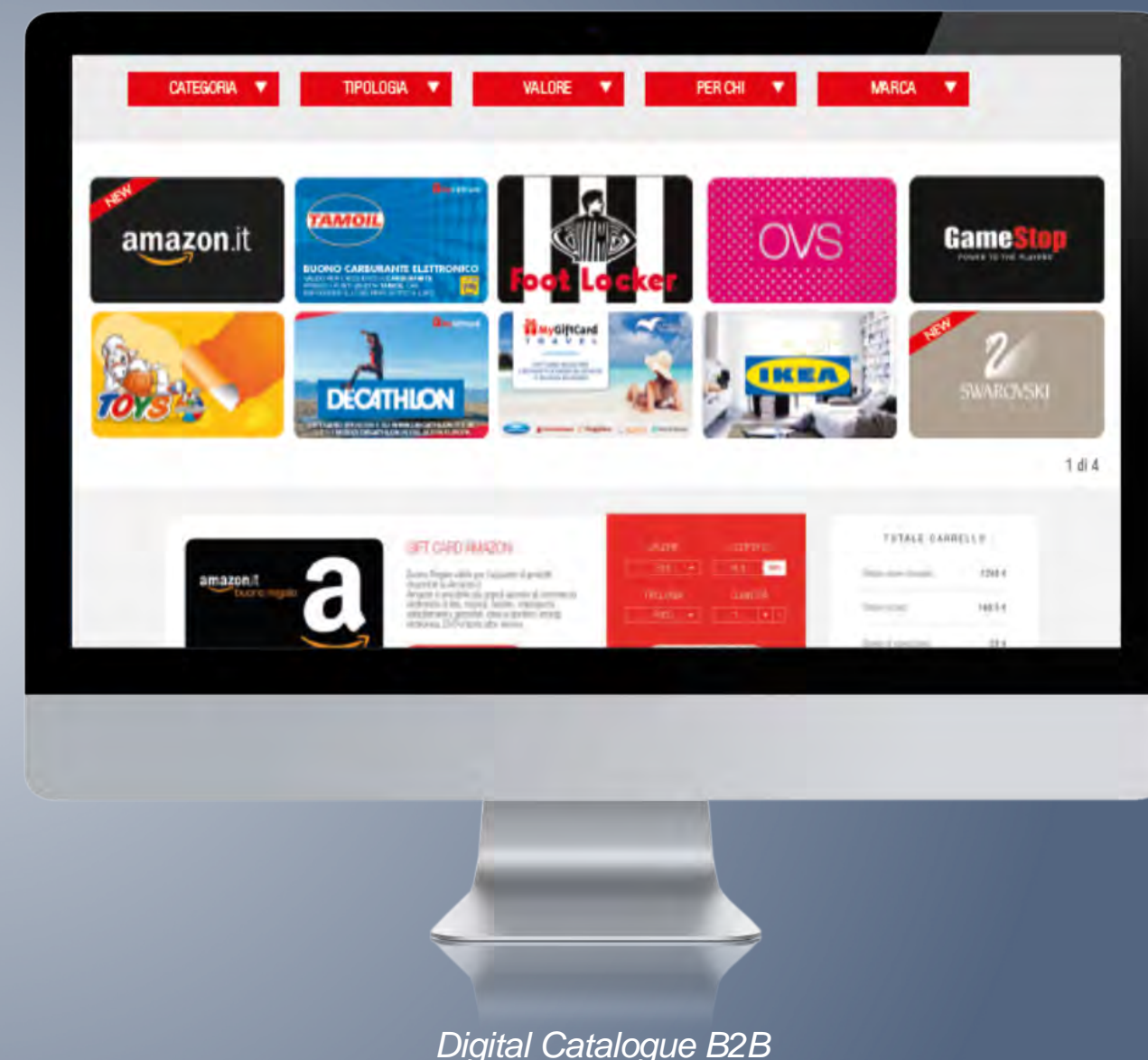
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Epipoli and the B2C digital network

Epipoli is the leading omni-channel **B2C** player through **mygiftcard.it**, the largest Gift Cards digital store, **Groupalia** the leading Italian social shopping, **Mobile shopping** and **App Mobile**.

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Epipoli and B2B digital network

Epipoli, through the digital platform, provides advanced B2B programs for promotions, trade incentives, Corporate giveaways, welfare and employees rewarding.

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New distribution channels: Banks and Pharmacies

In 2018, Epipoli has introduced the Gift Cards in new distribution channels expanding the network offering additional opportunities to engage customers in Banks, Pharmacies and Newsstands.

Leading the InsurTech market

Epipoli has introduced the first international Insurance Gift Cards program involving 4.000 Pharmacies enabling a powerful 1to1 relationships with consumers.



Banche - Bper



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New distribution channels: M-Commerce

Epipoli has implemented the innovative M-Commerce platform to activate the Gift Cards in a dynamic mode

Aggiungi alla tua spesa le **Gift Card digitali!**

Sfoggia il catalogo digitale, **scegli** le **Gift Card dei grandi marchi**,
mostra il codice in cassa e **pagale** insieme alla tua spesa.



Acquista qui la tua RICARICA TELEFONICA!

... E tante altre!

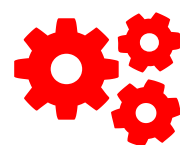
MyGiftCard

Inquadra il QR Code con il tuo smartphone e collegati al catalogo digitale MyGiftCard

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Exclusive Engagement & Prepaid Platform



What it is

- Digital and Physical program with preloaded, branded credit that can be spent in the stores of the network.
- Modeling and advanced analytics capabilities.



Use

- If registered it can be used as a Loyalty card, otherwise as a Gift Card.
- At any time the customer can make a request to use the accumulated points/value
- Rules for a maximum limit can be defined.



Functionalities

Collect points and/or cash back in the reference brand's stores.



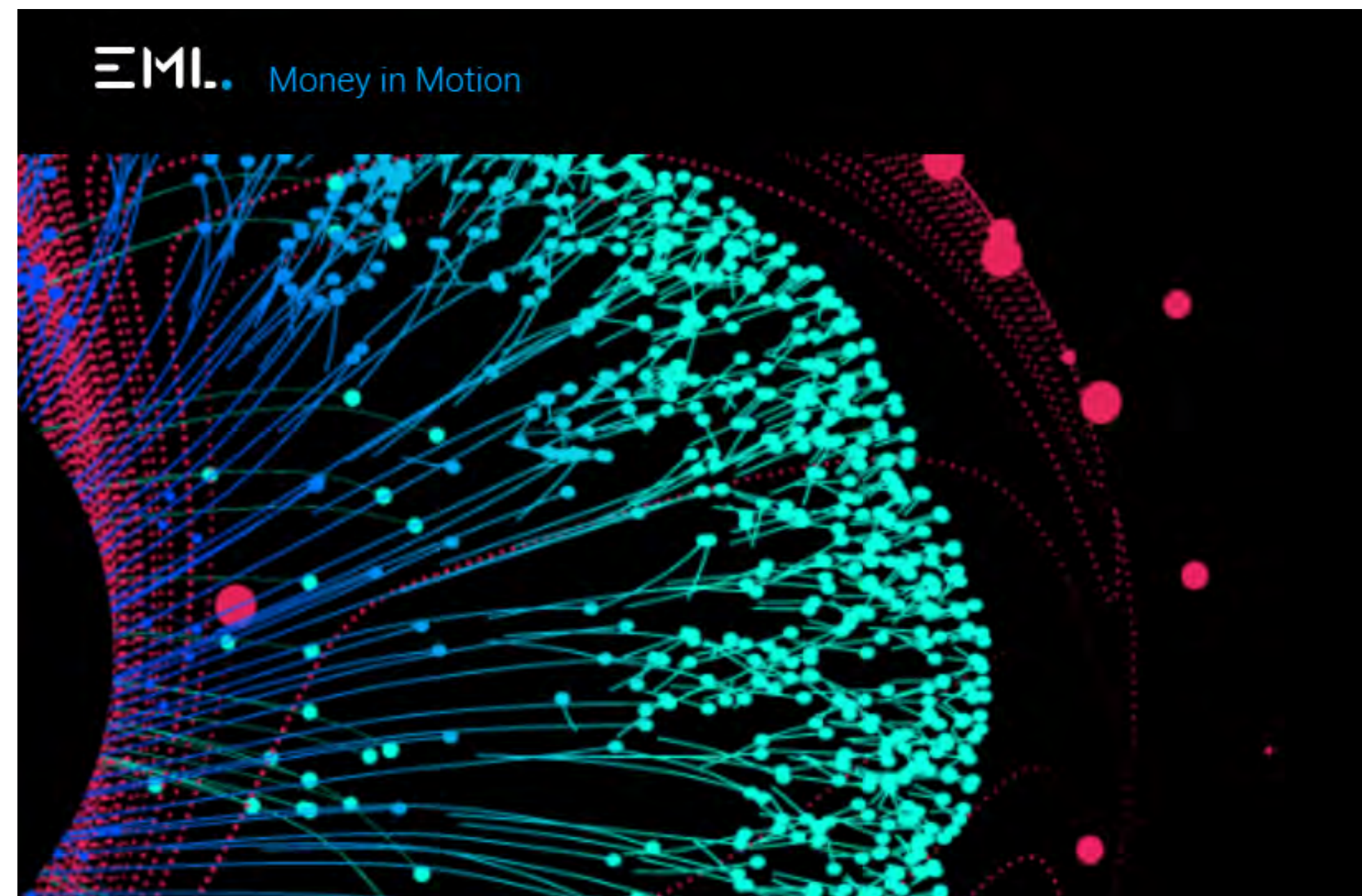
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EMI, our international reliable Partner

We have launched the first program together in 2011. A long term partnership.

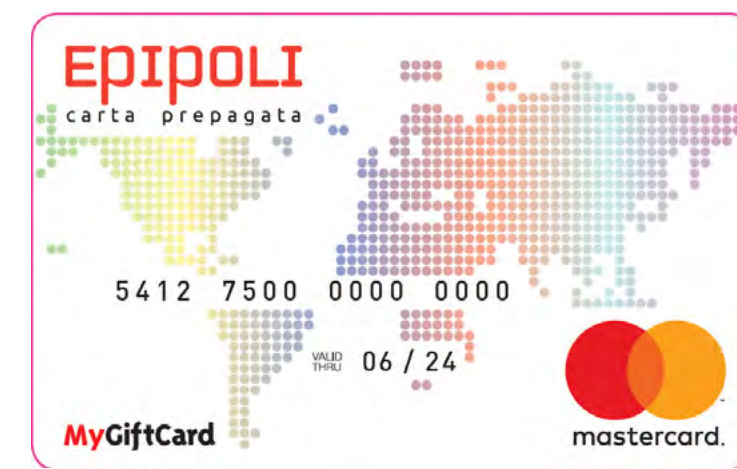


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Epipoli Mastercard prepaid



2011



2015



2018

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Epipoli Mastercard web



Launched in 2015, winner of the Global Prepaid Award



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Epipoli Mastercard prepaid B2B



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RAN & Shopping Centres Programs

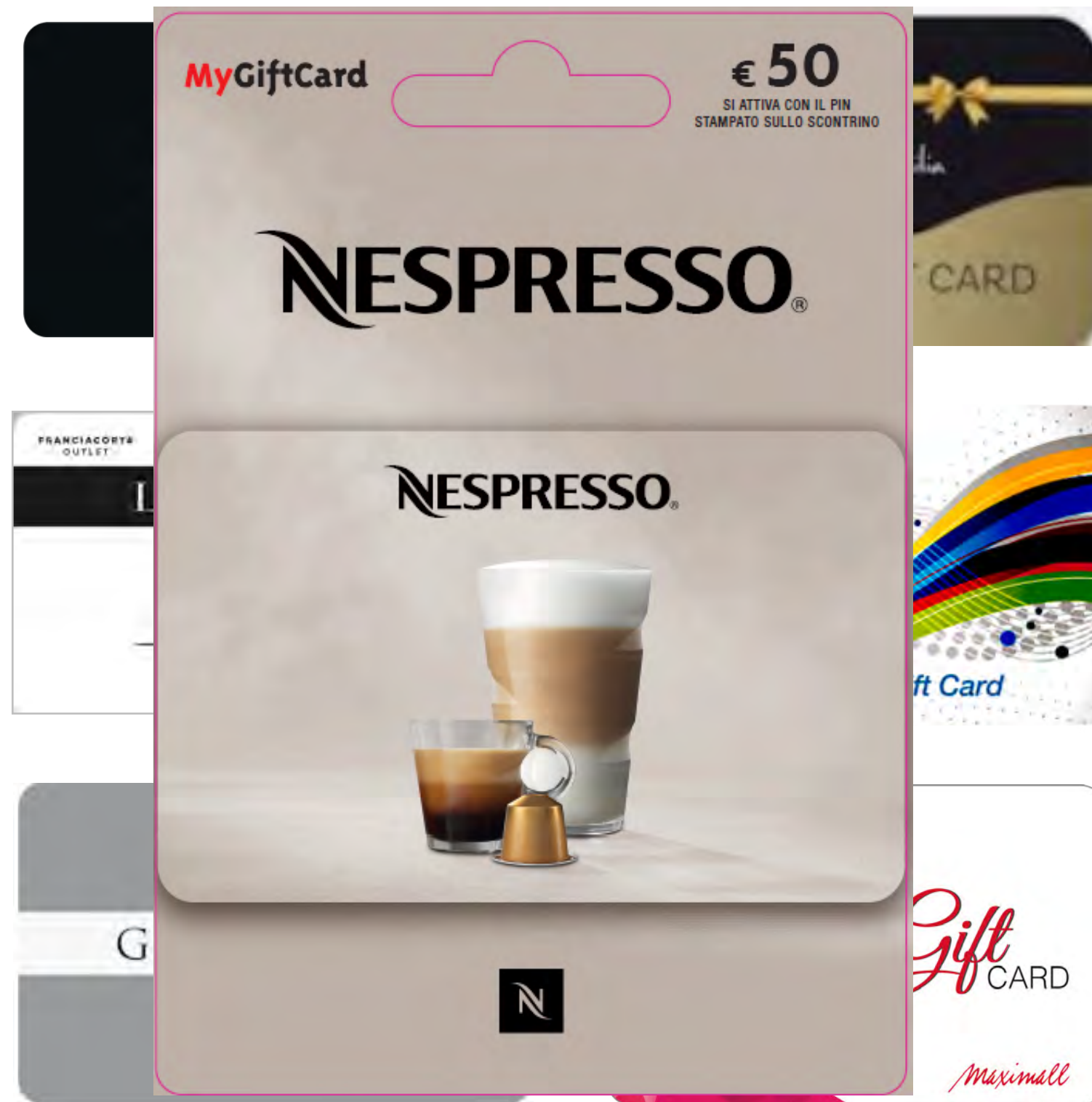


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RAN & Shopping Centres Programs



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In Store Communication

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Ran integrated with Alipay & Wechat



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Mastercard Category Programs

Coupon €20
SE ATTIVA CON IL PIN STAMPATO SULLO SCONTRINO INCLUSA IVA E SPESE DI SPEDIZIONE

Vuoi metterti in regola con la nuova normativa?

MyGiftCard
CARBURANTE

La soluzione ideale per fare rifornimento in tutte le stazioni di servizio



RICARICABILE!

In esclusiva per le Partite IVA

MYGIFTCARD CARBURANTE INCLUDE

- Card in plastica con personalizzazione (azienda, targa)
- Estratto conto mensile di tutte le transazioni
- Ricarica automatica con bonifico bancario
- Verifica del credito residuo
- Spese di spedizione
- App con aggiornamento prezzi carburante
- Fatturazione elettronica per detrazione fiscale

Fuel card



2019

MyGiftCard
carta prepagata €25

La tua Carta è all'interno

Regala
RESTAURANT CARD

Carta Prepagata spendibile in tutti i ristoranti, i bistrot, le pizzerie e i fast food che accettano Mastercard®.

Scopri i punti vendita selezionati per te su
WWW.RESTAURANTCARD.IT

RESTAURANT CARD
RISTORANTI | BISTROT | PIZZERIE | FAST FOOD

5190 0000 0000 0000

VALID THRU 00/00

MyGiftCard

Si attiva con il PIN stampato sullo scontrino d'acquisto.

PIN:

La Carta acquista valore dopo il pagamento in cassa e la successiva attivazione. L'importo complessivo è spendibile entro 12 mesi dalla data di attivazione e non oltre la data di scadenza riportata sulla mail che riceverai come conferma di attivazione.

Restaurant card



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Mastercard Engagement Programs

Innovative tool
to generate leads



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Epipoli Mastercard prepaid advertising campaign

We have launched the first ever TV advertising campaign on a prepaid gift card.



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Epipoli



Why EML

Europe is not an unique country so it is extremely important to rely on a partner able to understand it. Listening, flexibility and proactivity are the key elements to be successful in this complicated environment with different local laws and also PSD2 execution models.

We are marketeers and innovators by DNA and we are very demanding.

EML has always been by our side to support our development.

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Incentive **Gift Cards** Social **CRM** Mobile Marketing **Rewarding**
e-commerce **Multichannel** Prepaid **Loyalty Program** Promotions
Sviluppo Piattaforma **Digital** Delivery **Marketing Strategico**
Retail Management Analytics **Strategy** Marketing Management
Sales Management **Brand Development** Legal **Couponing**

**Gaetano
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Sarah Haas.

– Chief Executive – Salary Packaging –



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**Sarah
Haas**

