

epay Australia Pty Ltd announces Strategic Partnership with China's Alipay

epay Australia Pty Ltd, Australia's largest prepaid distributor with over 23,000 locations Australia wide, today announced a strategic partnership with Alipay, China's largest mobile payments solution provider.

The partnership allows any Chinese tourist, student or holder of an Alipay mobile wallet account, to pay by Alipay at thousands of epay locations across the country. In addition to this, epay and Alipay have entered a marketing cooperation agreement allowing epay retail partners to run targeted location based promotional campaigns directly to Alipay wallet users.

epay Australia have been proudly connecting brands to consumers in the Australian marketplace since 2001, working with renowned global and Australian brands including Vodafone, Telstra, Optus, Microsoft, Sony, Adobe, BP, Woolworths, JB Hi-Fi, Harvey Norman and WH Smith among others. Alipay is China's leading third-party online payment solution, providing an easy, safe and secure way for millions of individuals and businesses to make and receive payments.

With over 1.2 million Chinese tourists visiting Australia every year, a figure that is growing at over 22 per cent annually, this partnership presents epay retailers with an opportunity to drive targeted marketing campaigns directly to the Chinese students and tourists boosting their revenues significantly with Alipay. Chinese tourists are estimated to spend \$8.9 billion¹ in Australia this year, and this is forecast to grow to \$20 billion by 2020².

Matthew Blayney, Country manager of epay Australia:

"We are absolutely delighted to Partner with Alipay in the Australian market. epay Australia brings a depth of technical experience, a flexible retail technology platform, financial strength and high profile retail relationships within easy reach of the Alipay user. Coupled with the Marketing Cooperation Agreement, epay retailers will stand to significantly benefit from the direct targeted access to the Alipay user driving increased footfall to their stores and higher overall sales."

George Lawson, Country Manager Alipay

"Our aim is to enable Chinese visitors to Australia to be able to pay with Alipay because it is a payment method they use in China. It is safe, easy and convenient and provides the ability to drive new business to merchants in Australia. We are incredibly excited to be partnering with epay to enable Alipay payments with high profile merchants in Australia."

For epay retailers:

The "Pay by Alipay" Alternative Payment Solution is now available across the entire epay retail technology platform, including online retailers, delivering retailers instant authorisation and confirmation of all Alipay payment requests, along with full financial settlement and reconciliation. Additionally, the

Marketing Cooperation Agreement will allow epay retailers the opportunity to build their own deals and offers to attract users as well as use location services to bring customers to their stores. Retailers also have access to the most comprehensive offering of prepaid brands in the market. epay continues to offer training and support via the 24/7 customer service line. To activate "Pay by Alipay" at your location contact epay at 1300 301 408 or email support@epayworldwide.com.au

epay Australia Pty Ltd is an Authorised Representative (AFS Representative Number: 001246988) of Australian Financial Services License Holder , Flexewallet Pty Ltd (ACN:164 657 032), AFSL:448066

Media Contacts

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1. Tourism Research Australia, Chinese free and independent travellers to Tasmania
2. Tourism Australia, China Market Profile