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**Non- Exec Chairman:** Greg Barclay  
**Managing Director:** Bradley Gerdis  
**Non-Executive:** Matthew Turnbull  
**Executive Director:** Marty Pomeroy  
**Non-Executive:** Bruce Mansfield

#### WEBSITES

[www.smartpayinvestor.com](http://www.smartpayinvestor.com)  
[www.smartpay.co.nz](http://www.smartpay.co.nz)  
[www.smartpay.com.au](http://www.smartpay.com.au)

#### REGISTERED OFFICES

**New Zealand:**  
205 – 209 Wairau Road  
Wairau Valley  
Auckland 0627  
New Zealand

Phone: +64 (0)9 442 2700  
Fax: +64 (0)9 442 2722

[info@smartpay.co.nz](mailto:info@smartpay.co.nz)

**Australia:**  
Level 2  
117 York Street  
Sydney  
NSW 2000

Phone: +61 (0)2 7903 6302  
Fax: +61 (0)2 9869 4223

[info@smartpay.com.au](mailto:info@smartpay.com.au)

# Smartpay signs partnership agreement with Alipay

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- Smartpay has signed an agreement with Alipay, China's largest online and mobile payments provider.
- Alipay has over 520 million active users in China.
- Under the agreement, Smartpay will directly acquire Alipay transactions, giving approximately 25,000 merchants access to an estimated \$11 billion in Chinese tourist spending across Australia & New Zealand<sup>1</sup>.
- Smartpay customers will be able to seamlessly process Alipay payments on the same terminal as their Eftpos and credit card payments, making Smartpay the only acquirer in both countries to provide an integrated terminal offering.
- As the direct acquirer of Alipay transactions, Smartpay will earn a share of total transaction value which will contribute to our growing acquiring revenue stream.

Alipay mobile wallet users will soon be able to pay by Alipay through Smartpay eftpos terminals across both Australia and New Zealand making Smartpay the first acquirer in both countries to provide dynamic QR payment solutions through an integrated terminal offering.

Chinese tourism is experiencing significant growth in both Australia and New Zealand, with estimated visitor numbers expected to reach 2.2 million in Australia and 1.6 million in New Zealand annually within the next five years<sup>2</sup>. Tourists from China make up the largest spending segment of the tourism market in both countries and Chinese tourists are forecasted to spend \$11 billion in Australia and NZ in the current year.

Smartpay Managing Director Bradley Gerdis says the partnership with Alipay aligns with Smartpay's strategy of becoming a leading independent financial transaction acquirer in Australia and New Zealand.

*"Innovation is a key factor in our strategy to offer a complete end-to-end acquiring product and this partnership with Alipay will give us a competitive point of difference in important market segments, particularly tourism and hospitality."*

*"Our implementation of Alipay showcases our market leading SmartConnect cloud based open API payments platform as we leverage our investment in this cutting-edge technology to bring value added solutions to our merchants," says Mr Gerdis.*

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As the preferred payment method of Chinese tourists, the availability of Alipay on Smartpay terminals will be an attractive option and will increase their spending capacity. Offering their preferred means of payment will also suit international Chinese students who make up the highest proportion of international students in both countries.

George Lawson, Alipay Country Manager (ANZ), said: “Smartpay are early adopters of Alipay in Australia & New Zealand and are well-positioned to benefit from the high growth in Chinese visitor numbers. Alipay is not only a payment capability used by tourists but also by thousands of Chinese students and migrants. These are very lucrative markets that are rapidly expanding.”

Smartpay recognises that as well as a payment option, Alipay’s power lies in its ability to influence it’s over 520 million registered users<sup>3</sup>. Smartpay is actively engaged with marketing partners to provide solutions to merchants to drive targeted marketing campaigns directly to Alipay users before and during their visits. Harnessing this reach will both boost the merchant’s revenues and benefit Smartpay’s revenues.

Launch of this product is on track for early next month in New Zealand, with Australia to follow thereafter.

## **ENDS**

### **For further information contact:**

**Bradley Gerdis, Managing Director, +64 (9) 442 2717 / +61 (2) 7903 6333.**

**email [media@smartpay.com.au](mailto:media@smartpay.com.au)**

### *Sources*

1. *Tourism Forecasts 2017, Tourism Research Australia, Canberra. \$9.79b Chinese tourist spend (based on total spend 2016/17 and proportion of 24.6% from Chinese tourists). Forecast to be \$26.2b in 2026–27. International Visitor Survey: IVS pivot table June 2017, Ministry of Business – NZ, Innovation, and Employment \$1.5b Chinese tourist spend year ending June 2017.*

2. *International Visitor Survey: IVS pivot table June 2017, Ministry of Business, Innovation, and Employment. AU Tourism Forecasts 2017, National Forecast Tables 2017, Tourism Research Australia, Canberra.*

3. [www.alipay.com](http://www.alipay.com)

## Corporate Directory

[http://www.smartpayinvestor.com/  
investor@smartpayltd.com](http://www.smartpayinvestor.com/investor@smartpayltd.com)

### Registered and Principal offices

New Zealand:  
205 – 209 Wairau Road  
Wairau Valley, Auckland 0627

Email: [info@smartpay.co.nz](mailto:info@smartpay.co.nz)  
Phone: +64 (0)9 442 2700  
Fax: +64 (0)9 442 2722

Website:  
[www.smartpay.co.nz](http://www.smartpay.co.nz)

Australia:  
Level 2, 117 York Street  
Sydney, NSW 2000

Email: [info@smartpay.com.au](mailto:info@smartpay.com.au)  
Phone: +61 (0)2 7903 6302  
Fax: +61 (0)2 9869 4223

Website:  
[www.smartpay.com.au](http://www.smartpay.com.au)

### Shareholder Enquiries

Enquiries concerning shareholdings should be addressed to:

New Zealand:  
Computershare Investor Services Limited  
Private Bag 92119, Auckland 1142

Phone: + 64 (0)9 488 8700  
Fax: + 64 (0)9 488 8787

Australia:  
Computershare Investor Services Pty Limited  
GPO Box 3329  
Melbourne, VIC 3001

Free phone: 1 800 501 366  
Fax: +61 (0)3 9473 2500