

MARKET RELEASE

FOR IMMEDIATE RELEASE

NOTICE OF ANNUAL GENERAL MEETING AND LETTER TO SHAREHOLDERS

AUCKLAND, 5 September 2013 - Smartpay (NZX: SPY; ASX: SMP), a leading provider of payments and transactional solutions in New Zealand and Australia, is pleased to attach the Notice of Annual Meeting to be held on 24 September 2013 at 9.30 am. The meeting will be held in the Kings Lounge of North Shore Events Centre, Cnr Silverfield and Argus Place, Glenfield, Auckland, New Zealand.

The notice has been mailed to shareholders today. Included with this mailing is the attached letter explaining the process of changing registers for those shareholders who may prefer to have their shareholding registered in Australia.

ENDS

For further information contact:

Rowena Bowman, Company Secretary, SmartPay, + 64 9 442 7769