

NZX: SPY
ASX: SMP

SHARE INFORMATION

Issued Shares: 171,752,278

BOARD OF DIRECTORS

Chairman: Ivan Hammerschlag
Managing Director: Bradley Gerdis
Non-Executive: Greg Barclay
Non-Executive: Matthew Turnbull
Executive Director: Marty Pomeroy

WEBSITES

www.smartpay.co.nz
www.smartpay.com.au

REGISTERED OFFICES

New Zealand:
182 - 192 Wairau Road
Glenfield
Auckland 0627
New Zealand

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

info@smartpay.co.nz

Australia:
Level 2
117 York Street
Sydney
NSW 2000

Phone: +61 (0)2 8876 2300
Fax: +61 (0)2 9869 4223

info@smartpay.com.au

Smartpay is pleased to announce the launch of its new mobile taxi booking app. The app has been adopted by Taxi Charge, New Zealand's largest taxi partnership representing the majority of taxis across New Zealand. The app has been released into the New Zealand market under the "Blue Bubble" brand and is available now on both the Apple app store and the Android Google Play store.

In addition to offering full GPS location based bookings, the app also features a fully integrated mobile wallet payment capability meaning passengers can both book and pay for their cab journeys using their phone and their credit card stored in the app. A unique feature setting this app apart from other taxi booking apps is the integration of the payment experience with the in-car payment terminal, offering additional payment flexibility to users.

Smartpay Managing Director, Bradley Gerdis, says "This is an exciting development for Smartpay as it marks our entry into the rapidly growing taxi booking and mobile wallet payments space". "Being chosen as the sole provider to the largest taxi fleet in New Zealand underpins our position as the largest provider of taxi payments technology in the New Zealand market and is testament to our ability to leverage our leading technology capability into new and emerging markets", Gerdis added.

The launch of Smartpay's taxi booking app in New Zealand is a precursor to the launch of Smartpay's Australian taxi payments business which is on track to be launched pre Christmas. Smartpay will offer the app to Australian taxi networks as an end-to-end technology platform in conjunction with its market leading in-car payments terminal technology.

Mr Gerdis concluded "By offering the most advanced technology and customer experience combined with Taxi Charge's market reach across the majority of New Zealand taxis, we expect our app to become the market standard across New Zealand and a compelling value proposition to support our Australian taxi technology offering".

Corporate Directory

Registered and Principal offices

New Zealand:

182 - 192 Wairau Road
Wairau Valley, Auckland 0627

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

Website:
www.smartpay.co.nz

Australia:

Level 2, 117 York Street
Sydney, NSW 2000

Email: info@smartpay.com.au
Phone: +61 (0)2 8876 2300
Fax: +61 (0)2 9869 4223

Website:
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