

**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](http://www.smartpay.co.nz)  
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Smartpay is pleased to announce the launch of its new taxi payments company, “Smartpay Taxis Pty Ltd” which today signed its first major customer, Cabit Taxicabs Pty Ltd, one of Victoria’s largest taxi companies.

Smartpay Taxis, a subsidiary of Smartpay Australia, is Australia’s newest taxi payments provider and has been launched by Smartpay to target increasing opportunities in the Australian taxi payments industry driven by recent regulatory changes. Leveraging the scale of Smartpay’s existing retail payments business together with Smartpay’s market leading “Taxipos” taxi payments technology creates a unique value proposition for both taxi owners / operators and drivers.

Smartpay’s “Taxipos” payments system has recently gained Australian bank certification and includes real-time transaction reporting across individual drivers, cars and fleets enabling quicker and more accurate driver payment and overall fleet management. The system integrates seamlessly with Smartpay’s recently launched smartphone taxi booking app which together offer a unique end-to-end taxi booking and payment technology platform. This is the same technology provided by Smartpay in New Zealand where it is the leading taxi payments technology provider to the majority of New Zealand taxis.

Smartpay Managing Director, Bradley Gerdis, said “The launch of Smartpay Taxis represents a milestone in the Australian taxi industry at a time when the industry is going through significant change driven in the main by legislative changes in Victoria earlier this year and now this month in New South Wales. The new fee regimes imposed by these state governments have created the need for an alternative provider such as Smartpay Taxis who can offer efficiency through scale and superior technology. Securing a major customer in Cabit Taxicabs underpins this opportunity.”

Cabit Taxicabs is one of Melbourne’s largest taxi companies which was formed earlier this year when a number of taxi owners combined their fleets recognising the need to achieve efficiencies in the face of the regulatory changes in Victoria. Cabit Taxicabs CEO, Mr Con Lidis, said “We are delighted to partner with Smartpay Taxis. The Smartpay solution provides the most competitive value proposition in what has become a very tight market and their technology offering is in our view market leading and offers us the ability to control our business in a way we were unable to get anywhere else.”

In addition to Cabit Taxicabs in Victoria, Smartpay has secured contractual relationships with two NSW taxi operators which together with Cabit Taxicabs represent an initial terminal base of 700 taxis.

Mr Gerdis concluded “By offering the most advanced technology and customer experience at a highly competitive price we believe there is significant scope to grow our taxi business as the effects of the new legislation require the industry to seek out new payments partners able to support their businesses through these changes. Having secured these initial partners so early in the development of our taxi payments business provides a positive indication of the growth opportunities we expect to be available.”

## Corporate Directory

### Registered and Principal offices

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