

11 October 2016

APPOINTMENT OF CHIEF STRATEGY OFFICER, TOMMY MERMELSHTAYN

zipMoney Limited (ASX: ZML) (**zipMoney**) is pleased to announce the appointment of Tommy Mermelshtayn to Chief Strategy Officer, effective immediately. Mr. Mermelshtayn, a seasoned strategy executive, strengthens the executive management team and will play a key role in helping drive the overall business strategy including the integration of the Pocketbook acquisition.

Mr. Mermelshtayn was most recently the Head of Strategy and New Markets for Veda, the leading provider of credit information and analysis in Australia and New Zealand, where he led a range of strategic initiatives that resulted in the creation of new business lines, key partnerships and positioned the business for continued growth and innovation.

Mr. Mermelshtayn brings over 15 years' experience in various financial service roles both in Australia and internationally. He holds a PHD from the University of New South Wales in finance and statistics, degrees from New York University in Finance and Information Systems and is a Chartered Financial Analyst.

zipMoney CEO and Managing Director, Larry Diamond commented: "Tommy has an outstanding reputation and strong business acumen, and we are delighted to welcome such a high caliber individual to the team. His expertise in the rapidly evolving credit and payments landscape together with his exceptional track record of developing and driving key strategic initiatives – will be pivotal as zipMoney grows and broadens its core offerings."

On accepting the appointment, Tommy Mermelshtayn said: "I have known Larry and the core team for a number of years and have been impressed by the Company's continued innovation, growth strategy and broader vision. Their intensive focus on data and analytics, and devotion to responsible lending practices are unique in the market. The high quality and experienced leadership team in place have built a robust and scalable platform that positions the Company to capitalise on the current market opportunities."

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About zipMoney

zipMoney is a leading player in the digital retail finance and payment industry. The Company offers point-of-sale credit and digital payment services to the retail, education, health and travel industries. It operates under the zipPay and zipMoney brands. The Company is focused on offering transparent, responsible and fairly priced consumer credit products. zipMoney's platform is entirely digital and leverages big data in its proprietary decisioning engine to deliver real-time consumer responses. zipMoney is managed by a team with over 50 years' experience in retail finance and payments and is a licensed and regulated credit provider. For more visit www.zipmoneylimited.com.au.