

MEDIA RELEASE

Lottery-betting payment services to be available in 1,200 Australian newsagents

Friday 4 May 2018 - Nparcel today announced that a new payment system for lottery-betting - similar to existing top-up services - will be introduced to over 1,200 newsagents throughout Australia as of May 2018. Nparcel, which is owned and operated by the Victorian Newsagents Association (VANA), is working to create the newsagency of the future by offering in-store payment solutions for online brands.

Since its inception Nparcel has been focused on providing services that provide benefits to all newsagents across Australia who are part of the network. Nparcel's objective has always been to provide reasons for consumers to visit participating members' stores by continuing to innovate the channel and providing valued services. Whilst this service is new to newsagents, it will in no way conflict with Nparcel members' existing lottery products provided through Tattersalls-Tabcorp, which will remain a major partner with newsagents.

The new payment service is enabled by the Blueshyft IT platform and will allow customers to top-up their myLotto24 accounts at over 1,200 brick and mortar newsagents through an in-store deposit service.

This new opportunity, not unlike others currently in operation, will allow customers to top-up their myLotto24 lottery-betting accounts in-store. Newsagents will receive a 12 per cent commission on all in-store deposits, plus an additional 3 per cent from every online deposit by a newsagency-referred customer. The newsagency cash-in channel will be promoted to encourage punters to use the cash-in service at newsagents.

Nparcel General Manager, Chris Samartzis said the initiative is an exciting development for Australian newsagents.

Mr Samartzis said: "At a time where newsagents' incomes are under pressure, this innovative opportunity gives them a brand-new way to generate additional revenue. It expands the range of products available, giving customers more choice and yet another reason to visit our stores. This new service is good news for customers, for the mums and dads who own and manage newsagencies across the country, and for the thousands of people they employ."

myLotto24 Australia Country Manager, Mikael Sundelin said the involvement with Nparcel was the first of its kind for lottery-betting in Australia.

Mr Sundelin said: “As hundreds of thousands of customers will tell you, betting on international lotteries is a complementary add-on to traditional Australian lotteries. This pioneering partnership, a convergence of online and in-store, enables newsagents to benefit from lotto betting in a way that’s been previously closed to them.”

Mr Samartzis added: “We believe this development removes the need for a heavy-handed ban on the entire Australian lottery-betting market, to a more balanced and considered piece of legislation that is not anti-competitive whilst ensuring consumer protection.

“The unintended consequences of a blanket ban will only serve to erect a monopoly with zero competition in the market place. As part of this new service, newsagents – who the proposed bill purportedly seeks to protect - will be able to benefit now and into the future from lottery opportunities that complement existing Australian lotteries in a regulated and disciplined environment.”

Customers can visit participating Nparcel newsagents across Australia and deposit via a pre-paid card or a mobile device.

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About Nparcel

- Nparcel is owned and operated by the Victorian Newsagents Association (VANA)
- Nparcel services are live in over 1,200 newsagencies across the country, including a large portion of the nations’ highest-performing stores
- Nparcel has been established for approximately 5 years and continues to grow as it adds a greater mix of services
- Current partners include News Corp, Fairfax Media, Ladbrokes, Toll, TNT, Fastway & Bitcoin Australia

About myLotto24 Australia Limited

- myLotto24 Australia Limited is fully licenced to operate in Australia via the Northern Territory.
- myLotto24 Australia Limited is part of the myLotto24 Group which has more than 3 million customers globally and is licensed in the UK by the Gambling Commission.
- Founded in 2008, myLotto24 invented the concept of jackpot-matching lottery betting. It has awarded almost \$2 billion AUD in payouts and holds the world record for the sector’s single largest pay-out (more than \$70 million AUD).
- myLotto24 is part of the stock-market listed ZEAL Group.