

# Smartpay Holdings Ltd

11:07 13 Mar 2018

## Smartpay Holdings provides 25,000 merchants with access to \$11 billion Chinese tourist market

Smartpay Holdings Ltd (ASX:SMP) (NZX:SPY) surged almost 65% this morning, hitting a high of 23 cents.

This was in response to the company signing an agreement with Alipay, one of China's largest online and mobile payments providers.

Alipay has more than 520 million active users in China and under the agreement, Smartpay will directly acquire Alipay transactions.

### 25,000 merchants gain access to lucrative market

Based on Tourism Research Australia data this should give about 25,000 merchants access to about \$11 billion in Chinese tourist spending across Australia and New Zealand.

Smartpay customers will be able to seamlessly process Alipay payments on the same terminal as their Eftpos and credit card payments.

This makes Smartpay the only acquirer in both countries to provide an integrated terminal offering.

### Smartpay revenue based on transaction value

As the direct acquirer of Alipay transactions, Smartpay will earn a share of total transaction value which will contribute to its growing acquiring revenue stream.

Given this is the preferred payment method of Chinese tourists, the availability of Alipay on Smartpay terminals is an attractive option and will increase their spending capacity.

### Competitive point of difference

Bradley Gerdis, managing director, said: "Innovation is a key factor in our strategy to offer a complete end-to-end acquiring product.

"This partnership with Alipay will give us a competitive point of difference in important market segments, particularly tourism and hospitality."

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +61 (0)2 9280 0700 action@proactiveinvestors.com.au

### No investment advice

The information on this Site is of a general nature only. It does not take your specific needs or circumstances into consideration, so you should look at your

**Price:** A\$0.17

**Market Cap:** A\$29.2M

### 1 Year Share Price Graph



### Share Information

**Code:** SMP

**Listing:** ASX

**52 week High Low**  
0.24p 0.135p

**Sector:** Tech

**Website:** www.smartpay.com.au

### Company Synopsis:

Smartpay Holdings Ltd (ASX:SMP) is listed on the Australian Securities Exchange.

### Author:

**Proactive Investors Australia**

**+61 (0)2 9280 0700**

action@proactiveinvestors.com.au

own financial position, objectives and requirements and seek financial advice before making any financial decisions. You acknowledge and understand that neither the Company, its related bodies corporate, the information providers or their affiliates will advise you personally about the nature, potential value or suitability of any particular security, portfolio of securities, transaction, investment strategy, or other matter. You should read our FSG and any other relevant disclosure documents and if necessary seek persona advice prior to making any investment decision.

You understand and agree that no Content (as defined below) published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person.

You understand that in certain circumstances the Company, its related bodies corporate, the information providers or their affiliates may have received, or be entitled to receive, financial or other consideration in connection with promoting, and providing information about, certain entities on the Site and in communications otherwise provided to you.

You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate. From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

Before you act on any general advice we provide, please consider whether it is appropriate for your personal circumstances.