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## Emerchants sees marketing opportunity in major gambling deal

Emerchants has signed an agreement with the operator of bet365  
Emerchants (**ASX:EML**) has signed an agreement with one of the world's leading online gambling companies that will commercialise Emerchants' EachWay cash load system

The prepaid financial card products and service company entered into a multi-year deal with Hillside (Australia New Media) –which operates the bet365 gambling platform – setting up an important early market exposure opportunity for EachWay before the product is launched through leading retailers in Q3 FY16.

Since cash payments are often preferred in gambling transactions, the EachWay cash load system is expected to provide bet365 customers greater real-time flexibility in loading their accounts and accessing their winnings.

The potential for Emerchants to generate significant revenues from the Hillside deal is supported by bet365's access to more than 21 million customers worldwide.

The agreement reflects more momentum in Emerchants client building after the signing of a multi-year deal with **Cash Converters** International in September.

The **Cash Converters** agreement involves the use of Emerchants cards to disburse cash advance loan funds to both in-store and online customers and will result in the largest provider of cash advance loans in Australia committing to Emerchants products at 95 of its 150 store nationwide.

The **Cash Converters** deal is also expected to benefit from liquidity in the gambling space by expanding Emerchants' capacity into the massive European online gambling industry.

<http://www.proactiveinvestors.com.au/companies/news/66137/emERCHANTS-sees-marketing-opportunity-in-major-gambling-deal-66137.html>