

## **e-pay Asia enters \$5 billion market with launch of prepaid petrol top up**

Sydney, 17<sup>th</sup> May 2006: e-pay Asia Limited ("the Company") today announced that it has commenced offering prepaid petrol top up to diesel users at more than 1,000 petrol stations across Malaysia following its landmark partnerships with Shell, and Petronas, Malaysia's national petroleum company.

e-pay Asia further unveils its plans to become a significant provider of prepaid petrol top up in the South East Asian region where it has been successful in developing a leading market share of the prepaid mobile top up industry.

Under the terms of its major supply agreement, e-pay Asia will receive credit terms allowing the company to sell prepaid petrol top up on consignment. The company's ability to collect payments from the consumer before paying for the goods is expected to boost its first mover advantage in securing a leading market.

e-pay's Managing Director, Mr Simon Loh said: "e-pay Asia's foray into the prepaid petrol top up business would be the most significant event since our inception. In 2005, Malaysia's 11 million motorists spend a total of A\$5 billion on gasoline (including petrol, gas and diesel) compared to a national spend of A\$3 billion on mobile telecommunications services."

"This business has already begun generating positive cash flow and is growing rapidly as we roll out the service to more petrol stations. The growth in transaction volumes and average revenue per transaction has exceeded our expectations. We believe that the petrol top up business will become one of e-pay Asia's major sources of earnings in a relatively short period."

*For more information:*

Jonathan Soon  
Director, Corporate Affairs  
e-pay Asia Limited  
Sydney, Australia  
Tel: +61 416 168 816  
[jonathan@e-payasia.com](mailto:jonathan@e-payasia.com)

Shane Dolan  
Director  
Biddicks  
London, United Kingdom  
Tel: +44 207 448 1000  
[shane.dolan@biddicks.co.uk](mailto:shane.dolan@biddicks.co.uk)

### **About e-pay Asia**

e-pay Asia Limited ("e-pay"), dual listed on Australia Stock Exchange (ASX:EPY) and the AIM segment of the London Stock Exchange (AIM:EPY), is the leading provider of electronic prepaid payments solutions, top up of prepaid mobile airtime and petrol top up for prepaid diesel users in South East Asia. e-pay Asia is headquartered in Kuala Lumpur, Malaysia with its corporate office located in Sydney Australia. e-pay Asia has operations in Malaysia, Indonesia, Pakistan and Thailand with plans to expand into China, Vietnam, Singapore and Philippines. For more information on e-pay Asia, please visit our website [www.e-payasia.com](http://www.e-payasia.com).