

MSL Solutions Limited (ASX: MPW) Offer Closes Oversubscribed Raising A\$15 million, MSL Business Update and Tier 1 Premier League Contract Upgrade

Highlights

- Initial Public Offer 100% fully underwritten by Baillieu Holst
- MSL IPO closes oversubscribed, raising A\$15 million
- Supported by institutional and retail investors
- MSL commenced trading on Thursday, 4 May 2017 with ticker code "MPW"
- Continued growth in all segments, including Tier 1 English Premier League Contract Upgrade

Monday, 8 May 2017: MSL Solutions Limited (ASX: MPW) (**MSL or the Company**) is pleased to announce its 100% fully underwritten Initial Public Offer (IPO) has closed oversubscribed, raising A\$15 million. MSL commenced trading on the Australian Securities Exchange (**ASX**) 11am, Thursday, 4 May 2017 under the ticker code "MPW".

MSL's IPO has been supported by institutional and professional retail investors. MSL has 249.25 million shares on issue which equates to a market capitalisation of \$62.31 million at an offer price of \$0.25 per share.

The IPO was conducted to:

- raise funds for deferred payments for acquisitions;
- raise funds to strengthen MSL's balance sheet and provide working capital;
- fund further strategic initiatives and acquisitions;
- cover IPO and capital raising costs
- explore further international expansion; and
- provide MSL with the benefits of an increased profile that comes from being a listed entity.

MSL business update:

MSL Solutions serves approximately 2,000 member-based organisations with a presence in over 20 countries in the large sport, leisure and hospitality sector.

MSL has a head office in Brisbane with offices in Sydney, Melbourne, UK and Denmark and employs around 130 staff.

MSL services the following key segments through its MPower Platform:

- Stadiums & Arenas;
- Golf Clubs & Associations;
- Registered Clubs; and
- Other Hospitality & Entertainment Venues

The MSL MPower platform combines software applications, data and media solutions in an open architecture platform that provides total integration from back office to member facing solutions encompassing the full needs of the business. The MPower platform "connects the dots" for the customer organisation connecting every department of the business from food and beverage point of sale, to

membership, marketing, financials, workforce management and specific golf management and marina management applications.

MSL has a strong track record of profitable growth and over 50% of revenues generated from recurring annuities.

MSL is well positioned for future growth with direct sales of high margin SaaS products to new and existing clients, increasing the install base of our MPower BI product, cross sell of products from sales segments and acquisitions, along with further acquisitions to accelerate growth.

MSL continues to execute new business in the key segment areas highlighted with recent strategic wins in:

Venues:

- Tier 1 Australian Yachting & Boat Club (Back Office);
- Urban 5-star Resort (Point of Sale Platform);
- US Major Franchise Group (Workforce Management)

Golf:

- Two Tier 1 Australian Golf Clubs (Back Office, Golf, Business Intelligence);
- Australian Public Golf Facility (Back Office);
- European Golf Association (Pro Booking Software)

MSL Venue (Stadia and Arenas) - Tier 1 English Premier League contract upgrade:

In addition to the above wins, MSL has been advised of a significant upgrade to the Point of Sale platform with a Tier 1 English Premier League stadium with sales order revenue more than £400,000 for delivery in June/July 2017.

MSL Managing Director and Chief Executive Officer, Craig Kinross: “On behalf of the Company, we would like to thank all of our existing shareholders for their continued support and welcome all of the new investors as we continue our journey now as a public listed company.

Our vision is to empower all Member Based Organisations and their Members with our market leading MPower platform growing their revenues, driving efficiencies and improving their governance.

Listing on the ASX helps us to execute on our growth strategy toward achieving our vision in the international markets.”

Ends

For personal use only

For further information, please contact:

Craig Kinross
Managing Director and Chief Executive Officer
MSL Solutions Limited
Phone: 1800 679 701 (within Australia); +61 7 3512 3510 (outside Australia)
Website: <http://mpowermsl.com/contact/>

About MSL Solutions Limited

MSL Solutions Limited (ASX: MPW) is an Australian based global provider of hosted, software as a service (**SaaS**) and on-site deployed solutions to clients in the sport, leisure and hospitality sector. MSL services member organisations across APAC, EMEA and North America through its MPower Platform. MSL has a head office in Brisbane and offices in Sydney, Melbourne, UK and Denmark. To discover more about MSL please visit www.mpowermsl.com.

About MPower Platform

MSL's MPower Platform connects member organisations' business software and data needs to improve guest engagement, loyalty, gain business efficiencies and improve governance. MSL provides scalable full venue business software applications and data solutions integrated through the MPower core integration architecture. This means that MSL can provide solutions to both small and large organisations and associations. MSL provides cloud based SaaS, hosted and on-site deployed software, data and loyalty/media solutions.

For personal use only