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MSL Solutions Limited Expands POS Technologies through a 5 year Strategic Agreement with Kappture

MSL Solutions Limited (ASX: MPW) (“MSL” or “the Company”) today announces the signing of a 5-year reseller agreement with Advance IT Limited (owners of) Kappture POS software, hardware and payment technologies. The strategic agreement will allow MSL to resell across Europe and Asia-Pacific.

Key Highlights:

- Kappture (www.kappture.co.uk) develop stadium and events specific point of a sale and payments technologies enabling multiple touch points including mobile, tablets and kiosks. Kappture’s flagship customers include Twickenham, Crowe Park, Lords, Ascot and Cheltenham racecourses to name just a few.
- Recently established MPowerMSL UK Limited will seek to leverage the Kappture technologies across UK, Ireland and Mainland Europe;
- Similarly, MSL will exclusively market and promote Kappture technologies throughout Australia, NZ and East Asia; and
- This strategic relationship broadens the POS product offering, provides a purpose-built SaaS POS solution for the stadium and events operators.

This strategic initiative enables the Company to expand its global market penetration into stadium and large event venues (current penetration is less than 5%). Kappture’s technology is tailored to high volume operations and can be integrated with MSL’s own technologies in analytics, in-seat ordering and inventory management. Collectively creating an improved technology driven fan experience.

The CEO of MSL, Patrick Howard, said “We are very excited to partner with Kappture and introduce new products and technologies to the existing customer base, which will allow our expansion into the European and Asia-Pacific stadium markets with a modern and proven technology product.”

The Company retains its long-standing strategic partnership with SwiftPOS which is ideally suited to our Australian Pub & Club venue customers. MSL is the largest reseller of SwiftPOS.

MSL

MSL Solutions Limited (ASX: MPW) operates in the sports, leisure and hospitality sectors. Some of the world’s iconic sports and entertainment companies and PGA’s rely on MPower MSL every day. We create the systems that connect across the business from point of sale and membership to marketing and real time visibility on staff levels, customer engagement, profits and revenue. MPower MSL has 1,220+ customers with offices in Australia, UK and Denmark. To discover more about MPower MSL please visit www.mpowermsl.com.

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