

MSL Signs Multi-Year POS Agreement for RAC Arena

FOR IMMEDIATE RELEASE

(BRISBANE – 17 September 2020) Sports, leisure and hospitality SaaS technology provider MSL Solutions Limited (ASX: MSL, “MSL” or “the Company”) is pleased to advise that the Company has signed a multi-year contract with Australia’s largest venue operator, ASM Global, to provide its integrated point of sale (POS) and transaction management platform to RAC Arena.

The contract will see MSL implement a platform which integrates marketing leading software from SwiftPOS, with MSL’s mobile POS solution. More than 100 fixed terminals and 60 mobile tablet devices will be installed to extend Perth Arena’s POS capabilities across their entire arena and corporate suites. The platform will enhance guest engagement at the arena and deliver a superior customer experience for all RAC Arena guests.

The contract generates majority upfront revenue for MSL, along with associated subscriptions over the initial 5-year term.

MSL Solutions CEO, Pat Howard, said:

“We are delighted to have been selected by ASM Global and Venues West through a competitive tender process to modernise RAC Arena’s POS solutions. We view this contract win as strategically significant, building on our existing relationships with ASM Global which extend across the Brisbane Entertainment Centre, the Sydney International Convention Centre, the Newcastle Exhibition & Convention Centre and Te Pae’ Christchurch Convention Centre in New Zealand.

“Our platform provides venues with total integration from back office to member and patron facing solutions to meet the full needs of the business. We believe, we are the only company that can deliver a seamless SwiftPOS experience through a mobile web browser, which means less friction between apps and hardware, more efficiency for venue staff and a better experience for guests.

Although we are starting with RAC Arena by delivering our core POS solution into the venue, we see potential to expand this relationship to encompass our higher-value venue solutions, including in-seat ordering, self-serve kiosks and business intelligence. We expect all of these services to become increasingly relevant across our target markets as the post-COVID paradigm forces venue operators to adapt.”

ASM Global / RAC Arena IT Manager Jamie Abraham said:

“We look forward to having MSL help ASM Global take a huge step forward in bringing a world class POS solution to RAC Arena. We were pleased to select MSL based on the comprehensive functionality of their platform, underlying robustness of the core POS engine, integration expertise and the MSL proprietary mobile offering.”

“Deepening our relationship with MSL helps ASM Global to standardise our solutions across our venue footprint, and we look forward to continuing our long and successful partnership.”

About ASM Global:

ASM Global, which is headquartered in Los Angeles, operates a diversified portfolio of more than 300 facilities across five continents, including arenas, stadiums, convention and exhibition centres, performing arts centres, theatres and other venues.

In Australia, where it is based in Brisbane, ASM Global’s venues include Qudos Bank Arena, ANZ Stadium, Bankstown Stadium and ICC Sydney Theatre in Sydney, Brisbane’s Suncorp Stadium and

Entertainment Centre, Newcastle Entertainment Centre and Perth's RAC Arena and Optus Stadium, among others. The company also has corporate offices in London, Manchester and Sao Paulo.

About RAC Arena:

RAC Arena is WA's home of live entertainment, music and sports. Since opening, the 15,000 capacity venue has hosted numerous major events, playing host to world famous superstars, including Prince, The Killers, Beyoncé, Kendrick Lamar, Fleetwood Mac, The Rolling Stones, Ed Sheeran, KISS, Celine Dion and Katy Perry.

RAC Arena has also given our sporting favourites an opportunity to thrive and excel. The venue has previously hosted the Hopman Cup with record attendance and stellar players, such as Roger Federer, Andy Murray, Serena and Venus Williams, Novak Djokovic as well as Ana Ivanovic.

The Perth Wildcats have scaled new heights on and off the court by regularly playing in front of more than 12,000 people, transforming the Perth CBD into a sea of red during their home games.

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About MSL Solutions Limited

MSL Solutions Limited (ASX: MSL) is a SaaS technology provider which operates in the sports, leisure and hospitality sectors. Some of the world's most iconic stadium and large event venues, sports and entertainment companies and Professional Golfers' Associations (PGAs) rely on MSL Solutions every day. We create the systems that connect every department of a business, from point of sale and membership to marketing, providing real time visibility on staff levels, customer engagement, profit and revenue.

MSL Solutions has over 1,220 customers with offices in Australia, UK and Denmark. To discover more about MSL, please visit www.mpowermsl.com.