



## **Euronet's e-pay launches e-top-up services for Shell New Zealand**

LEAWOOD, KANSAS and AUKLAND, NEW ZEALAND—February 3, 2004—Euronet Worldwide's (Nasdaq: EEFT) subsidiary, e-pay New Zealand, today announced the launch of its electronic top-up (e-top-up) services at approximately 240 Shell Select convenience store and petrol sites in New Zealand.

Shell New Zealand Ltd is the third major oil company to join e-pay's New Zealand prepaid network. Shell's convenience stores, using the e-pay service, will add Vodafone prepaid top-up capabilities to their list of convenience items. Shell, operating in New Zealand for more than 90 years, is the country's eighth largest company by revenue, according to Management Magazine's ranking of New Zealand's top 200 companies.

"One of our goals at Shell New Zealand is to provide our customers with everyday convenience, and e-pay's top-up solutions will help us offer one of today's most popular services—top-up for prepaid airtime," said Cameron Taylor, Shell New Zealand Category Manager. "With the e-pay solution, we are able to offer prepaid top-up quickly and without a major capital investment."

The e-top-up payment method replaces scratch-off cards, which are more costly to handle and may have a high instance of theft. Vodafone, one of two mobile operators providing service in New Zealand, has an agreement with e-pay to enable its customers to purchase prepaid airtime at Shell and other participating retailers. Upon completion this agreement, New Zealanders will have direct access to top-up their Vodafone prepaid mobile phones at more than 600 locations throughout the nation.

Almost 70%, or 2.7 million, of New Zealanders use a mobile phone, and according to EMC Database, 68% of those subscribers use prepaid mobile service. EMC Database expects New Zealand's prepaid business will grow to 3.4 million to 2008.

"Since the launch of e-pay New Zealand in April 2003, major retailers such as Shell New Zealand have enabled us to establish a successful prepaid payment solution with a strong foothold on capturing major marketshare in this region," said Tom Cregan, Euronet vice president and managing director e-pay Australia. "e-pay and Euronet are dedicated to bringing this payment convenience to countries like New Zealand that have an abundance of prepaid users, continuing our leadership initiatives in prepaid top-up."

### **About Euronet Worldwide, Inc. & e-pay Limited**

Euronet Worldwide is an industry leader in providing secure electronic financial transaction solutions. The company offers outsourcing services, integrated EFT software, network gateways, and electronic top-up services to financial institutions, mobile operators and retailers. These solutions enable our clients' customers to access personal financial information and to perform secure payment transactions—any time, any place. Euronet operates the largest independent pan-European ATM network. The company has processing centers in the U.S., Europe and Asia Pacific. With corporate headquarters in Leawood, Kansas, USA, and European headquarters in Budapest, Munich and London, Euronet serves clients in more than 60 countries. Visit our web site at [www.euronetworldwide.com](http://www.euronetworldwide.com).

e-pay, a Euronet subsidiary, is the largest electronic payments processor of prepaid mobile airtime top-up services in the U.K. and Australia, and has grown to include New Zealand, Poland and Ireland. Founded in 1999, e-pay, focuses on cash-based recharge, or the "top-up" market for processing electronic purchases of prepaid mobile airtime and long-distance calling cards. The company currently supports top-up purchases for mobile service providers at more than 74,000 point-of-sale (POS) terminals in approximately 29,000 retail locations.