

# ASX Announcement



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24 June 2009

Company Announcements Office  
ASX Limited  
Exchange Centre  
Level 5, 20 Bridge Street  
Sydney  
NSW 2000

## SHAREHOLDER UPDATE

Dear Sir,

The attached shareholder update provides further information.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Gary Stewart". The signature is written in a cursive style and is positioned above the printed name.

Gary Stewart  
Company Secretary  
Mint Wireless Limited  
P: 02 8752 7888

### About Mint Wireless Limited:

Mint Wireless Limited ([www.mnw.com.au](http://www.mnw.com.au)) is an ASX listed technology company focused on providing mobile payment solutions ([www.mint-wireless.com](http://www.mint-wireless.com)) and the development and management of consumer technology products and services. Mint's portable payment and invoicing solution is a software application for Nokia, Microsoft Windows or Blackberry smart phones and includes a pocket-sized printer and card reader. Anyone processing payments in situ can accept credit cards and other payment types, process credit card transactions, print an invoice on the spot and download all transactions into their accounting and ERP systems. Mint Wireless Limited is also a developer and leading distributor of innovative consumer technology products to many of Australia and New Zealand's largest retailers and online e-tailers through its subsidiary Mint Technology Pty Limited.

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A decorative graphic at the bottom of the page consisting of several overlapping, curved lines in shades of blue and black, creating a sense of motion and flow.

# MINT WIRELESS LIMITED

## SHAREHOLDER UPDATE

Sydney, 24 June, 2009

The past year has been one of increased activities and strong growth for the Mint Wireless business. With a tumultuous economic backdrop, Mint has continued to focus on developing a diversified product offering that will allow the company to remain buoyant and pursue available growth opportunities.

As we approach the end of our 2008/2009 financial year, the company expects to finish up with revenues in excess of \$11.4 million, with the last quarter's revenues to exceed \$4.1 million. This is in line with our company's expectations. In almost two years as an ASX listed public company, we have made significant progress by investing in our technology and people, resulting in strong growth in our revenues; and we are now seeing a reduction in our annual losses through the successful implementation of these strategies and initiatives.

Our Mint Payment solutions team has continued its focus on sales and marketing activities and developing relationships with some of Australia's major businesses, franchises, retailers and channel partners.

The Mint Trading team has been busy sourcing new and profitable product lines and pursuing partnerships with some of Australia and Asia's leading consumer technology manufacturers, suppliers and retailers. The evolution of the Mint Trading business into an innovative technology product development and procurement business has resulted in a company name change from Mint Trading Pty Limited to Mint Technology Pty Limited. There are many opportunities for this business in the years to come; and the change of name is the start of how we intend to capitalise on these opportunities. Over the last twelve months, we have established new business relationships with some of Australia's largest retailers, resulting in an increase in product ranging and spend per month by these retailers. Sales revenue continue to strengthen, as our strategy to identify and introduce high quality yet affordable products has continued to provide some insulation against the downturn in retail spending.

In conjunction with our partners, we continue to undertake marketing activities to drive the overall success of the business, for example: public relations, below-the-line, events and direct marketing campaigns. This has culminated in far greater market visibility for the Mint brand.

I hope you find this shareholder update to be both an informative look at some of the progress the company is making in spite of difficult market conditions, as well as providing insight into the team currently driving our success. We look to keep our shareholders regularly updated with our progress, as we look forward with much excitement and promise for the year ahead.



Alex Teoh  
Chief Executive Officer



# MINT PAYMENT SOLUTIONS

## The new range of Mint Portable Payment Solutions

Following the successful launch of the Mint Portable Payment Solution, we have developed additional mobile payment products catering to the spectrum of potential company types and sizes.



Mint Pro is the enterprise-class, fully featured portable payment and invoicing system that allows businesses to securely process all types of payments, produce itemised tax invoices on-the-spot and synchronise with a businesses' existing accounting software. In addition, Mint Pro also has a software development kit option that allows integration of the Mint Solution into existing business systems - such as enterprise resource planning (ERP) software and industry specific software.

### Mint Moves into Enterprise Space securing Cadbury Schweppes agreement

In November 2008, Mint secured a three-year agreement to supply international beverage and confectionary company, Cadbury Schweppes, with the Mint Portable Payment Solution (PPS) for 100 of its delivery vehicles. The PPS addressed Cadbury Schweppes' need for an end-to-end proof of delivery, route management, payment and invoicing solution.

Mint worked with an SAP partner, Sky Technologies to integrate the solution with Cadbury Schweppes' existing enterprise resource planning (ERP) software. The contract illustrates the increase in traction PPS is gaining with large FMCG and enterprise sized companies, and presents significant opportunities to capture greater market share in these and related sectors.

Over the last six months, we have been working with Cadbury Schweppes and Sky Technologies to launch an initial pilot, which was successfully signed off and looking to launch nationwide in the new financial year.

### Newly Launched MiniMint

Launched in February 2009, MiniMint was developed as a streamlined edition of Mint Pro, specifically designed for sole traders and small businesses. MiniMint contains all the critical elements that accompany the PPS, however, many small businesses with simple operations needed a basic version with a more affordable price point.

To capture as many potential customers as possible, the software is compatible with Nokia phones (with the greatest market share of mobile handsets in the Australian market), and smart phones such as BlackBerry and Windows Mobile enabled devices.

In the current economic climate, it has become imperative for small businesses to have access to innovative tools to assist in easing critical commercial issues such as cash flow and bad debt.

## Mint partners with leading software distributor Manacomm (ASX:MNL)

Mint has partnered with leading software and e-commerce company, Manacomm, to launch and distribute MiniMint to major national consumer electronics, IT and office retailers which will significantly strengthen the channels to market and sales activity for the product.

Manacomm's Managing Director, Ian Mackay, said the MiniMint system is perfect for Australian businesses who want to cut administration overheads and paperwork whilst boosting productivity and efficiency.

"MiniMint is secure software that works with a standard bank's credit card merchant account, and even gives the option of setting a transaction fee to recover these costs from customers," Mr. Mackay said.

"MiniMint provides unprecedented insight into sales transactions and you can have from one to hundreds of users all reporting to the same back end system," Mr Mackay concluded.

MiniMint comes in an out-of-the-box retail software package that allows businesses to download the MiniMint software on their mobile phone and upon the completion of the set up process, the mobile business will have the capability to process on-the-spot credit card payments, record cheque and cash payments, and generate electronic receipts from a mobile phone. All transactions can then be tracked and imported into a businesses' existing accounting software.



# MINT PAYMENT SOLUTIONS

In April 2009, MiniMint was launched at Officeworks and Harvey Norman retail outlets. For more information, please refer to the Officeworks website: [www.officeworks.com.au/minimint](http://www.officeworks.com.au/minimint).



The launch of MiniMint and its retail distribution has attracted considerable media attention, with editorials about the product appearing in various media outlets such as the National Liquor News, Convenient World magazine, The Age, Sun Herald and the Sydney Morning Herald. MiniMint will be also showcased on various prime time television programs from June 2009.

## Mint Gains Traction Among Mid-market Customers

The portable payments business continues to perform well, recently securing a range of new customer orders. The highlights include contracts with Solid Plus, a wholly owned subsidiary of national tyre distributor, Tyres 4 U, Omega / Smeg, and AGL Assist a provider of energy appliances and ancillary services for national energy supplier, AGL Electricity's Victorian operations.

Mint continues to gain traction and visibility amongst a range of mid-market customers, strengthening the company's capability to take on projects with greater diversity and complexity.



## HOT OFF THE PRESS!

### Amway endorses and launches MiniMint for the Australian market

Amway, one of the largest and most successful direct selling companies in the world have recently approved and will launch MiniMint at their annual national winter conferences commencing the 27th of June. This will include Amway head office marketing support for the MiniMint product on their website, business centres and national conferences throughout the year. We will provide more information with regards to this new and exciting win for Mint.



# MINT PAYMENT SOLUTIONS

## New Website Launched

For those of you who haven't had a chance to visit our new website, it is now live and ready to view. We feel it is a cleaner and more targeted means of informing our new and existing clients about what we have been up to in terms of product development, operations, milestones and company news. Please feel free to browse through the new site which can be accessed at: [www.mint-wireless.com](http://www.mint-wireless.com).



## What Our Customers are Saying....

"Overall, the system is very simple to use, it's good for business and it looks very professional to clients" - Matt Donnon **(Jim's Antennas)**

"The ability to process credit cards on the spot has reduced administrative issues with managing outstanding payments and bad debt." - **(Independent Property Inspections Pty Ltd)**

"We just saw that as soon as we started using it, the amount of money coming in came so much faster" - Simon Siounis **(Shogai Imports Pty Ltd)**



"Now when people ask how to pay, I say cash, cheque or card. Most seem to prefer to pay by credit card, so I'm getting a lot more business with Mint. As for the cost, it pays for itself really quickly." - Dick Marshall **(Waste Wizards Pty Ltd)**

"Mint saves us \$85,000 in annual admin costs." - Alan Gray, Managing Director **(Alantin c/o Omega Smeg Appliances)**



# MINT TECHNOLOGY

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## A Year of Diversification and Strong Growth

Of the two subsidiaries under the Mint Wireless umbrella, Mint Technology has gone through a dynamic period of change – reflective of the need to take advantage of new and margin-rich opportunities in the fast moving consumer electronics sector.

## New name, new opportunities

An important part of Mint Trading's evolution in the past year has been the decision to change the company's name from Mint Trading to Mint Technology. The new name reflects the transformation of the company from a product distributor to a business that provides innovative world class technology product solutions through Mint's product development and procurement capabilities for wireless and digital consumer electronics.



Mint Technology is currently in discussions with our retail channel partners and with strategic partners in the consumer electronics sector in relation to our current and future product lines. The support of these business partnerships is important to the company's success in the new financial year.

In addition to working on these opportunities, Mint Technology is also looking at developing and exporting our technology products to the US and South East Asia markets.

## Growing brands

As well as pursuing OEM opportunities, Mint Technology has also focused on growing its product portfolio under three main brands: Aiptek, A-Data and Pico. This has been a deliberate tactic to ensure that the excellent groundwork in opening up relationships with retailers was fully capitalised on with broader products being available to various customer profiles and retail demographics.

There was also a need to ensure that the business did not solely rely on one product set and one supplier. Far from being a business that merely supports the growth of the Payment System, Mint Technology is being recognised as a reliable and innovative technology supplier in the Australian consumer electronics market.

## Here's a little on our brands:



A-Data Technology Co. Limited ('A-Data') appointed Mint Technology as their exclusive distributor of flash memory products in Australia. A-Data is the world's third largest manufacturer of flash memory products with revenues in excess of USD 1 billion. Mint will retain some of A-Data's pre-existing mass-retail channel partners.



Mint has an exclusive distribution agreement with Taiwan based, Aiptek International, a global supplier of portable consumer technology devices. Aiptek products have a significant local and global presence with strong presence throughout the United States, Europe and Asia. As a result of the agreement, Mint Technology has secured repeat orders with major retailer Kmart, to stock the range of Aiptek Digital Video (DV) cameras in Australia and New Zealand.



A new brand created and owned by Mint Technology Pty Limited is Pico Life. Pico Life is a new line of consumer electronic products with an emphasis on enhancing your digital life and experience through the "smallest" or "pico" technology products. Pico Life has a range of innovative mobile and wireless communication products that includes flash memory, USB drives, portable speakers, iPhone accessories, wireless mobile charging accessories and audio visual products. We will look to expand this range in the coming months.



Mint also has another proprietary brand: Stash, which is a sub-brand of the Pico Life brand of products. Stash products are similar to the Pico range, with its focus primarily on particular customer demographics, price points and retailers.



## MICROVISION

Microvision Inc. (NASDAQ: MVIS) is the world leader in the development of high resolution, next generation display and imaging products. Microvision has developed patented display engines that power Pico Projector Displays, vehicle displays, wearable displays as well as Microvision's own ROV commercial bar code scanner product line.

# MINT TECHNOLOGY

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## Where can you find Mint Technology products?

This diverse yet complementary range of products has delivered Mint Technology far greater reach into Tier one retailers in Australia with customers range from Coles, Dick Smith, Target, Officeworks, Kmart, Telstra, WOW Sight & Sound, Harvey Norman, Crazy Johns, Harris Technology and most recently the newly established Australian retail outlet of US big box retailer Costco. We also supply products to some of Australia's leading online retailers such as Deals Direct, City Software and OO.com.au. We are establishing new and strategic partnerships for the Mint Technology business to give the business significant scale. We will update shareholders in the event of any new partnerships of significance to the company.

**Harvey Norman**

**dick smith**  
Talk to the Techexperts

**Officeworks**

**Kmart**

**Telstra**

**harristechnology**  
ESTABLISHED SINCE 1986

**TARGET**

**coles**

**WOW**  
Sight & Sound

**COSTCO**  
WHOLESALE

**CRAZY JOHNS**

**DealsDirect**.com.au  
Love a bargain®

**OO.com.au**  
Online Bargain Megastore

## New Melbourne Office

To help service Mint Technology's increasing customer base, Mint has opened an office in Melbourne's Docklands, where Andrew Teoh, Executive Director of Mint Wireless, is now based.

With many of the buying departments for national retailers located out of Melbourne, this investment has certainly demonstrated our commitment and contributed to the growth of our sales successes.

For more information relating to the company, its developments and or any news or ASX related items contained within this update, please contact the company on:

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Chief Executive Officer

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Or visit our corporate website on  
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