



## USA Technologies' Customers Ready for 'Fifth Purchase Free' Promotion With Over 62,000 ePorts Enabled with Isis SmartTap Technology for Contactless Payments, Loyalty and Rewards

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MALVERN, Pa.--(BUSINESS WIRE)-- [USA Technologies, Inc.](#) (NASDAQ:USAT), ("USAT"), a leader of wireless, cashless payment and M2M telemetry solutions for small-ticket, self-serve retailing industries, today kicked off what USAT believes to be the largest mobile payment and loyalty promotion ever developed for the U.S. vending industry. Over 62,000 locations using USAT's ePort® point of sale device and ePort Connect® cashless payment service have been enabled with Isis SmartTap® technology for contactless payments, loyalty and rewards, and can now participate in the "[Fifth Purchase Free](#)" promotion.

Timed in support of the nationwide launch of the Isis Mobile Wallet, USAT's Fifth Purchase Free promotion makes it easy for vending operators throughout the U.S. to accept mobile payments and offer loyalty programs enabled by cashless payment technology.

"Our Fifth Purchase Free promotion is another way we are helping customers drive more business and more strategic benefits through their ePort Connect cashless payment platform," said Stephen P. Herbert, chairman and chief executive officer of USA Technologies. "As an extension of our ePort Connect suite of cashless payment services, it allows our customers to be part of a growing group of merchants offering rewards through the Isis Mobile Wallet and to benefit from the growing number of consumers expected to use mobile payment and mobile-based rewards."

"At the same time, we believe that the breadth of our cashless payment service network in self-serve retail helps drive ubiquity for Isis acceptance points across the United States," continued Herbert. "In the coming months, we also anticipate expanding those touch points, from over 62,000 today, to 80,000 customer locations that include workplaces, universities, travel & entertainment venues and other environments."

To participate in the Fifth Purchase Free program, consumers with an Isis Mobile Wallet simply select a stored payment card and tap their smartphone at one of USAT's [participating customer locations](#). After making four contactless purchases using the Isis Mobile Wallet at any participating vending location, the customer will receive a fifth purchase free.

"Self-serve retail, particularly vending, is undergoing a paradigm shift in the way it engages with consumers because cashless, including mobile commerce, is creating a valuable networked platform that allows our customers to connect with consumers in new ways," said Herbert. "The Fifth Purchase Free promotion captures the essence of what loyalty programs are all about—engaging consumers, driving desired behavior and bringing them back for more. Through Fifth Purchase Free and **MORE.**, our loyalty and prepaid card program, we're ensuring that our customers are poised to benefit from these exciting industry opportunities," said Herbert.

The Fifth Purchase Free promotion provides for reimbursement of the cost of the free vended item to all USAT vending customers with contactless ePort point of sale technology enabled with the Isis SmartTap.

"The Fifth Purchase Free promotion harnesses the power of mobile commerce to fundamentally change the way consumers pay and redeem offers at vending machines," said Jim Stapleton, chief sales officer, Isis®. "USAT's network of contactless touch points and their technical skills make them a key strategic partner for Isis and we look forward to our work together as we roll out the Fifth Purchase Free promotion nationwide."

### About USA Technologies:

USA Technologies is a leader of wireless, cashless payment and M2M telemetry solutions for small-ticket, self-serve retailing industries. ePort Connect® is the company's flagship service platform, a PCI-compliant, end-to-end suite of cashless payment and telemetry services specially tailored to fit the needs of small ticket, self-service retailing industries. USA Technologies also provides a broad line of cashless acceptance technologies including its NFC-ready ePort® G8, ePort Mobile™ for customers on the go, and QuickConnect™, an API Web service for developers. USA Technologies has been granted 86 patents; and has agreements with Verizon, Visa, Elavon and customers such as Compass, Crane, AMI Entertainment and others. Visit the website at [www.usatech.com](http://www.usatech.com).

### Forward-looking Statements:

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: All statements other than statements of historical fact included in this release, including without limitation, USAT's anticipated commercial availability and costing of its new generation products, programs, and services, are forward-looking statements. When used in this release, words such as "anticipate", "believe", "estimate", "expect", "intend", and similar expressions, as they relate to USAT or its management, identify forward-looking statements. Such forward-looking statements are based on the beliefs of USAT's management, as well as assumptions made by and information currently available to USAT's management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors, including but not limited to, business, financial market and economic conditions; USAT's ability to accurately predict future market conditions, consumer behavior and levels of cashless usage; the ability of USAT to obtain widespread commercial acceptance of its programs and services, including its loyalty programs, and programs such as mobile payment and mobile-based rewards; whether, and to what extent, loyalty programs and mobile-based rewards will result in increased sales; and the possibility that all of the expected benefits from adoption of cashless payment, loyalty programs and mobile-based rewards, will not be realized by all customers, or will not be realized within the expected time period. Readers are cautioned not to place undue reliance on these forward-looking statements. Any forward-looking statement made by us in this release speaks only as of the date of this release. Unless required by law, USAT does not undertake to release publicly any revisions to these forward-looking statements to reflect future events or circumstances or to reflect the occurrence of unanticipated events.

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