



## USA Technologies Expands MORE.™ Loyalty and Rewards Program to Partners Nationwide

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*Premier consumer loyalty program incentivizes repeat business, opens new revenue streams to partners through one-to-one marketing at 333,000 ePort Connect locations*

LAS VEGAS--(BUSINESS WIRE)-- [USA Technologies, Inc.](#) (NASDAQ:USAT), a leader of wireless, cashless payment and M2M/IoT solutions for small-ticket, self-serve retailing industries, today announced the expansion of its proprietary **MORE.**™ rewards and loyalty program to partners nationwide, providing access to custom rewards and discount programs for all 333,000 locations connected to the ePort Connect service.

"One of the big benefits of implementing cashless payment technology is the visibility it offers into consumer behavior, and the opportunities that result to engage at the point-of-sale - or even before it, through smart phones and online," said Maeve McKenna Duska, senior vice president of marketing at USA Technologies. "By extending **MORE.** to our national footprint, we are opening the door for thousands of additional companies, and the brands they sell, to engage with customers one-to-one, whether it be on college campuses, at airports or in a laundromat. It provides tremendous access for USAT's partner companies to consumers every day, where people live, work and play, and gives them the opportunity to build greater brand loyalty, communicate product and service information and incentivize purchase behavior. For our customers, we believe it will result in repeat visits and importantly, increased sales and revenue."

**MORE.** was originally designed to provide USAT customers the ability to offer custom rewards and discount offers for products purchased at their ePort-enabled locations for loyalty, repeat business and a greater understanding of their consumers' purchasing preferences. Customers would opt into the service and have the ability to set their own program criteria.

Now, through the nationwide expansion of the **MORE.** program, the benefits extend to consumer packaged goods companies, retailers and other consumer brands that will now have the ability to partner with USA Technologies to leverage its large footprint of acceptance points to promote their brand, build loyalty, incentivize purchasing, and generate new revenue streams through consumer product promotions, offers, advertising and discounts.

According to [Customer Insight Group](#), a leading strategic marketing consulting firm, 54 percent of consumers will increase business with a company for the rewards, and 70 percent of total sales can be represented by loyal customers. In addition, loyal customers are more profitable - they are more likely to pay more for a premium product and it costs less to keep that customer once they align with a brand.

**More.** positions customers of USAT to better compete with traditional retailers who are capitalizing on the benefits of loyalty and rewards programs, and it gives strategic business partners immediate access to USAT's large, nationwide foot print of acceptance points. The **More.** program integrates seamlessly into all existing ePort Connect technology, and works with credit, debit, NFC and mobile payment methods.

"Every purchase is an opportunity to engage with the consumer, influence their behavior and reward their response or loyalty to a product or brand" Ms. Duska continued. "With big names in emerging mobile payments technology, including Apple and Google announcing loyalty as a part of their mobile payment solution, self-service retailers who don't embrace cashless payments and loyalty programs will find it even more difficult to compete. We believe the **More.** Loyalty and rewards program offers our customers, and our partners, unparalleled daily access to consumers and a tremendous opportunity to impact buying behaviors. It's a huge win for everyone. We are looking forward to engaging with existing and new partners to bring additional value to this service and make an even more compelling reason for consumers to "opt in" as the program matures."

USAT is currently processing more than 217 million cashless transactions totalling approximately \$389,000,000 in transaction dollars.

USA Technologies is featuring its products and services at [Money 20/20](#), October 26-28, 2015, in booth #1321.

### About USA Technologies

USA Technologies is a leader of wireless, cashless payment and M2M/IoT 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® G-series, ePort Mobile™ for customers on the go, and QuickConnect, an API Web service for developers. USA Technologies has been granted 87 patents; and has agreements with Verizon, Chase Paymentech, Visa, MasterCard, and customers such as Compass 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, 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; the extent to which USAT's 2015 Cashless Knowledge Base is predictive of future market conditions, customer and consumer behavior, and average ticket prices & cashless sales across all of USAT's customer locations; the accuracy and reliability of third party projections of cashless usage; the possibility that all of the expected benefits from adoption of cashless payment will not be realized by all vending operators, or will not be realized within the expected time period; and whether, and to what extent, mobile payment technologies have resulted in, and will result in, increased cashless usage. 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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