

## MEDIA RELEASE

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### **Coca-Cola Amatil Australia to pilot new cashless vending technology**

Coca-Cola Amatil (CCA), in partnership with Vending Management Services Limited (VMSL), is pleased to announce the upcoming pilot of their Cashless Payment System and Cashless Reconciliation Engine (CRE) for Coke Vending.

Coca-Cola Amatil is launching into credit card and scheme-based debit card payments at vending machines. Gary Meier General Manager Coke Vending says the initiative is in response to Australian consumer research.

'In Australia, cards already account for more than half of all immediate purchase transactions. We are bringing vending machines in line with how consumers like to buy.'

'People will still be able to use coins and notes in the vending machines if they wish, or take advantage of the new technology and purchase using a credit card or scheme-based debit cards.'

'This initiative is about making the vending experience even easier and more convenient for busy consumers.'

Andy Kerr, Project Manager at VMSL says he is pleased to see the CRE going into action. 'Paying for products by cashless methods is a growing global trend. The micro-payments market is beginning to catch up which has a big impact for vending.'

'Reconciling payments can be a costly process for bottlers. We built the Cashless Reconciliation Engine to provide the benefit of reduced cost to the Coca-Cola system. All Coca-Cola bottlers can leverage the benefits of this approach.'

The Cashless Reconciliation Engine provides Coca-Cola bottlers with a system that will interface, without prejudice, to any supplier of cashless payment services. The lack of systemized cashless payment balancing has been a leading cause of the failure of previous attempts to move to cashless payments. The CRE resolves the accounting issues that cashless payments presented for the Coca-Cola system.

The CRE will receive data from a Payment Gateway, Merchant Services Provider, Coca-Cola Settlement and Coca-Cola Accounts Receivable. The payments are reconciled to the transactions and the settled load. The Coca-Cola accounts assistant will now be able to confirm if they have received all of the cash from the vending machine and all of the funds transfers from the Merchant Services Provider, without having to manually wade through statements to balance the accounts.

'Initially the CRE will be managing credit card payments, however it has been built with a view that any cashless payment at a vending machine can be reconciled into the bottler accounts systems. This presents many opportunities for Coca-Cola Vending,' Andy Kerr says.

Coca-Cola Amatil Australia operates more than 35,000 vending machines, most of which deliver nightly online transactional data via telemetry devices supplied by VMSL.

VMSL, a subsidiary of CCA, developed the CRE and is managing the project to roll out cashless payments to the mainly glass front vending machines. To provide a complete end-to-end Cashless Payment System, VMSL has partnered with Direct

Payment Solutions (a global processor of credit card transactions - [www.dps.co.nz](http://www.dps.co.nz)) and Tyro ([www.tyro.com](http://www.tyro.com)) for Payment Gateway and Merchant Services; enabling the processing of the credit card transactions. MEI ([www.meigroup.com](http://www.meigroup.com)), a global supplier of unattended payment systems, is the partner and supplier of card readers at the vending machines.

VMSL is the world's leading supplier of vending fulfillment software and telemetry hardware. VMSL has installations in Coca-Cola systems in Australasia, Asia, North America and Europe, and has been providing systems and expertise to Coca Cola for over 15 years.

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Further information:

Gary Meier  
General Manager, Coke Vending (Australia)  
M: +61 418994318  
E: [Gary.Meier@anz.ccamatil.com](mailto:Gary.Meier@anz.ccamatil.com)

Lisa McDonald  
Vending Management Services Limited (VMSL) New Zealand  
Ph: +64 6 3777840  
E: [Lisa.McDonald@vmsl.co.nz](mailto:Lisa.McDonald@vmsl.co.nz)