



MIE PAY LTD
Level 10, 420 George street
Sydney NSW 2000
(02) 8034 0470
ACN 629 754 874

7th Jan 2025

MIE PAY Limited Announces Strategic Business Realignment

MIE PAY Limited (“MIE PAY” or “the Company”) today announces its decision to cease its acquiring business operations in New Zealand, effective **30th Jan 2025**. This strategic realignment is part of MIE PAY’s broader focus on scalable growth opportunities and fortifying its presence in the fintech and cross-border e-commerce sectors.

Reason for Realignment:

The New Zealand acquiring business has encountered increasing challenges due to evolving market conditions and external factors, such as the global pandemic. After a comprehensive evaluation, the Board of Directors has concluded that redirecting resources towards emerging growth areas, such as IEMall—our flagship cross-border e-commerce platform—will create greater long-term value for our shareholders.

Key Highlights of the Realignment:

1. Closure of New Zealand Acquiring Business:

The New Zealand acquiring business will be closed on **30th Jan 2025**, with all existing merchants and partners receiving a structured transition plan to ensure a smooth wind-down.

2. New Operational Hub in Australia:

MIE PAY will establish a new operational hub in Australia to focus on developing innovative financial solutions, including cutting-edge payment gateway technologies, multi-currency account services, and card issuance. This expansion is aligned with our mission to lead in the fintech sector.

3. Expansion of IEMall Platform:

The IEMall platform will be expanded to integrate next-generation fintech solutions, providing users with a seamless cross-border shopping and payment experience.

Commitment to Stakeholders:

MIE PAY remains committed to ensuring a smooth transition for all affected stakeholders, including employees, merchants, and business partners. A dedicated support team has been set up to facilitate this transition and assist in the ongoing service of affected merchants.

Looking Ahead:



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With a renewed focus on developing and delivering advanced fintech solutions, MIE PAY aims to position itself as a leader in the global fintech landscape, empowering cross-border trade and commerce.

For further inquiries or assistance, please contact:

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Joanna
Managing Director
MIE PAY LIMITED