



ANNOUNCEMENT

Strategic Investor Introduced to Fund Significant Growth Opportunities

Cash Converters International Limited ('the Company') is pleased to advise that the Company has entered into a Subscription Agreement with EZCORP, Inc. to make a placement of 108,218,000 fully paid ordinary units at an issue price of A\$0.50 per unit to raise approximately \$54 million. This will represent 30% of the fully diluted capital of the Company after the placement has been made. This placement is subject to due diligence and shareholder approval.

The funds will be utilised to grow the earnings of the Company through accelerating the acquisition of franchised stores and to increase the size of the Safrock loan books.

The Company expects EZCORP to complete its due diligence review within the next 21 days and thereafter the transaction will be put to shareholders for approval. Full details of the transaction including an independent experts report will be sent to shareholders with the appropriate notice for a General Meeting when due diligence has been completed.

About EZCORP

EZCORP, a U.S. company with its corporate headquarters in Austin, Texas, EZCORP's Class A Non-Voting Common Stock is listed on the Nasdaq Stock Market with a market capitalisation of US\$559 million.

At June 30, 2009, EZCORP operated a total of 897 company-owned stores in the USA and Mexico, consisting of 370 U.S. pawnshops, 47 pawnshops in Mexico and 480 U.S. signature loan stores.

For over 10 years, EZCORP has also had a substantial investment in Albermarle & Bond Holdings PLC, which is one of the largest pawnbrokers in the United Kingdom with shares listed on AIM, the market operated by the London Stock Exchange.

Commentary

Mr Stirling Brinkley, Chairman of EZCORP, said:

"EZCORP recognises the value of Cash Converter's global brand and the unique growth opportunities presented by the program of buying up franchised stores which the Company

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has commenced. We believe that with the additional capital which EZCORP will inject and with the benefit of our considerable experience in managing a significant corporate store chain, Cash Converters is ideally placed to accelerate this program and to maximise its growth.”

Mr Reg Webb, Chairman of Cash Converters said;

“We are very pleased and excited by the prospect of having a cornerstone investor who brings not only financial support but also significant knowledge capital to the table. EZCORP have demonstrated in their relationship with Albermarle & Bond that they have a long term investment strategy and we look forward to their support as we accelerate the transformation of Cash Converters into a substantial store operating Company.”

For and on behalf of the Board

RALPH GROOM

18 August 2009

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