



ASX Announcement

24 February 2020

Loyyal Signs Contract with Emirates Airlines

REFFIND LTD (ASX: RFN) (Reffind) is pleased to share an update received from Loyyal Corporation (**Loyyal**) with the market which was released over the weekend to Loyyal shareholders (annexed to this announcement as Annexure A) (**Update**).

Reffind understands that the Update has been approved by Loyyal and Emirates Airlines global public relations. The Update confirms that Loyyal, an entity of which Reffind is a significant shareholder, has entered into a three-year commercial production vendor agreement with The Emirates Group (the head company of Emirates Airlines) for the exclusive use of Loyyal's blockchain-enabled loyalty and rewards platform to operate the Emirates Airline's Skywards frequent flyer programme's partner loyalty redemptions. As such, Loyyal has satisfied all due diligence to be designated a Tier 1 technology provider to The Emirates Group. The contract is now in full force and operation as at the date of the Update. Reffind understands that parts of the contract are subject to confidentiality as mandated by Emirates' lawyers.

Reffind is of the view that based on what has been made publicly available that this new three-year contract with Emirates is material information as Emirates is one of Loyyal's most significant clients. In Reffind's view, this new three-year contract between the parties, represents a major progression in the working relationship between Loyyal and Emirates, considering the exclusive nature and long term of the agreement.

– ENDS –

This Announcement was authorised for release by the Board of Directors.

For further information, please contact:

Company Enquiries

Joshua Quinn
Non-Executive Director

josh.quinn@reffind.com

Media Enquiries

Daniel Paperny
Media + Capital Partners
+61 (0) 433 339 454

daniel.paperny@mcpartners.com.au

About REFFIND

REFFIND (ASX:RFN) is an Australian-based software-as-a-service solutions company that is revolutionising employee peer recognition as well as how customer loyalty and employee incentives are created, rewarded and managed. Our employee experience technology platform, Wooboard, uses a gamified, social cloud-based platform to allow employees to send recognition and share updates instantly. Using proprietary blockchain and smart contract technology, our blockchain loyalty rewards investment, Loyyal, provides customers with an innovative, cloud-based SaaS app that enables them to communicate with their customers in a mobile, collaborative and effective manner.

About Loyyal

Loyyal, the Internet of Loyalty, is reinventing how loyalty is created, rewarded, and managed. Using proprietary blockchain and smart contract technology, Loyyal's interoperable loyalty and rewards platform brings a host of benefits to a highly fragmented industry and offers brands an innovative way to unlock the billions of dollars in value held captive in legacy loyalty programs today. For information about Loyyal, please visit www.loyyal.com or email info@loyyal.com.

ANNEXURE A

Loyyal Signs Three Year Production Agreement with The Emirates Group For Use of Blockchain Loyalty and Rewards Platform

Feb 21th, 2020, SAN FRANCISCO, CA — [Loyyal](#), the leading blockchain solution for the loyalty and rewards industry, today announced it has signed a three-year commercial production vendor agreement with The [Emirates](#) Group. Loyyal's blockchain-enabled loyalty and rewards platform, now in production at Emirates Skywards, brings new transparency, efficiency and cost savings to, the award-winning loyalty programme of Emirates and flydubai with more than 25 million members.

Loyyal's platform helps loyalty program operators reduce costs associated with accounts reconciliation and payment management. Loyyal also introduces a standardized process for partner onboarding to reduce the time and cost for new loyalty partners. Any program operator leveraging the Loyyal Product Suite is ultimately seeking to improve perception and brand loyalty through an improved offering and greater ease of use of program miles.

Since moving into production, Loyyal's blockchain-enabled loyalty and rewards platform has yielded several positive results including improved transparency between Emirates Skywards and its partners; enhanced security; reduced instances of fraud; improved traceability and reporting capabilities; and the elimination of redundant reconciliation processes.

"From the earliest conception phase through to production, we have been inspired by Emirates Skywards and the team's ability to act on vision," says Greg Simon, CEO of Loyyal. "As the first major airline rewards program to work with Loyyal's blockchain platform, Emirates will achieve operational cost-savings, improve customer experiences and reduce the financial liability that inherently comes with large-scale loyalty programs."

About Loyyal

Loyyal is reinventing how loyalty is created, rewarded, and managed. Using proprietary blockchain and smart contract technology, Loyyal's interoperable loyalty and rewards platform brings a host of benefits to a highly fragmented industry and offers brands an innovative way to unlock the billions of dollars in value held captive in legacy loyalty programs today. For information about Loyyal please visit www.loyyal.com or email info@loyyal.com.

About Emirates

The Emirates story started in 1985 when the airline launched operations with just two aircraft. Today, it flies the world's biggest fleets of Airbus A380s and Boeing 777s, offering its customers the comforts of the latest and most efficient wide-body aircraft in the skies.

Emirates inspires travellers around the world with its growing network of worldwide destinations, industry-leading inflight entertainment, regionally inspired cuisine, and world-class service. For more information visit www.emirates.com

###

For further information contact:

Ellyn Winters-Robinson
Ignition Communications (PR on behalf of Loyyal)
ellyn@ignition.ca
519.574.2196
@ellynjane