

Loyyal Consortium Bid Update

Highlights

- Reffind has received approval from the ASX to bid for 25% of the assets of Loyyal as part of a consortium of sophisticated investors (the Consortium).
- The Consortium is currently the preferred bidder for Loyyal and all of its associated assets (including patents) as confirmed by the US Bankruptcy Trustee.
- If successful, the Consortium intend to run the operations of Loyyal in a reconstructed entity for an appropriate period of time to facilitate a future liquidity event such as an IPO process for the new reconstructed Loyyal, mostly likely in the North American market in 2021 or 2022.
- Barclay Pearce have indicated to the Consortium that if the Consortium's bid for Loyyal is a success then Barclay Pearce will raise funds for the Consortium to operate the reconstructed Loyyal business of USD\$1,000,000 on a valuation of USD\$20,000,000. Reffind will not be participating in that capital raising.
- In anticipation of a successful outcome in the bidding process, the Consortium has assembled a team expertly placed to execute on Loyyal's go-to-market strategy with the right mix of leadership expertise and market experience.
- The current Chapter 7 Bankruptcy process in the US is nearing completion - Reffind will continue to keep the market updated on any progress.

REFFIND LTD (ASX: RFN) ('RFN', 'Reffind' or 'the Company'), is pleased to provide the market with an update on the Consortium's participation in Loyyal's ongoing US Chapter 7 bankruptcy process.

The ASX has formally granted Reffind permission to participate in the Consortium for up to 25% in the equity of the Consortium. The Company is very pleased to receive this approval and now looks forward to the results of the Chapter 7 Bankruptcy procedure which is nearing completion.

At the time of this announcement, it is the understanding of Reffind and the Consortium that they are currently the highest and preferred bidder of the assets of Loyyal (subject to potential overbidding) which has been confirmed by the US Bankruptcy Trustee.

If successful, Reffind and the Consortium would, subject to funding from Barclay Pearce of USD\$1,000,000 on a USD\$20,000,000 valuation, continue to operate the business of Loyyal post-bankruptcy with a view to putting Loyyal on a path to IPO when trading conditions for the business further improve. Reffind will not be participating in that Barclay Pearce capital raising. At this stage, the Consortium believes North America would be the appropriate market for Loyyal to pursue an IPO and achieve the maximum valuation given the global nature of their business and their potential target client base, including Emirates Airlines, other airlines, financial services providers (credit card companies and BNPL providers), hotel chains, retailers (clothing stores, department store chains, grocery stores and even online retailers such as Amazon).

In a pre-COVID-19 environment as at 31 January 2020, Reffind participated in a Loyyal SAFE instrument which was conducted at an equivalent valuation capitalisation for the company of US\$29,000,000. Reffind, along with the Consortium are firmly of the view that there is significant latent value in the assets of Loyyal's operations in a post COVID-19 environment.

In anticipation of a successful outcome in the bid process, the Consortium has assembled a team of people expertly placed to assist with the Loyyal business. Due diligence on the Loyyal bid has been conducted by Mr Philip Shelper. Further, the following ex-employees of Loyyal have been retained to assist the due diligence process and stay involved with the operations of Loyyal in the event of a successful bid. The Consortium have devised their own strategy on how Loyyal should be operated moving forward. Further information in relation to the strategy moving forward shall be provided in the event of a successful bid.

The team are as follows:

- **Philip Shelper** (CEO, Loyalty & Reward Co): Phil has extensive experience within the loyalty industry, including roles at Qantas Frequent Flyer and Vodafone. He is CEO and Founder of leading loyalty consulting agency, Loyalty & Reward Co, and an expert on the use of blockchain within loyalty programs. Phil is the author of 'Blockchain Loyalty: Disrupting loyalty and reinventing marketing using blockchain and cryptocurrencies'.
- **Matt Hamilton** (Director of Strategic Partnerships, Loyyal): Matt has 15 years of experience in executive and board capacities leading operations, strategy, finance and client relationships. He has founded and managed companies on three different continents during his career and had several successful exits. Matt has a proven track record for delivering large scale-projects and commercialisation, having led the GCC/Asia office since 2016 for Loyyal where he carried the Emirates relationship from proof-of-concept through to the signing of a commercial agreement.
- **Gareth Walsh** (Global Director of Customer Success, Loyyal): Gareth is an experienced product manager and leader with 15 years' experience scaling innovative solutions for Ericsson and LinkedIn before making the switch to the start-up world. Gareth has designed and managed the delivery of multiple custom implementations of the Loyyal APIs and has been instrumental in managing the Emirates relationship from a technical perspective.
- **Steve Partridge** (Director of Technology, Loyyal): Steve is a software engineer of proven leadership and product management capabilities with nearly two decades of professional experience. Steve took the Loyyal platform from a proof of concept to the robust, enterprise-grade implementation available to customers as of v3.0.

Reffind will keep the market advised of any further developments in relation to the Loyyal bid process.

Authorised for release by the Board of Directors of Reffind Ltd.

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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.