



Progress Update

August 2014

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This summary presentation was prepared with due care and attention and is current at the date of the presentation and should be read in conjunction with the Company's Replacement Prospectus lodged with ASIC on 20 August 2014, which replaces the original prospectus lodged with ASIC on 8 August 2014. The Company has lodged a supplementary prospectus with ASIC on 9 September 2014 which must be read in conjunction with the Replacement Prospectus (First Supplementary Prospectus). The Company has also lodged a further supplementary prospectus with ASIC on 30 September 2014 which must be read in conjunction with the Replacement Prospectus and the First Supplementary Prospectus (Second Supplementary Prospectus), copies of which are available at www.rewardleholdings.com/prospectus. The offer under the Replacement Prospectus closed on 12 September 2014.

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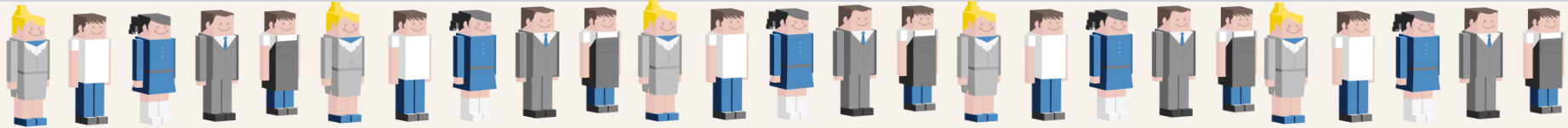
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The Company makes no undertaking to update or revise such statements, but has made every endeavour to ensure that they are fair and reasonable at the time of making the presentation.

Investors are cautioned that any forward-looking statements are not guarantees of future performance and that actual results or developments may differ materially from those projected in any forward-looking statements made.

Presentation summary



1.

What we do

2.

Progress to date

3.

Corporate overview



We're empowering local SME merchants to compete



Rewardle unlocks the power of mobile computing, cloud based software and Big Data analysis to provide local SME merchants with the digital engagement tools and business intelligence used by large retail chains.



Large addressable market of local SME merchants



Frost and Sullivan estimates that between 60,000 to 80,000 of an estimated 200,000 SME's across retail, cafés & restaurants and personal services such as hair dressers & beauty salons offer individual rewards programmes.

Building a social network connecting merchants and customers

While social networks such as Facebook, Instagram, Twitter and LinkedIn are based on communication between users, Rewardle is a social network based on transactional exchanges between members and merchants.



For communication based social networks the insertion of advertising and promotions adds friction to the core purpose and risks alienating users, for a transactional based social network like Rewardle, promotions and offers are expected, build engagement and drive velocity.

We do digital customer engagement for local SMEs



Rewardle's membership, points and rewards system is the basis for the company's growing suite of Digital Customer Engagement tools that are designed to assist local SME merchants to effectively use e-mail, social media and mobile marketing to engage more closely with customers and grow their business.

DIGITAL CUSTOMER ENGAGEMENT



Membership, points and rewards
Increase customer retention



Pre-payment and gift cards
Enjoy forward cash flow



Online and mobile ordering
Enjoy forward cash flow

The journey starts with membership, points and rewards

Rewardle replaces the traditional paper stamp or punch card systems that are commonly used by consumer-facing small-to-medium size enterprises (SMEs) with a digital membership, points and rewards platform.



Cards



App



Tablet

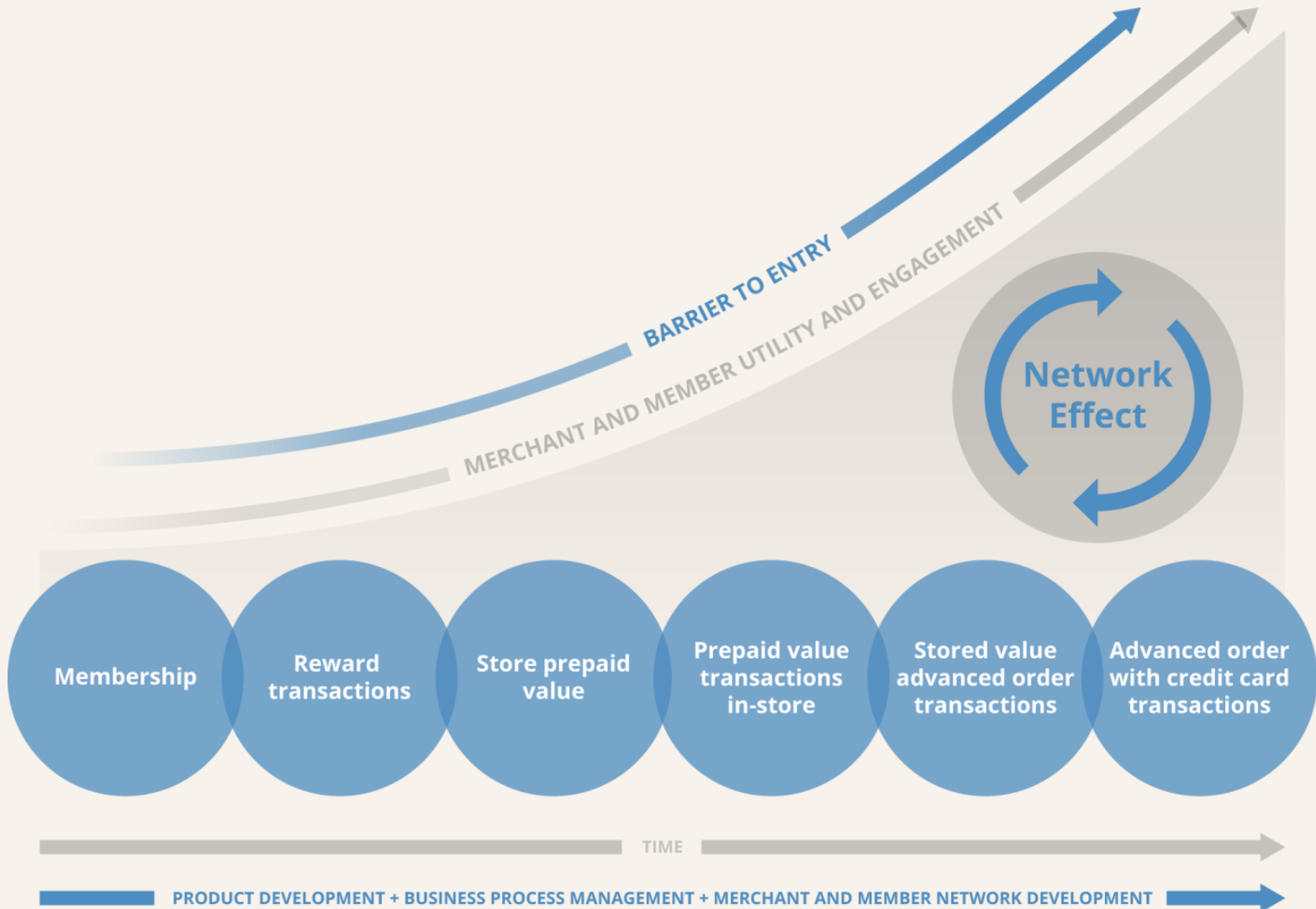


POS

Merchants place customer facing Rewardle tablet on their counter that acts as a kiosk. During visits, customers check-in on the tablet using a card or the Rewardle smartphone app to collect points and redeem rewards.



Early mover advantage, a winner takes all opportunity



Merchant network progress update



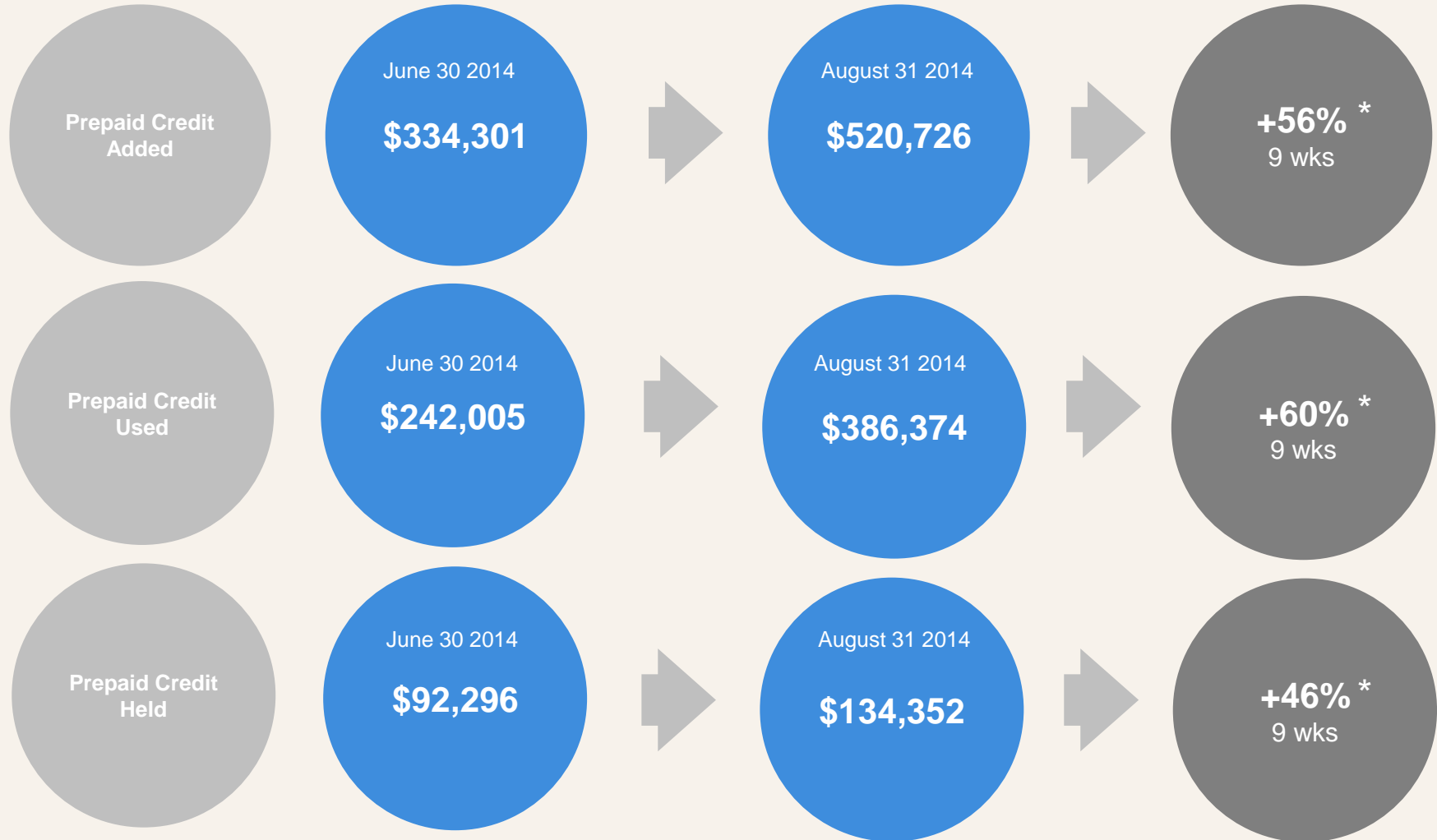
Member network progress update



Member Check-Ins progress update



Prepaid credit progress update



* Approximate value based on Rewardle Platform data as at 30 June 2014 and/or 31 August 2014

Multiple revenue opportunities



Ruwan Weerasooriya - MD and Founder



In 2013 was listed by startupdaily.com.au
as one of Australia's top 50 influencers in start-up scene.

1994
ISP
InterWorld

1998
WEB
Method +
Madness

2005
MEDIA
TouchTaxi

2007
MEDIA
CafeScreen

2013


Board & Executive management team

- **Jack Matthews – Chairman**

Jack Matthews brings extensive knowledge of the evolving digital media landscape, strong commercial networks and experience in executing and successfully integrating digital business acquisitions. He has held a number of senior leadership positions within the digital media and subscription television industries in Australia and New Zealand. Since 2006 Jack played an integral role in the success of Fairfax's digital strategy, first as CEO of Fairfax Digital and most recently as CEO of Fairfax Metropolitan Media.

- **Brandon Munro – Non-Executive Director**

Brandon Munro is a corporate lawyer by profession with executive experience in the private equity, mining, infrastructure and IT sectors. Brandon brings regulatory, governance, mergers and acquisitions and capital markets knowledge to the team. Brandon is the Managing Director of ASX-listed Kunene Resources Ltd.

- **Jason Potter – CTO**

Jason Potter is a computer engineer by profession and has over 20 years' experience in the internet and IT sector, developing skills across a broad range of technology disciplines with extensive experience in financial services and digital media technology implementation. He is a founding member of the Rewardle team and has previously worked with Ruwan Weerasooriya at Method + Madness, TouchTaxi and CafeScreen.

- **Peter Pawlowitsch – Corporate Development**

Peter Pawlowitsch is a Certified Practising Accountant with extensive experience as a director and officer of ASX-listed entities. He brings to the team experience in operational management, business administration and project evaluation in the IT, hospitality and mining sectors during the last 15 years.

The offer

Description	Shares	Options 20c ¹	Performance Options 20c ²
Currently on Issue	77,500,000	17,875,000	20,000,000
Conversion of Convertible Notes	18,500,000	0	0
Issued under Prospectus (assuming full subscription)	20,000,000	1,500,000 ³	0
Total	116,000,000	19,375,000	20,000,000

On listing	
Cash	~\$4,000,000
Enterprise Value	~\$18,500,000
Board Ownership	~ 76%

¹ Expiry 30th June 2017

² See slide 21 for more detail

³ Issued pursuant to Lead Manager Mandate

Landscape & Valuations

Valuations reflect size of network and monetisation maturity.

Company	Market Cap	Merchant accounts	Value/ Merchant
Yelp	\$4.16B	67,000 (approx)	\$62,089
Grub Hub	\$2.43B (Estimated)	28,800 (approx)	\$84,375
Open Table	\$1.57B	31,000+ (approx)	\$50,645

Company	Market Cap/Value	Users	Value/User
Twitter	\$21.94B	230M	\$95.39
Facebook	\$152.1B	1.19B	\$127.81
Linkedin	\$18.5B	259M	\$71.40

Over the next 12 – 18 months Rewardle management will drive these valuation levers:

1. Grow the Merchant and Member Network to establish dominant position
2. Monetise

MD and team incentives geared to drive valuation

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1. Grow the Merchant and Member Network to establish dominant position
2. Monetise

	Time from listing on ASX			
Performance Option milestones ¹	12 months	18 months	24 months	36 months
5,000 Merchants or 500,000 Members	5,000,000	2,500,000	1,000,000	-
10,000 Merchants or 1,000,000 Members		5,000,000	2,500,000	1,000,000
Performance Option milestones ¹	15 months	21 months	27 months	39 months
Revenue of \$250k in rolling 3 month period ²	5,000,000	2,500,000	1,000,000	-
Revenue of \$500k for rolling 3 month period ²		5,000,000	2,500,000	1,000,000

¹ 20c Options Expiry 40 months from listing on ASX

² The rolling 3 month period must be wholly satisfied within the stated time frames from listing on the ASX.

Investment overview

- **Nature of marketing and payments is changing**
 - Rewardle is positioned where social media, marketing, mobile and payments converge
- **Building a social network connecting merchants and consumers by providing membership, points and rewards**
 - Addressable market up to 200,000 SMEs
- **Commerce based social network has the potential to disrupt payments**
 - Value added services will be where the premium lies
 - Capturing the data requires engaging both merchant and consumer
- **Significant traction proving business model is working**
 - Over 1,500 Merchants
 - Over 300,000 Members
 - Over 3 million check-ins
 - Pre-paid credit growth shows we are building trust
- **Multiple revenue opportunities**
 - Marketing services
 - Brand partnerships
 - Mobile Payments
- **Well credential board with experience in IT start-ups and digital engagement**
 - MD Ruwan Weersooriya founded and built numerous IT start-ups
 - Chairman Jack Matthews is a industry leader on digital engagement
- **Significant room for valuation growth**
 - Merchant and Member Network growth; and
 - Monetisation



Rewardle

— *MAKES LIFE MORE REWARDING* —

Thankyou

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