

28th October 2014

Rewardle signs pilot agreement with Taco Bill Mexican restaurant chain

- 7x Taco Bill pilot locations to go live prior to the end of year with scope to extend to all 35 Taco Bill restaurants in early 2015.
- Taco Bill is a high profile, respected brand within the restaurant sector. As such, the pilot will act as a product show case and will likely influence Merchant and Membership Network growth as other merchants follow this industry leader.
- Example of the Network Effect in action, validating strategy of focussing initially on growth to enhance Network Effect which in time will generate self-sustaining demand growth for the Rewardle Platform.

Rewardle Holdings Limited (ASX:RXH) and Taco Bill Mexican Restaurants Australia, have entered into an agreement to pilot the Rewardle Platform in seven Taco Bill restaurants before year end with potential roll out to all 35 restaurants in early in 2015.

Established in 1967, Taco Bill is a beloved Victorian institution that pioneered the Mexican food category in Australia. The use of the Rewardle Platform by Taco Bill will act as a high profile showcase of the Company's market leading digital customer engagement solution.

As a leader in their field, the Company expects Taco Bill's use of the Rewardle Platform will assist in accelerating Merchant and Membership Network growth, particularly in the restaurant sector as other merchants will look to follow their example.

Rewardle founder and Managing Director, Ruwan Weerasooriya said, "Like a growing number of independent merchants, Taco Bill's marketing team proactively approached us after coming across the Rewardle Platform during their daily routine."

"As outlined in our Prospectus, we are prioritising the growth of our Merchant and Member Network to enhance our early mover advantage and the Network Effects inherent in the Rewardle business model."

"This is another step in the validation of management's belief that as the Rewardle Platform continues to grow, the bandwagon phenomenon will see merchants, in increasing number and profile, approaching and being referred to Rewardle."

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About Rewardle Holdings Limited (ASX: RXH)

Rewardle Holdings Limited (Rewardle) is a technology service provider to local SME merchants.

As technology changes how we connect, share and transact, Rewardle is positioning itself to be a leading player as the worlds of social media, marketing, mobile and payments converge.

The Company harnesses 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 brands.

Having secured a substantial early mover advantage the Company has established a number of barriers for new entrants, with arguably the most significant being the powerful Network Effects that accompany the growing Merchant and Member Network.

The Company listed on the ASX on the 7th October 2014 and is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.