

24 March 2021

### **March 2021 Investor Presentation**

Rewardle Holdings Limited (ASX:RXH) (Rewardle or the Company) is pleased to release a new investor presentation for current and prospective investors.

Commenting on the presentation, founder and Executive Chairman, Ruwan Weerasooriya said;

“Years of investment have established a valuable proprietary tech platform, large network of users and efficient operating structure.”

“While the COVID-19 pandemic has been challenging in the short term, it has also accelerated digital adoption and key trends that underpin our business.”

“We are well positioned to catch these tailwinds and believe there is potential for a share price re-rating as we deliver on our strategy to break even and leverage growth from the current cost base.”

The Company invites investors to follow the Company’s progress, industry insights and commentary via ASX platform and social media channels:

1. Add RXH to watch list
2. Subscribe at [investor.rewardle.com](http://investor.rewardle.com) for newsletter
3. Follow @ASX\_RXH on Twitter

This ASX announcement has been authorised for release by Executive Chairman Ruwan Weerasooriya.

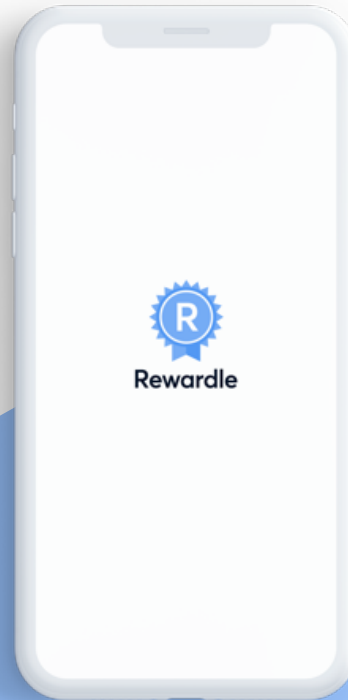
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# ***REWARDLE HOLDINGS LIMITED***

(ASX | RXH)



**INVESTOR PRESENTATION**

24<sup>th</sup> MARCH 2021

# BUILDING AUSTRALIA'S LEADING DIGITAL REWARDS WALLET

## Executive summary

Rewardle operates at the fast growing intersection of local commerce, e-commerce and mobile commerce. We provide local businesses with technology tools to help them attract, engage and transact with customers.



Founded in 2012, led by an **experienced, entrepreneurial management team** with successful backgrounds in technology and media sectors.



Years of investment have established a valuable **proprietary tech platform, large network of users** and **efficient operating structure**.



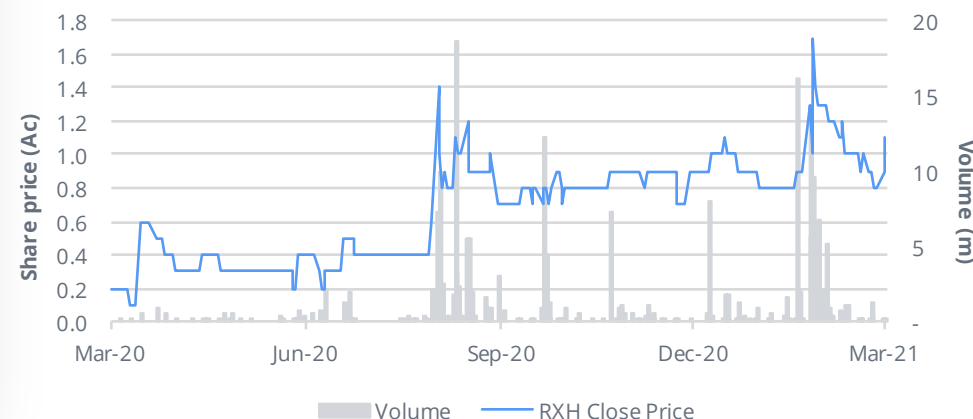
**Share price re-rating potential** as management deliver on a strategy to break even and leverage growth from the current cost base.

## Shareholder information

Ruwan Weerasooriya (Founder and Exec Chairman)	75%
Early investor & advisor	4%
David Niall (Non-Exec Director)	2%
Jason Potter (CTO)	1%
<b>Committed and highly incentivised team</b>	<b>82%</b>
<b>Tightly held Top 20</b>	<b>89%</b>

## Financial Information

	(\$A)
Share price (as at 23 March 2021)	\$0.011
Shares on issue	526m
<b>Market Cap (@ \$0.011/share)</b>	<b>\$5.79m</b>
Cash and equivalents (as at 31 Dec 20)	\$0.4m
Debt <sup>1</sup>	~\$1m
<b>Enterprise value</b>	<b>\$6.39m</b>



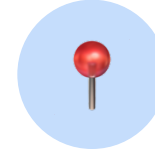
1. Unsecured, interest free loan, repayable at Company's discretion, from Executive Chairman, Ruwan Weerasooriya.

# ***THE STORM HAS CREATED WAVES OF OPPORTUNITY***



## **Key trends that support our business have accelerated due to COVID-19**

We're managing the challenges while positioning the business to benefit from the rapid acceleration in digital adoption by local businesses and their customers.



### **Local commerce**

Locals have rallied to support local businesses that in adapting to survive have realised the value of being able to directly communicate with their customers.



### **Mobile ordering & payments**

The shift from cash to digital payments has accelerated as consumers & merchants are attracted to convenience and the reduced potential for COVID-19 transmission.



### **E-commerce**

Adoption of e-commerce has accelerated and changes in consumer behaviour are expected to continue into the future.

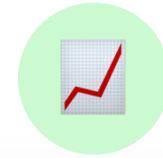
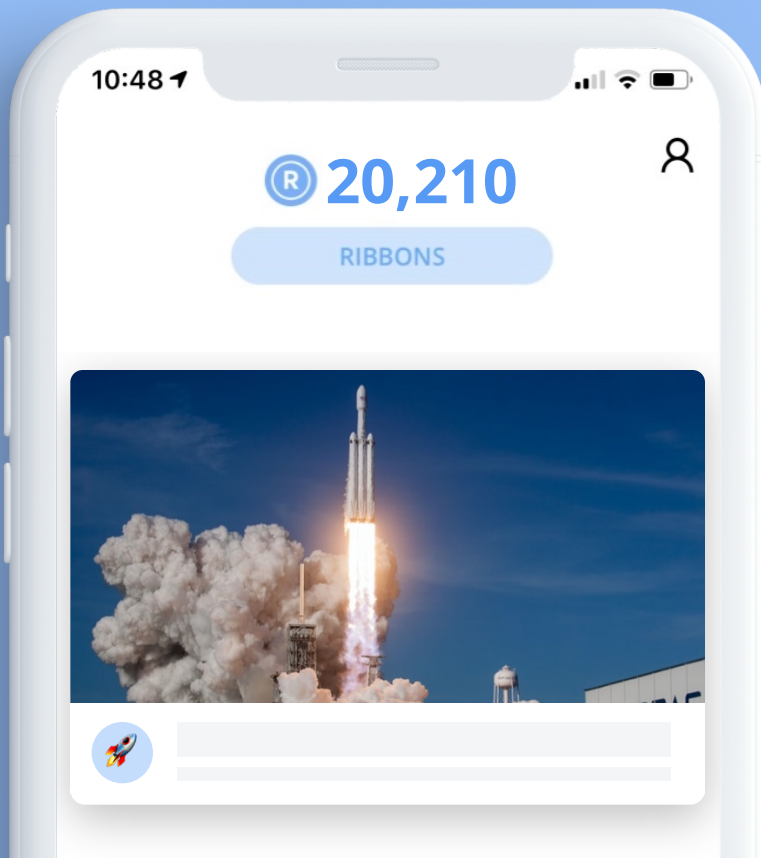


### **Local delivery and pick up services**

Consumers are expected to keep using delivery and pick up services after trying and relying on them during the pandemic.



# REWARDLE IS READY TO TAKEOFF IN 2021



## Large addressable market, high growth sectors

Migration of local businesses to digital marketing and payments solutions has accelerated due to COVID-19.



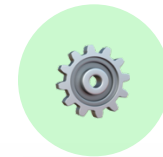
## Significant scale already established

Opportunity to efficiently leverage thousands of merchants and millions of members already using Rewardle.



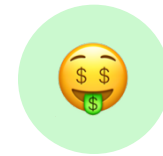
## Leadership in local rewards, hard to replicate

Proprietary technology platform + thousands of merchants + millions of members + rich data = High barrier to entry.



## Highly scalable, platform based business model

Largely fixed operating costs deliver highly profitable additional revenue.



## Approaching break even

Significant inflection point for a tech platform based business model.

# COMMERCE IS BECOMING INCREASINGLY DATA DRIVEN

## PRESSURE PRESSURE LOCAL BUSINESS



Local businesses are under pressure to keep up with the digital customer experiences offered by well resourced brands and tech platforms.



### Consumer data powers digital services

As consumers use websites and apps, data generated is collected and used to improve the service.



### E-Commerce & apps = customer data

Online and mobile applications auto-generate and collect valuable data as consumers browse and buy.



### Local commerce = zero data

Tap and cash payments at local businesses don't generate or capture rich consumer data for analysis or marketing.



### Missing data = missed opportunity

Local businesses without data pay high digital service fees to data-rich platforms to service their own customers.

# ***WE HELP LOCAL BUSINESSES COLLECT AND USE CUSTOMER DATA***



## **Rewardle is a mobile replacement for loyalty cards**

Our proprietary, membership, points, rewards and payments platform is the foundation of our business.



## **More rewarding for customers**

- Quick, easy and fun to use
- Choice of rewards
- Points account stored safely in the cloud
- Single app, multiple memberships



## **More rewarding for merchants**

- Flexible solution that is easily customised
- Easily builds a rich, local dataset
- Communicate directly with customers
- Valuable insight and feedback

# *THERE'S A BIG OPPORTUNITY IN REWARDS TECH FOR LOCAL BUSINESSES*

UP  
TO **200,000**

Local businesses in sectors where rewards programs are typically offered.

Similar to payments shifting from cash to “tap and go”,  
we believe local businesses will increasingly adopt digital rewards programs as standard practice.

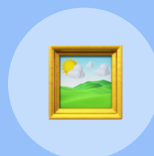
APPROX  
**66,000** Merchants



## **Upgrade opportunities**

Approx 1/3 of market has set up a rewards program and is primed for a digital upgrade.

APPROX  
**133,000** Merchants



## **Greenfield opportunities**

Approx 2/3 of market can leap straight to the benefits of a digital rewards program.

MILLIONS OF  
**+ Members**



## **Member opportunities**

Aggregated membership of merchant programs creates audience for monetisation.



# ***MERCHANTS PAY US MONTHLY SERVICE FEES ...***



**\$49** X **12** = **\$588**

Monthly SaaS fee

Months/year

Annual revenue



## **Highly scalable, increasingly profitable tech platform business model**

Highly profitable revenue is generated from additional market penetration beyond breakeven due to largely fixed operating costs of platform.



## **Operating leverage = Profit multiplier**

Highly profitable additional revenue can be generated by offering new services to merchants, members and 3<sup>rd</sup> parties at low marginal cost:

- + Add on services and subscription fees
- + Transaction services and commission fees
- + Digital advertising fees
- + Professional services/consulting fees

# WE'RE AUSTRALIA'S LEADING LOCAL REWARDS PLATFORM

## TRACTION

We know what it takes to build and operate a large national network of engaged merchants and members.

Merchants

**8,000+**

(Total lifetime acquired )

Members

**3.5+m**

(Total lifetime acquired)

Rewards

**\$30+m**

(Total lifetime value redeemed)



### Post COVID-19 active network to be determined

Thousands remain active and 500+ paying fees, but network repair and scaling up is required as merchants recover from the pandemic's impact.



### Merchants introduce members

Members are acquired for free as they join merchant programs. No advertising or incentive costs incurred building membership base.



### Redemptions = Engagement = opportunity

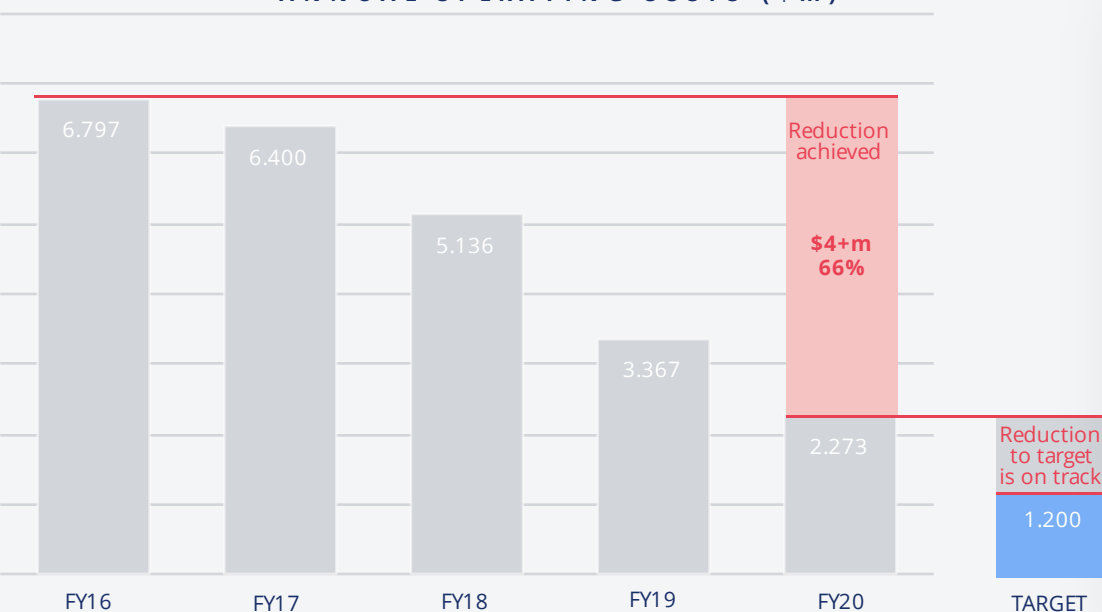
Reward redemptions deliver value to members, building engagement with Rewardle and enhancing take up of new features and services.

*WE'RE SETTING UP A LOW COST, HIGH MARGIN OPERATION*

# EFFICIENCY

Low operating cost, proprietary tech platform with highly scalable potential.

ANNUAL OPERATING COSTS (\$ m)



Target operating cost

**\$1.2m/yr**

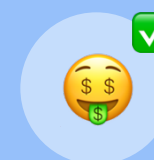
On track towards \$100k/mth target while maintaining all key capabilities required to operate and grow.



Corporate & platform operating overhead



Platform development capability



Sales & marketing capability

# BREAKEVEN IS ON TRACK, GROWTH WILL FOLLOW



## Phase 1 - STABILISE

- Maintain Merchant Services fees with modest growth.
- Grow 3<sup>rd</sup> party services income to compensate for phasing out of JobKeeper and other COVID-19 support.
- R&D rebate provides margin for error.



## Phase 2 – RECOVERY

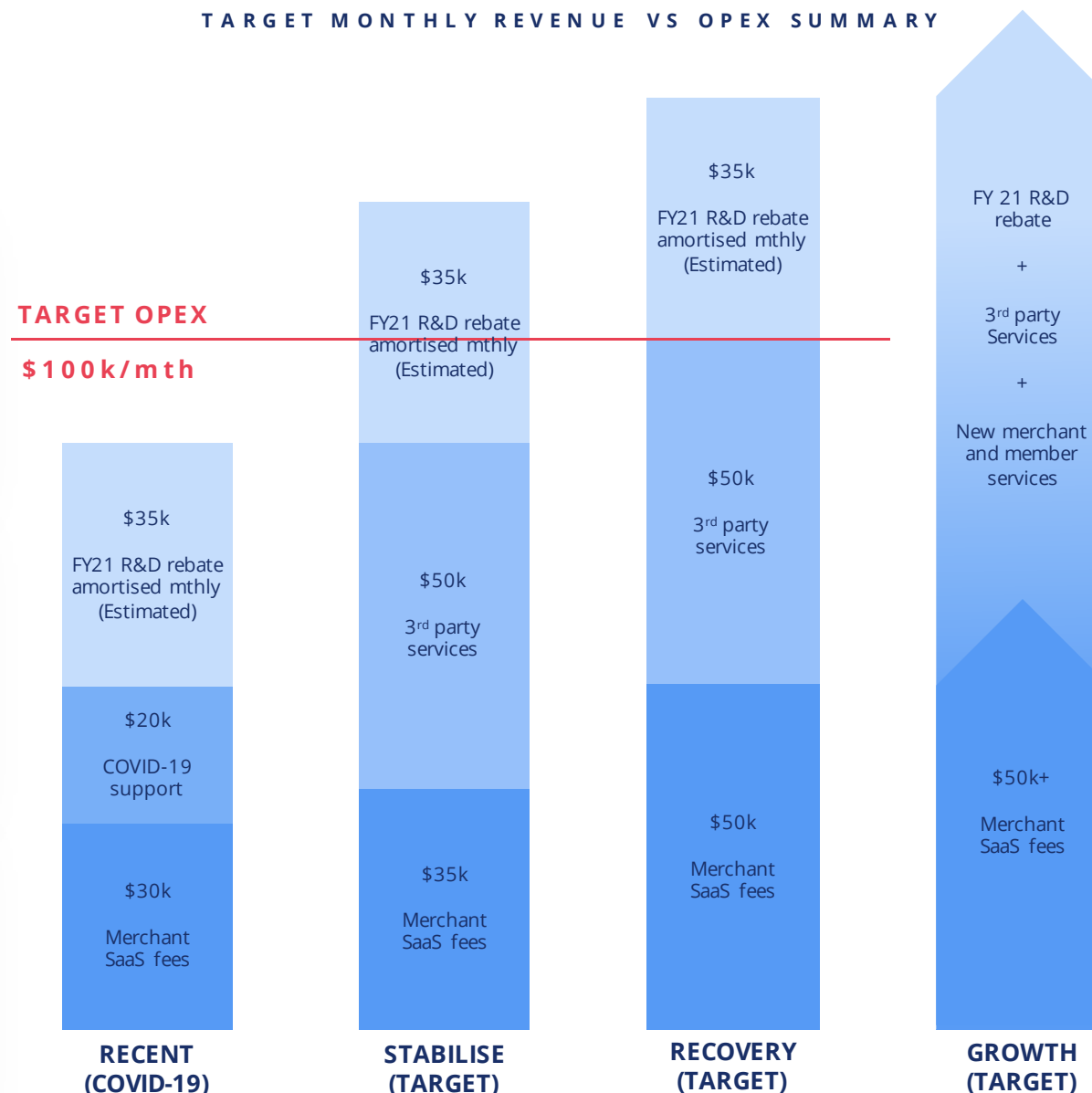
- Grow Merchant Services fees back to pre-COVID-19 levels.
- Maintain 3<sup>rd</sup> party services income.
- R&D rebate provides margin for error and/or accelerates growth.



## Phase 3 – GROWTH

- Grow Merchant Services fees beyond pre-COVID-19 levels.
- New merchant & member services drive incremental revenue.
- Maintain 3<sup>rd</sup> party services revenue.
- R&D rebate accelerates and/or provides margin for error.
- Modest Opex increase expected to support growth.

## TARGET MONTHLY REVENUE VS OPEX SUMMARY



# ***WE'RE EXECUTING OUR PLAN TO THRIVE POST COVID-19***



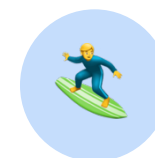
## **Prioritising control while preparing to grow**

Strategy to ensure that our team, intellectual property and operating capability is preserved and ready to take advantage of improving business conditions.



## **Generate services revenue for stability**

Use existing resources to provide contract services to strategic partners and 3<sup>rd</sup> party clients.



## **Align with accelerated trends for future growth**

Position for growth by focusing platform development on aligning with trends that have accelerated due to COVID-19.



## **Merchant network growth as conditions improve**

Return resources to merchant sales activity using new sales process and packages developed pre-COVID-19 when viable.



*WE'RE LEVERAGING  
OUR NETWORK AND EFFICIENCY*

# OPPORTUNITY

Highly profitable additional revenue can be generated from our large network, operational capability and low operating cost structure.



### Cash flow positive sales

New sales process, product offering & pricing transform merchant sales from negative to positive cash flow.



### New features and services

Ongoing investment in platform to launch new, high margin digital services for merchants & members.



### Strategic partnerships

Leveraging our team, platform & network to secure equity positions in complementary businesses.

LARGE, ESTABLISHED, NATIONAL NETWORK OF MERCHANTS AND MEMBERS

LOW OPERATING COST BASE, COMPLETE OPERATING CAPABILITY

# WE KNOW HOW TO SCALE UP OUR MERCHANT NETWORK



### Ready to restart cash flow positive growth as COVID-19 disruption passes

Learnings from use of free trials to launch and build scale have been applied to our sales process, product proposition and pricing to develop a cash flow positive sales model.



### We know who needs what we do

A high quality, proprietary data base of over 200,000 listings has been amassed through a process of data collection, cleansing and enrichment during 8+ years of operation.



### We know how to connect and close

Pre-COVID-19, key learnings were used to develop a new sales process. Trials delivered improved results, but roll out was paused due to impact of COVID-19 pandemic on merchants.



### We know how to package our services

Pre-COVID-19, key learnings were used to revise product proposition and pricing. Market tests delivered superior sales and cash flow results, but roll out was paused due to impact of COVID-19 pandemic on merchants.



### We know how to increase lifetime value

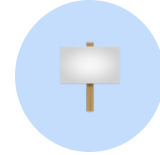
Experience from onboarding 8,000+ merchants has been applied to develop, set up and support procedures that ensure merchant success and reduce churn.

# ***WE'RE EXTENDING OUR PLATFORM'S CAPABILITIES***



## **Aligning with trends accelerated by COVID-19**

Software development resources are being focussed on building and enhancing features that align with the acceleration in digital adoption by local businesses and their customers.



## **Local media and advertising**

Developing advertising revenue by applying learnings to create unique local and national advertising opportunities that leverage our network of merchants and members.



## **Mobile ordering and payments**

Developing new merchant services revenue opportunities by upgrading and extending our existing mobile ordering feature.



## **Points and rewards**

Developing new revenue opportunities by enhancing our existing points and rewards services.



## **Platform integration**

Developing new revenue opportunities by developing 3<sup>rd</sup> party integrations and partnerships that create enhanced merchant and member experiences.

# WE'RE LEVERAGING INTO ADJACENT OPPORTUNITIES



## Corporate partnership strategy

We're securing equity positions in partner businesses by using our operational team, platform and network to provide the following services:

- Corporate strategy and fundraising support
- Software development and/or licensing
- Sales and marketing
- 1st tier customer service/support
- Design and advertising



## Pepper Leaf Meal Kits (Jun 19)

**Deal:** Options for shares @ \$1.25m valuation within 4 yrs.

**RXH position:** 54% shareholding on fully diluted basis.

**Services:** Strategy, software development, customer support and marketing/advertising.

**More detail:** [www.rewardle.com/ASXrelease/pepperleaf](http://www.rewardle.com/ASXrelease/pepperleaf)



## Beanhunter coffee community (Aug 19)

**Deal:** Options for shares @ \$350k valuation within 3 yrs.

**RXH position:** 51% shareholding on fully diluted basis.

**Services:** Strategy, marketing/advertising, software development and sales.

**More detail:** [www.rewardle.com/ASXrelease/beanhunter](http://www.rewardle.com/ASXrelease/beanhunter)



## Sportspass (Jul 19)

Operations significantly impacted by COVID-19 restrictions. Considered paused subject to assessment of trading conditions and opportunity to re-commence growth plans.



## Searching for more partnership opportunities

Pipeline of partnership opportunities being developed that create mutual benefit for Rewardle and partners by leveraging our team capabilities, platform and network.

JOIN OUR JOURNEY

# ASX : RXH



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This presentation is not:

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- a prospectus or short form prospectus or other form of offer document and does not meet the disclosure requirements under Chapter 6D of the Corporations Act 2001 (Cth); or
- a financial product, financial product advice or investment advice and does not take into account the financial position, objectives or needs of the reader.

## **Limits on information provided**

The information provided in this presentation:

- is inherently speculative given that the Company does not have a significant operating history on which to evaluate its business;
- where provided by third parties (such as industry research, surveys, studies or publications), has not been verified by the Company or its representatives;
- should be read together with the Company's other announcements lodged with the ASX;
- may be subject to change or amended by the Company at any time and is not intended to, and does not constitute representations or warranties, whether express or implied, of the Company, its directors, officers, agents, or employees; and
- may contain 'forward looking statements' in relation to which future risks, uncertainties, and other factors, many of which are outside the Company's control, can render those statements inaccurate or give materially different results to those statements. Forward-looking statements are not a guarantee of future performance and actual results may materially differ from those projected in any forward-looking statements. The Company does not undertake to update or revise such statements.

To the maximum extent permitted, the Company, its employees, directors, officers, agents or representatives, do not accept any liability whether direct or indirect, contractual, tortious, statutory or otherwise in respect to the accuracy or completeness of the contents of this presentation or for any misrepresentation or use of the presentation material, however arising.

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Before making an investment decision, prospective investors should consider the appropriateness of the information provided by the Company having regard to their own objectives, financial situation and needs and seek legal and taxation advice appropriate to their situation.

An investment in the Company's shares is subject to both known and unknown investment risks, some of which are beyond the control of the Company. Such risks and uncertainties include; the acquisition and retention of customers, reliance on third party service providers, competition, reliance on key personnel, additional requirements for capital, the ability to raise sufficient funds to meet the future needs of the Company, potential acquisitions, platform disruptions, insurance, security breaches, programming errors in its products, maintenance of key business partner relationships, management of growth, brand establishment and maintenance, political and operational risks, change in laws and government regulation and protection of the Company's intellectual property rights in its products. Additional risks or uncertainties may arise which affect the financial and operating performance of the Company.

In particular, the usability of the Company's products depends on various factors outside the control of the Company, including but not limited to: device operating systems, mobile device design, and operation, platform provider standards and access to the internet. A number of the Company's current or future products contain, or may contain, open source software, and the Company may licence some of its software through open source projects, which may pose particular risks to its proprietary software and products in a manner that could have a negative effect on its business.

## **Financial data**

All dollar values are in Australia dollars (\$A) unless otherwise specified.