

NEW FEATURE RELEASE:

LOCAL MEDICAL CLINIC SEARCH AND BOOKING

Executive Summary and Highlights

Rewardle Holdings Limited (ASX:RXH) ("**Rewardle**" or the "**Company**") provides the following update with respect to the launch of a new "Health" feature that allows members to find and book appointments at local Medical Clinics via the Rewardle app.

As per the Company's strategy to align with areas where digital adoption has accelerated due to the COVID-19 pandemic, the Company is developing new features and services to make the Rewardle Platform more useful and engaging for members.

The new Health feature connects Rewardle members to a leading consumer healthcare platform, health information and access to healthcare services.

The Company believes the new feature will be useful for members and will provide valuable insight and learnings to the Company that can be applied to future opportunities.



New search and booking feature for local Medical Clinics in Rewardle app

Members can access a Medical Clinic directory and booking functionality from within the Rewardle app.



Creates additional utility within the Rewardle app

Part of the ongoing product development initiatives to improve app functionality and increase the utility of the Rewardle app.



Potential to commercialise digital health opportunities in the future

No commercial contribution is expected from the new feature, however, member engagement will be monitored to assist in development of digital health opportunities in the future.

Rewardle's founder and Executive Chairman, Ruwan Weerasooriya, said;

"In positioning Rewardle to benefit from accelerated digital adoption due to the COVID-19 pandemic, healthcare is an obvious area to explore."

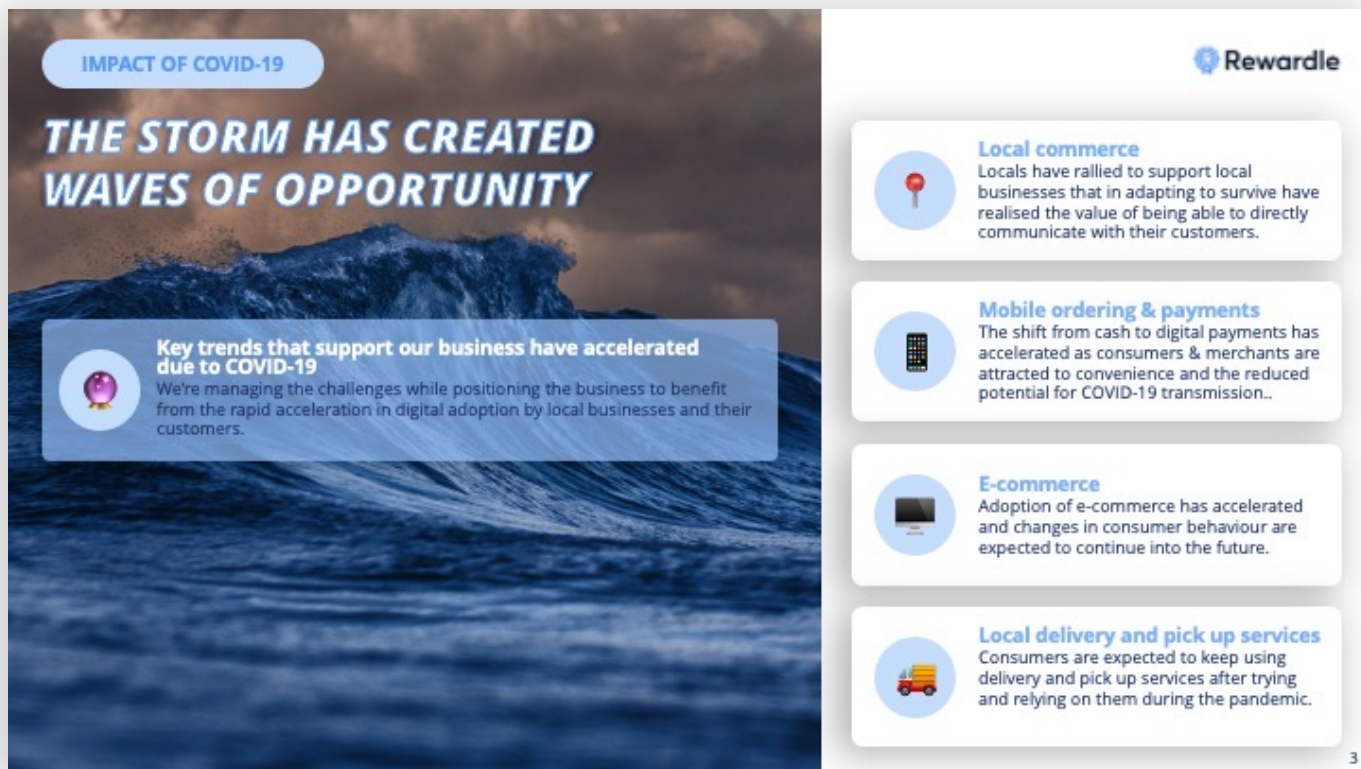
"We believe that moving forward, digital healthcare services will play a greater role in our members lives and we're keen to find ways for Rewardle to play a role in this relationship."

"Healthcare has not typically been an area of focus for Rewardle so this new feature will help us to learn more about the sector and the potential for adding digital health services to the Rewardle Platform."

Rewardle's growth strategy

As outlined in the Investor Presentation released on March 24th, Rewardle is positioning itself to benefit from the rapid acceleration in digital adoption by local businesses and their customers due to the COVID-19 pandemic.

Slide 3 of the presentation has been included below for reference and the full presentation is available to view at www.rewardle.com/ASX/MarchPresentation.



IMPACT OF COVID-19

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.

3

A recent article titled “**The future of healthcare enabled by technology**”¹ posted online by Macquarie Group, highlights the accelerated adoption of digital health services in Australia due to the COVID-19 pandemic and the resulting opportunities.

Support for the fast growing digital health sector is evident in the strong investment support for Direct to Consumer and digitally enabled health services as featured in recent press coverage:

- **Woolworths-backed online health startup Eucalyptus gets \$30m shot in the arm (SMH 14th July 2021)**
<https://www.smh.com.au/business/companies/woolworths-backed-online-health-startup-eucalyptus-gets-30m-shot-in-the-arm-20210713-p5897z.html>
- **Waislitz, Tinder founders and Billy Slater back Aussie digital clinic (AFR – 19th July 2021)**
<https://www.afr.com/technology/waislitz-tinder-founders-and-billy-slater-back-aussie-digital-clinic-20210719-p58axd>
- **Chemist2U aims to be the Uber Eats of community pharmacy (AFR – 26th July 2021)**
<https://www.afr.com/companies/healthcare-and-fitness/chemist2u-aims-to-be-the-uber-eats-of-community-pharmacy-20210721-p58bkk>

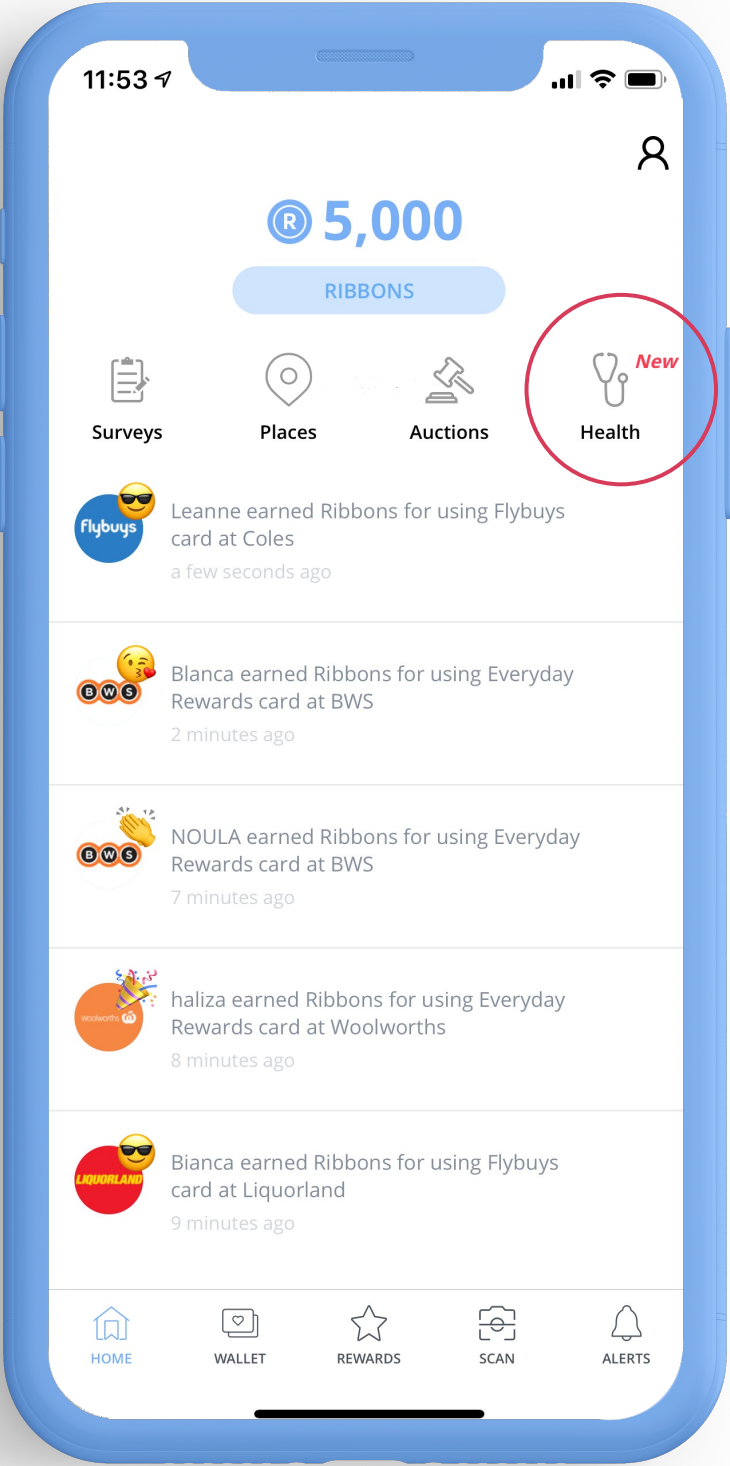
The Company believes there are opportunities for the Rewardle Platform to play a role in connecting members with digital health services and that it can leverage its IP, resources and experience into the digital health sector.

Through launching the Medical Clinic search and booking feature the Company will gain valuable insight and learnings that can be applied to future digital health opportunities.

In addition to the “Health” feature, the Company is developing a pipeline of platform extensions that will position the business to benefit from the acceleration in digital adoption due to the COVID-19 pandemic. Updates on the progress and release of these projects will be provided as appropriate.

1. <https://www.macquarie.com/au/en/perspectives/the-future-of-healthcare-enabled-by-technology.html>

Rewardle member app navigation screenshot



This ASX release has been approved for release by Executive Chairman, Ruwan Weerasooriya

About Rewardle Holdings Limited

Rewardle connects millions of Members with thousands of local businesses across Australia.

The Rewardle Platform is a marketing and payments platform that combines membership, points, rewards, payments and social media into a single cloud based platform powered by Big Data analysis.

Rewardle is positioned to be a leading player as the worlds of social media, marketing, mobile and payments converge to transform how we connect, share and transact.

As part of its long term strategy, Rewardle is seeks to secure equity positions in partner businesses by leveraging the Company's operational team, platform and network merchants and members.

The Company is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.

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