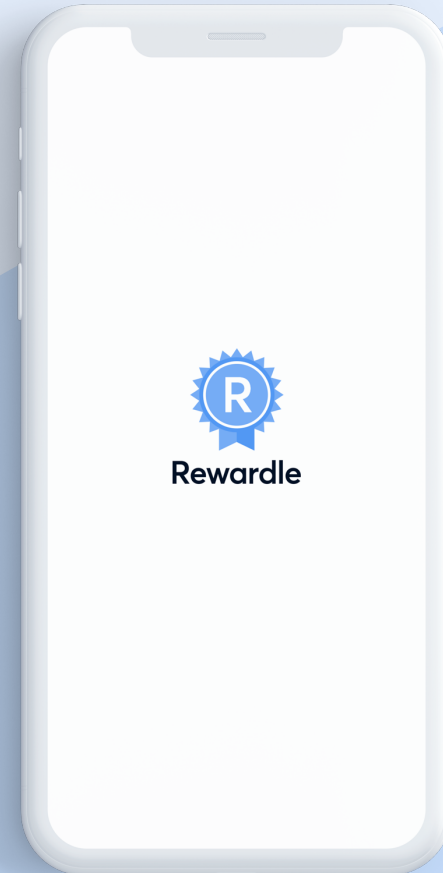


Rewardle Holdings Limited ASX | RXH



INVESTOR OVERVIEW *SHIFTING FOCUS TO GROWTH*

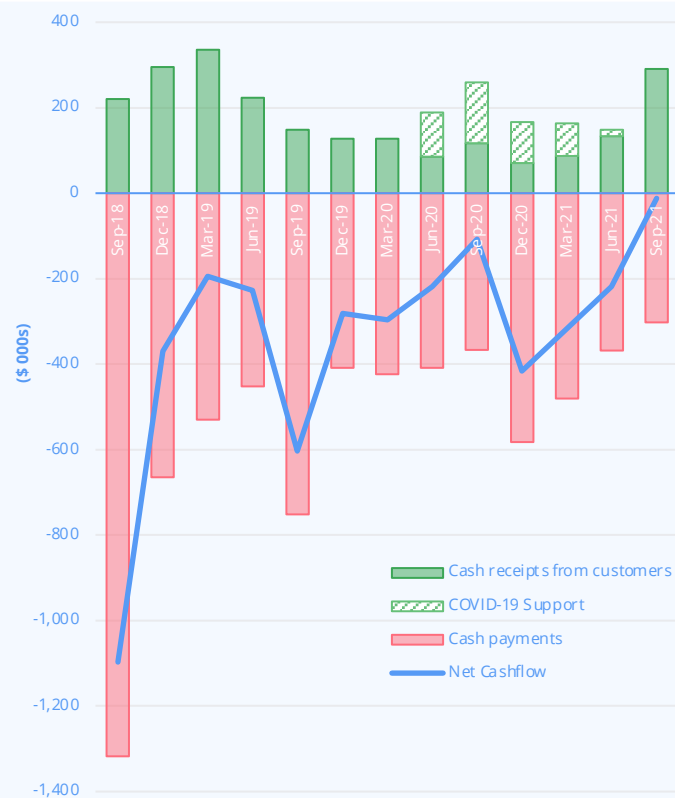
22nd DECEMBER 2021



WE'RE A NANO CAP COMPANY WITH LARGE CAP AMBITIONS



Quarterly cashflow shows successful execution of strategy to "Breakeven and Grow"¹



Tightly held, highly incentivised management with successful background in tech and media

Shareholder information (as at 20 Dec 2021)

Ruwan Weerasooriya (Founder & Exec Chairman)	75.4%
Early investor & advisor	4.9%
David Niall (Non-Exec Director)	2.1%
Jason Potter (CTO)	1.2%

Management shareholding **83.6%**

Tightly held Top 20 **87.9%**



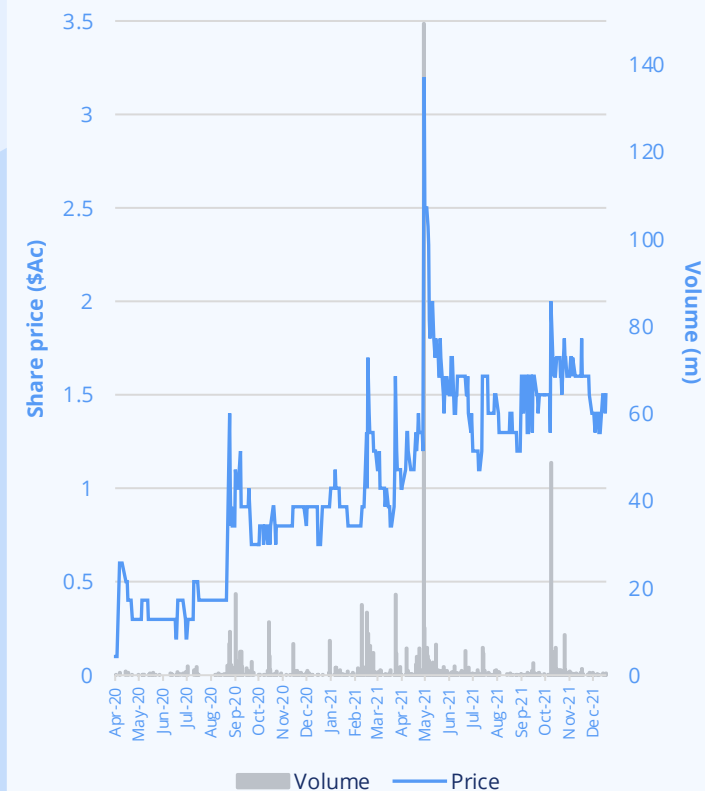
Years of investment in proprietary fintech platform and network is not reflected in current valuation

Financial Information

	(\$A)
Share price (as at 20 Dec 21)	\$0.015
18 month share price range	\$0.001 - \$0.059
Shares on issue	526m
Cash and equivalents (as at 30 Sept 21)	\$0.1m
Debt ²	~\$1.3m
Market Cap (@ \$0.015/share)	\$7.89m
Enterprise value	\$9.29m



Strong share price re-rating potential as strategy shifts into growth phase



1. Based on Appendix 4C quarterly reports, excluding R&D rebates received.

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

REWARDLE IS A HIGH GROWTH FINTECH OPPORTUNITY



Cash flow positive monthly operations achieved

Key inflection point and re-rating trigger as focus shifts to growth after cash flow positive monthly operations in September quarter.



Large addressable market, high growth sectors

Set to benefit from accelerated migration of local businesses to digital marketing and payment solutions due to COVID-19.



Leadership in local rewards, hard to replicate

Proprietary fintech platform + thousands of merchants + millions of members + rich data = high barrier to entry.



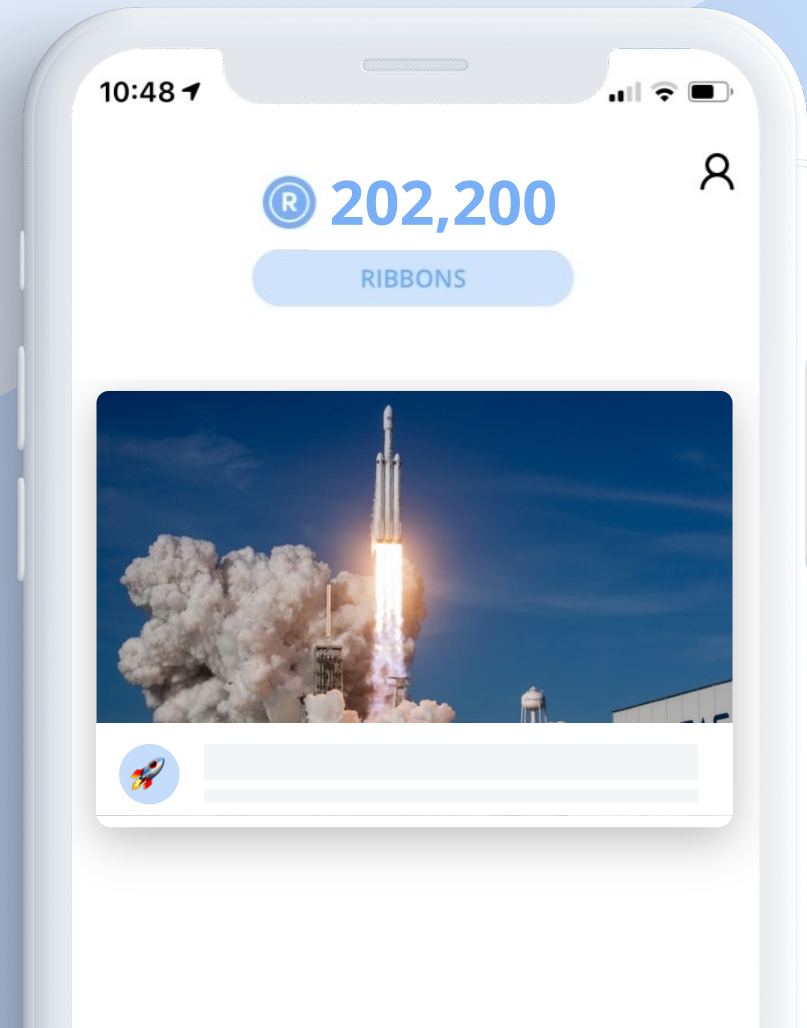
Highly scalable, platform based business model

Readily exportable business model generates increasingly profitable additional revenue due to largely fixed operating cost business model.

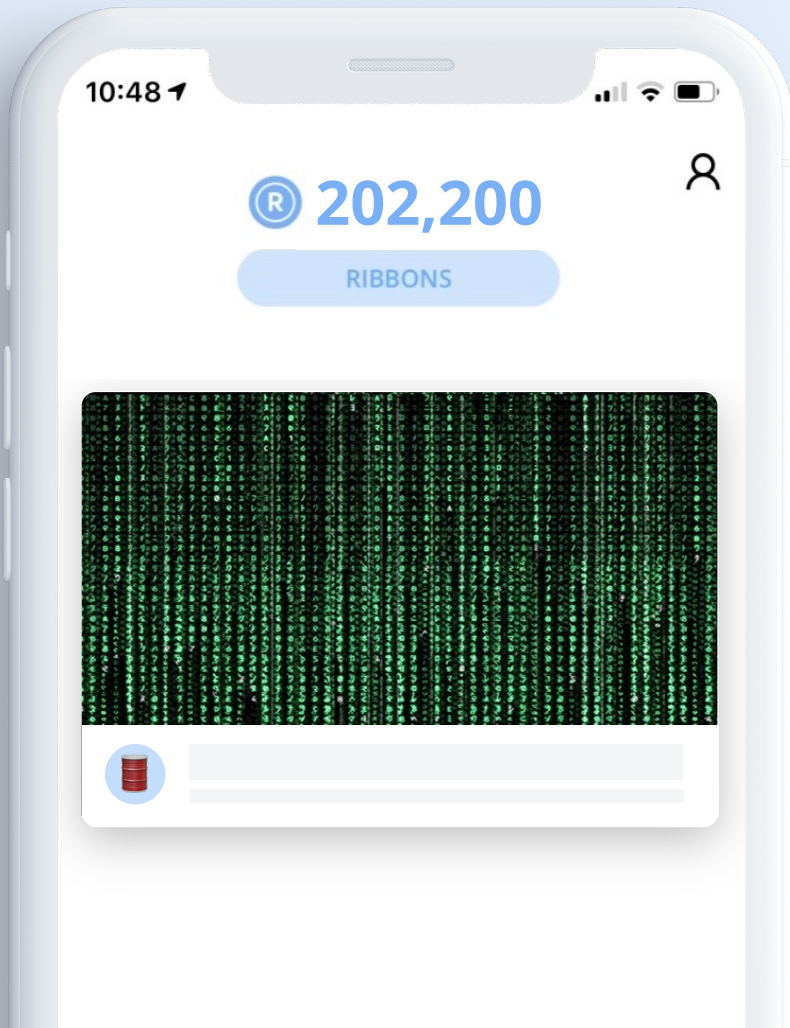


VC style growth exposure via partnerships

Developing a portfolio of transactional, licensing and equity positions in high growth, complementary businesses.



IF DATA IS THE NEW OIL OUR PLATFORM IS LIKE AN OIL RIG



Rewards are fuel for digital marketing and payments

Rewardle is a software business undertaking the development, operation and commercialisation of its proprietary Business to Business to Consumer (B2B2C) software platform (Rewardle Platform).

Rewardle's Business to Business to Consumer (B2B2C) technology platform business model offers multiple opportunities to generate highly profitable additional revenue and grow by leveraging existing operating resources and capabilities.

The Company is lead by an experienced, entrepreneurial team and well positioned to grow as the worlds of social media, marketing, mobile and payments converge to transform how consumers connect, share and transact.

WE'RE SUCCESSFULLY EXECUTING AND STARTING TO TAKE OFF



“Breakeven and Grow” strategy background

Growth Services revenue (professional services plus software licensing fees), recurring merchant SaaS fees and R&D rebate funds combine with the Company's efficient, low operating cost model to ensure the Company can operate and grow without additional funding.



Generate “Growth Services” revenue for stability

Leverage existing resources, capabilities and IP to generate professional services and licensing fees from strategic partners/clients.



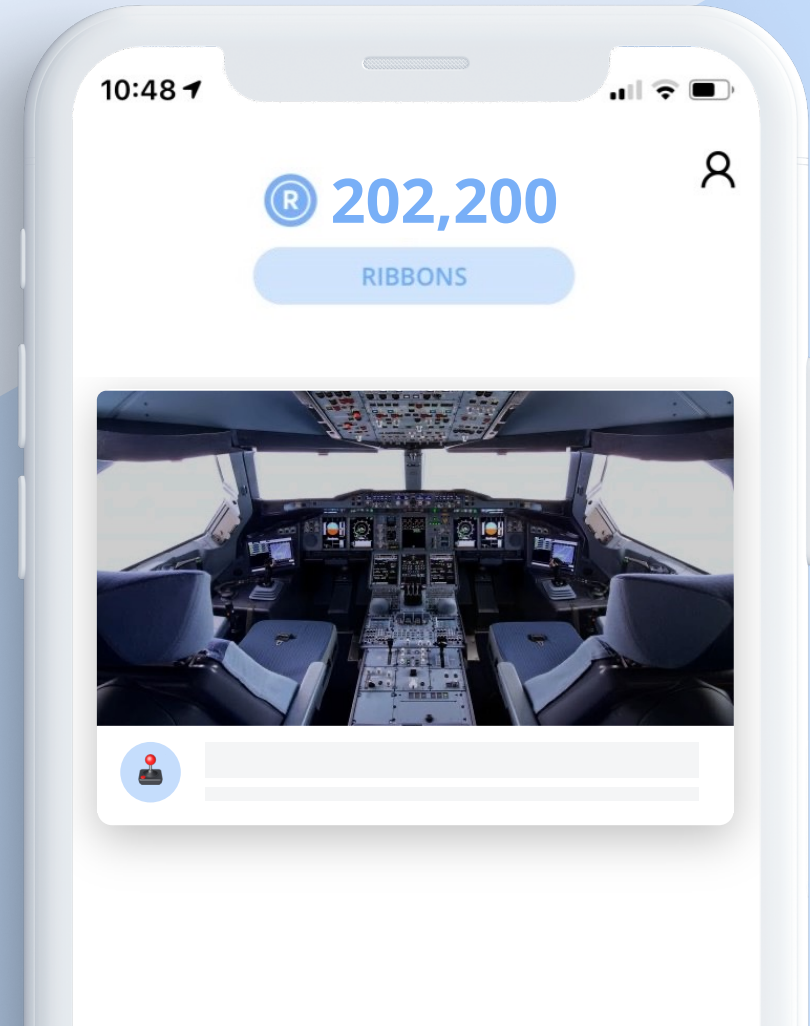
Align with accelerated trends for future growth

Position for growth via platform development and partnerships that align 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 conditions permit.



MOMENTUM SHIFTING FROM BREAK-EVEN TO GROWTH



Cash flow positive operations = Growth runway

Positive cash flow for August and September and substantial reduction in net cash outflow for recent quarter to \$12k represents a key inflection point.

While fluctuations in operating cash flow are expected, the Company is confident that the business can operate and grow without the need for additional funding.



Strategy is on track and building momentum

Cash flow positive trend is expected to accelerate as growth initiatives drive additional cash payments from existing cost base.



FY21 R&D rebate will support growth initiatives

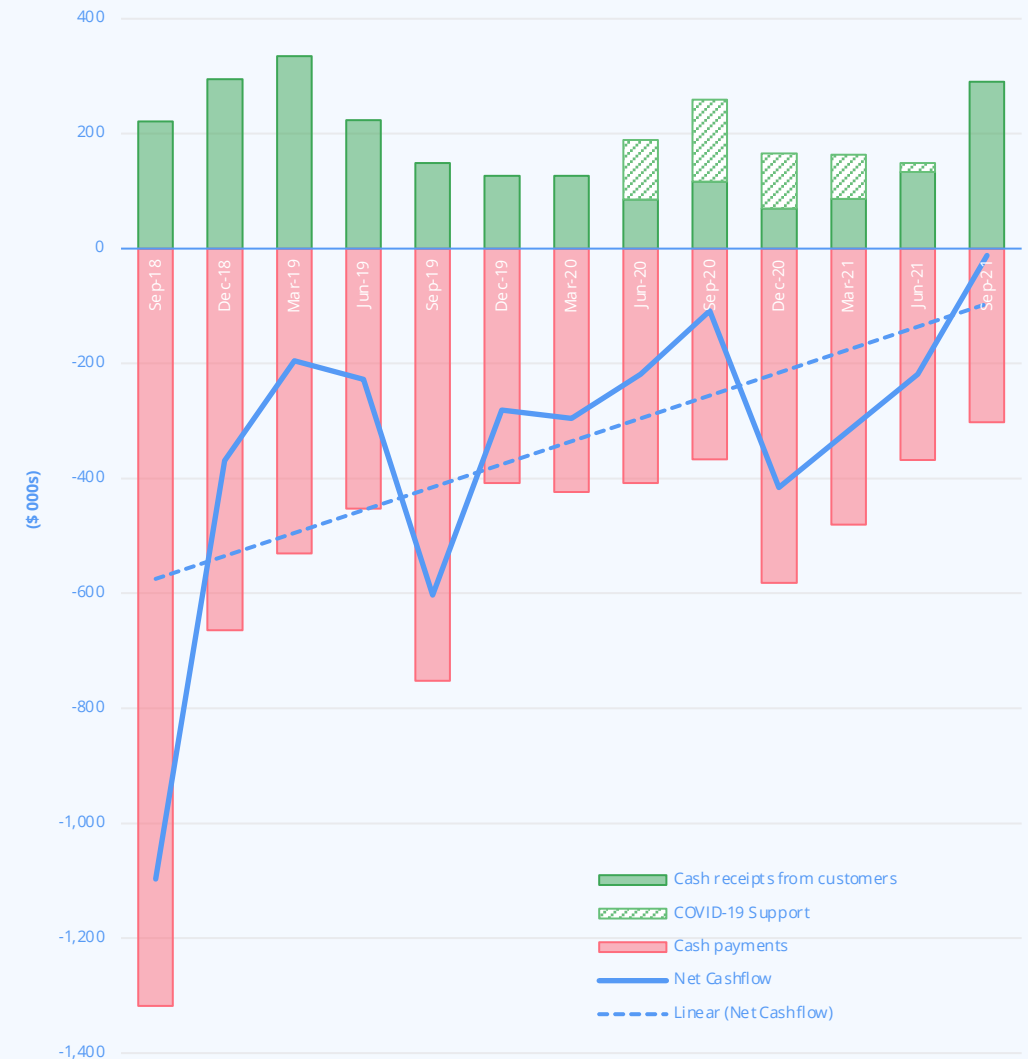
FY21 R&D rebate submission being finalised, anticipated cash rebate of circa \$400,000 which will support growth initiatives.



Key inflection point and strong re-rating potential

Management focus shifting from breakeven to opportunities that drive growth by leveraging resources and capabilities.

QUARTERLY CASHFLOW SUMMARY¹



1. Based on Appendix 4C quarterly reports, excluding R&D rebates received.

LEVERAGING OUR PLATFORM, NETWORK AND OPERATIONAL CAPABILITY

GROWTH



Multiple high growth opportunities

Rewardle's Business to Business to Consumer (B2B2C) technology platform business model offers multiple opportunities to generate highly profitable additional revenue and grow by leveraging existing operating resources and capabilities.



Generate cash flow positive merchant sales

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



Launch high margin, features and services

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



Explore geographic expansion opportunities

The Rewardle Platform is a cloud/app based solution designed to operate globally with minimal, incremental operating costs.



Create VC style portfolio of strategic partnerships

Develop a portfolio of transactional, licensing and equity positions in complementary partner businesses to create VC style exposure.

OPERATING LEVERAGE

LARGE, ESTABLISHED, NATIONAL NETWORK OF MERCHANTS AND MEMBERS

LOW OPERATING COST BASE, COMPLETE OPERATING CAPABILITY

WE KNOW HOW TO SCALE UP OUR MERCHANT NETWORK

MERCHANTS

GROWTH



Cash flow positive Merchant network growth

Learnings from use of free trials to launch and build scale have been applied to develop a new sales process, product proposition and pricing strategy that result in a cash flow positive sales model. As COVID-19 disruption passes, resources are being reallocated to Merchant Network business development activity which will result in additional, cash flow positive contribution.



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

During late 2019 a new, sales process was developed to improve efficiency. It was successfully trialed but the roll out was paused due to the impact of COVID-19 restrictions on local businesses.



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 TO DEVELOP GROWTH OPPORTUNITIES

PLATFORM GROWTH



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 3rd party integrations and partnerships that create enhanced merchant and member experiences.

WE'RE EXPLORING OVERSEAS EXPANSION OPPORTUNITIES

OVERSEAS

GROWTH



Expansion into overseas markets

Rewardle has developed a globally unique, proprietary membership, points, rewards and payments platform. The Rewardle Platform is a cloud/app based solution that is designed to operate globally with minimal, incremental operating costs.



UK market access via existing partnerships

Leveraging operations of strategic partnerships with Beanhunter and SplitPay allows Rewardle to expand into the UK market in a low risk, high reward manner.



Increases addressable market

Entering new international markets increases Rewardle's addressable market and allows the business to leverage its proprietary platform and operations to generate high margin additional revenue.



Applying domestic learnings to new markets

Learnings from operating in Australia can be applied to develop unique propositions for new international markets that is differentiated from existing solutions.



Cloud, mobile first platform is designed to scale

Rewardle's cloud/app based membership, points, rewards and payments solution is designed to operate globally with minimal, incremental operating cost.

WE'RE BUILDING A PORTFOLIO OF GROWTH OPPORTUNITIES

PORTFOLIO

GROWTH



VC style exposure through strategic partnerships

Rewardle is leveraging its operational capabilities, expertise and IP to create VC style growth exposure by building a portfolio of transactional, licensing and equity positions in partner businesses.

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

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

SplitPay UK Buy Now, Pay Later (Apr 21, Oct 21)



Deal: Earning equity for professional services.

RXH position: Earning ~\$10,000/month in SplitPay equity.

Services: Technology and commercial strategy.

More detail: www.rewardle.com/ASX/SplitPayOct

Cardiac Rhythm Diagnostics MedTech (Aug 21)



Deal: Software licensing and professional services.

RXH position: Software licensing and Professional services fees ~\$30,000/month (3yr term).

Services: Corporate strategy, software, sales and operations.

More detail: www.rewardle.com/ASX/CRDmedtech

ASX : RXH



Strong share price re-rating potential as strategy shifts into execution of growth initiatives



Get the latest RXH news and insight

Rewardle invites investors to follow our progress and commentary via the ASX platform and social media channels.



ASX watch list

Add RXH to your watch list



Twitter

Follow @ASX_RXH



Investor newsletter

Subscribe at investor.rewardle.com



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ADDITIONAL INFORMATION

WE'RE BUILDING AUSTRALIA'S LEADING DIGITAL REWARDS WALLET



Rewards connect digital marketing and payments

Rewardle is a software business undertaking the development, operation and commercialisation of its proprietary Business to Business to Consumer (B2B2C) software platform (Rewardle Platform).

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

The Company is lead by an experienced, entrepreneurial team and well positioned to grow as the worlds of social media, marketing, mobile and payments converge to transform how consumers connect, share and transact.



COMMERCE IS BECOMING INCREASINGLY DATA DRIVEN



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.



Local businesses are under increasing pressure

Local businesses struggling to keep pace and compete with the digital customer experiences and sophisticated digital marketing techniques of well resourced brands and tech platforms.

PRESSURE
PRESSURE
PRESSURE
LOCAL BUSINESSES

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

LOCAL REWARDS IS A MASSIVE FINTECH OPPORTUNITY

UP TO
TOTAL ADDRESSABLE MARKET (AUS)
200,000*

Local businesses in sectors where rewards programs are typically offered.



Long growth runway in digital rewards adoption

We believe that the adoption of digital rewards programs will become standard practice for local businesses as they understand the value of using reward program data to attract, engage and keep customers.



~66,000* Merchant upgrade opportunities

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



~133,000* Greenfield opportunities

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



+Millions of member opportunities

Aggregated membership of merchant programs creates audience for monetisation.



+Global market potential

Rewardle's cloud/app based membership, points, rewards and payments solution is mobile first and designed to operate globally.

RECURRING MONTHLY FEES PLUS OPERATING LEVERAGE



Recurring merchant SaaS fees underpin our model

$$\begin{array}{ccccc} \$49 & \times & 12 & = & \$588 \\ \text{Monthly SaaS fee} & & \text{Months/year} & & \text{Annual revenue} \end{array}$$



Operationally breakeven at ~1% penetration

Based on target operating cost base of \$100,000 per month, breakeven can be achieved with approximately 2000 paying merchants or ~1% market penetration.



Highly scalable, increasingly profitable platform

Highly scalable, increasingly profitable revenue is generated from additional market penetration beyond breakeven due to largely fixed operating costs of the Company's proprietary tech platform.



Additional revenue via operating leverage

In addition to Merchant SaaS fees, Rewardle's Business to Business to Consumer (B2B2C) technology platform business model offers multiple opportunities to generate highly profitable additional revenue by leveraging existing operating resources and capabilities.



Add on merchant services and subscription fees

Leverage the existing merchant network by creating upsell/cross sell opportunities to increase average monthly subscription fees.



Transaction services and commission fees

Leverage digital platform and membership to develop transactional services and earn a "clip of ticket" for facilitating transactions.



Digital advertising fees

Use first party data to develop unique local and national advertising opportunities that leverage network of merchants and members.



Growth Services opportunities

Leverage resources and capabilities to build a portfolio strategic partnerships with strong growth potential.

WE'RE AUSTRALIA'S LEADING LOCAL REWARDS PLATFORM



Proven traction in building and operating 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

(Estimated total lifetime value redeemed)



Post COVID-19 active network to be determined

Thousands of merchants remain active and 500+ paying fees, but network repair and scaling up is required. Network rebuilding will be determined by the timing and speed of local businesses recovery.



Merchants introduce members to Rewardle ecosystem

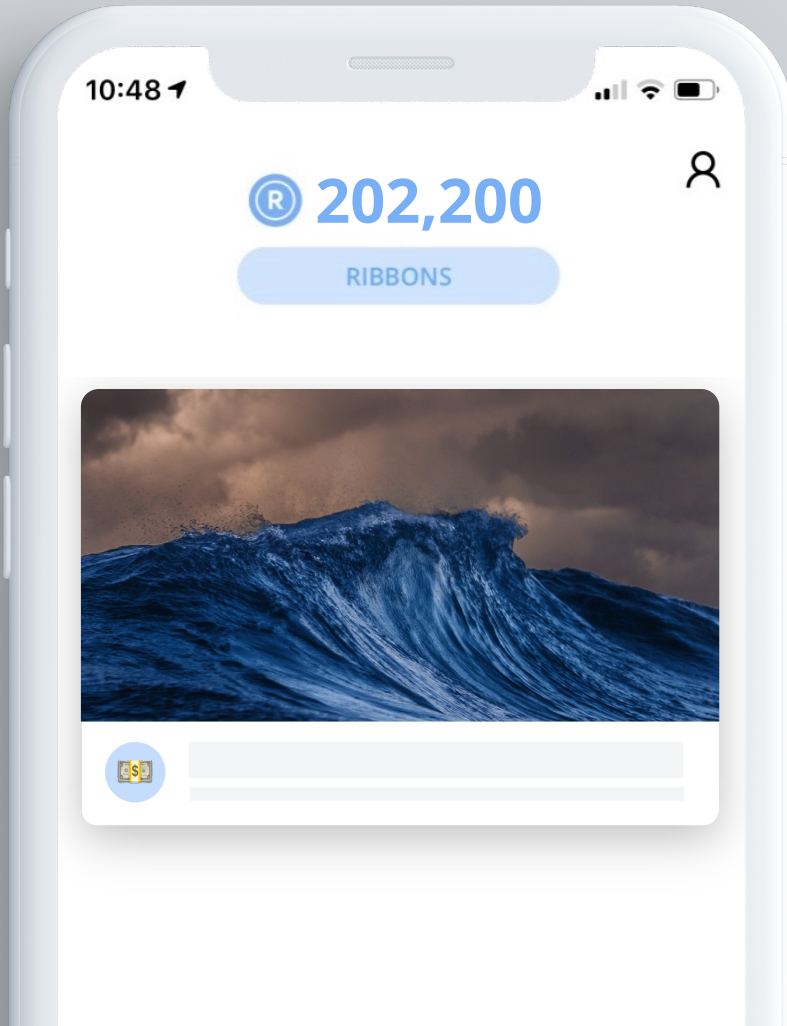
No advertising or incentive costs are incurred for building massive membership. Millions of Members have been acquired at no cost as they join merchant reward programs powered by the Rewardle Platform.



Redemptions = Engagement = opportunity

Reward redemptions deliver value to members, building engagement with Rewardle and enhancing the potential for members to engage with new features and services.

THE STORM HAS CREATED WAVES OF OPPORTUNITY



Key macro-trends have accelerated due to COVID-19

Rewardle's "Breakeven and Grow" strategy has allowed the business to position itself 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 have learned the value of owning direct lines of communication with customers.



Mobile ordering & payments

The shift from cash to digital payments has accelerated due to convenience and reduced potential for COVID-19 transmission.



E-commerce

Adoption of e-commerce has accelerated and changes in consumer online shopping behaviour are expected to continue.



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.

DISCLAIMER AND IMPORTANT NOTICES

The information in this presentation has been prepared by Rewardle Holdings Limited (ABN 37 168 751 746). **(Company)**.

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This presentation summarises the current activities of the Company and its subsidiaries as at the presentation date and is for information purposes only. The presentation does not provide all information that an investor should consider when making an investment decision.

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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:

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 - where provided by third parties (such as industry research, surveys, studies or publications), has not been verified by the Company or its representatives;
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- 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.

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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.

This presentation has approved for release by Executive Chairman, Ruwan Weerasooriya

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