



**My Rewards International Ltd**  
Suite G02, 181 St Kilda Road  
St Kilda Vic 3182, Australia  
ABN 47 095 009 742  
[myrewardsinternational.com](http://myrewardsinternational.com)  
[info@myrewards.com.au](mailto:info@myrewards.com.au)

## ASX Announcement

31 May 2023

### My Rewards completes Frankly acquisition

**My Rewards International Ltd** (ASX: MRI, “**My Rewards**”, the “**Company**”) advises that it has today completed the acquisition under the asset purchase agreement (“**Agreement**”) with Frankly Agency Pty Ltd (“**Frankly**”) announced on 4 May 2023.

Under the Agreement, My Rewards has acquired Frankly’s business and assets (“**Transaction**”). At the Company’s Extraordinary General Meeting held on 26 May 2023, shareholders approved the issue of ordinary shares as part consideration under the Agreement, which have been issued today. All key employees of Frankly have accepted employment with MRI.

Frankly is a digital marketing agency based in Melbourne, which offers a range of services including lead generation, search engine marketing (SEM), web development, creative design and campaign reporting. Frankly operates under the domain name [www.frankly.com.au](http://www.frankly.com.au), which is included as part of the assets to be acquired. Frankly has provided services to prestigious clients including the National Basketball League (NBL).

The Transaction is consistent with My Rewards’ strategy of investing in technology and assets to drive growth of its loyalty rewards business. The material terms of the Agreement in respect of the Transaction are summarised in the Company’s announcement of 4 May 2023.

This announcement was authorised for release by the Chairman.

#### Enquiries:

**David Vinson**  
Chairman  
[shareholders@myrewards.com.au](mailto:shareholders@myrewards.com.au)

**Tim Allerton**  
Media Relations  
City PR  
[tallerton@citypublicrelations.com.au](mailto:tallerton@citypublicrelations.com.au)  
+61 412 715 707

#### About My Rewards International Limited (ASX:MRI)

My Rewards is a fast-growing global provider of customised subscription-based marketplaces for corporates and consumers. My Rewards’ core solutions include Loyalty tech, Rewards and Customer Experience. Since its incorporation in 2000, My Rewards has steadily grown to connect over 5.8 million members with more than 4,500 global, national and local suppliers. My Rewards provides more than 120 corporates with Employee Engagement and Customer Loyalty Programs to help them retain, engage, and attract employees or customers. My Rewards’ clients include some of the biggest household brands in retail, financial services, and telecommunications, including Telstra, Ramsay Health, MLC and AIG.