

My Rewards International Limited

Annual General Meeting

20 December 2023

myrewards



[Listen to the presentation by clicking here or scanning the QR code](#)

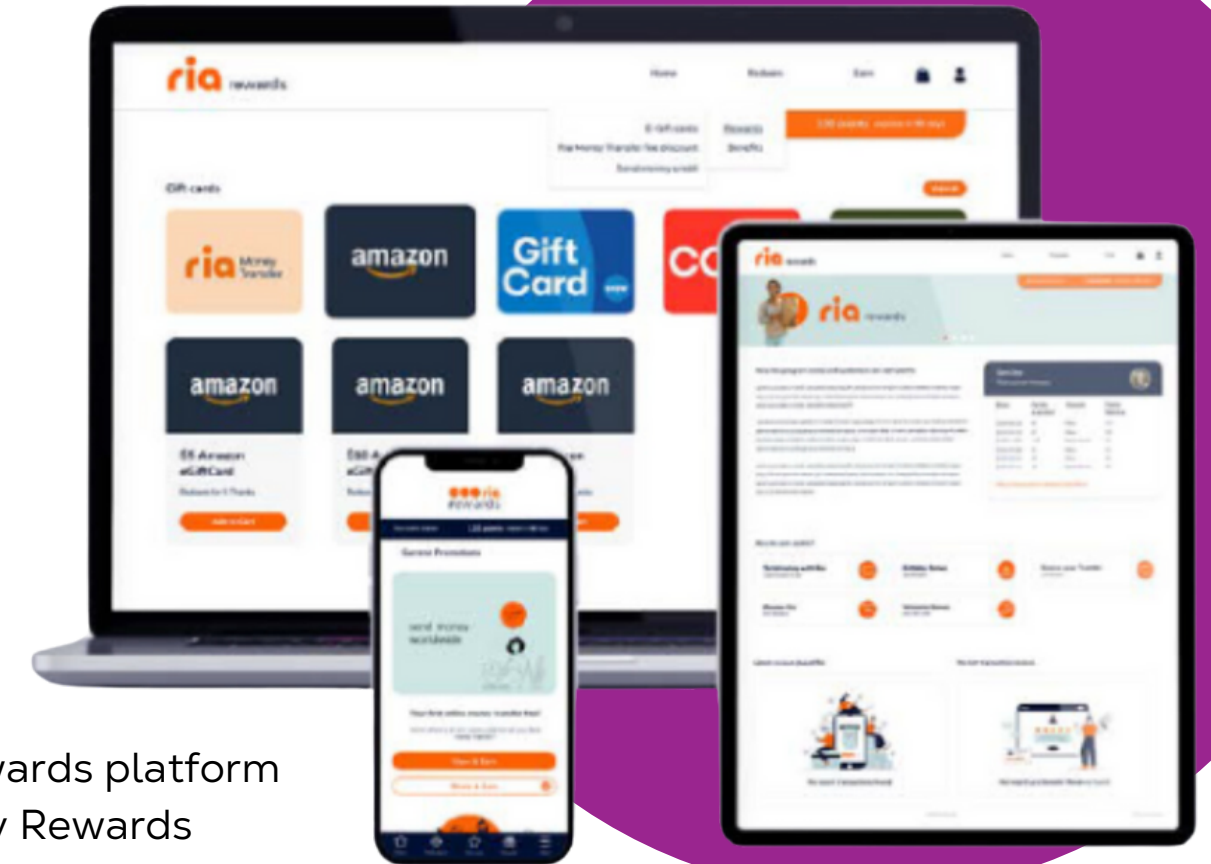


Leading provider of customised solutions to attract, engage and retain employees & customers.

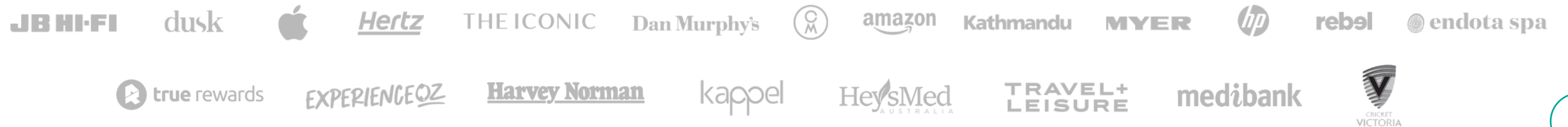
Incorporated in 2000, My Rewards started as a wholesaler of tear off discount coupons books to associations and clubs.

Today, My Rewards International Limited is a sophisticated global provider of multi-faceted rewards, recognition and loyalty programs, predominantly for its 120+ major B2B clients.

My Rewards designs, builds, powers and manages systems and online marketplaces where the 5.8 million Members of its client businesses can access rewards, discounts and special offers from My Rewards network of 4,500 Suppliers

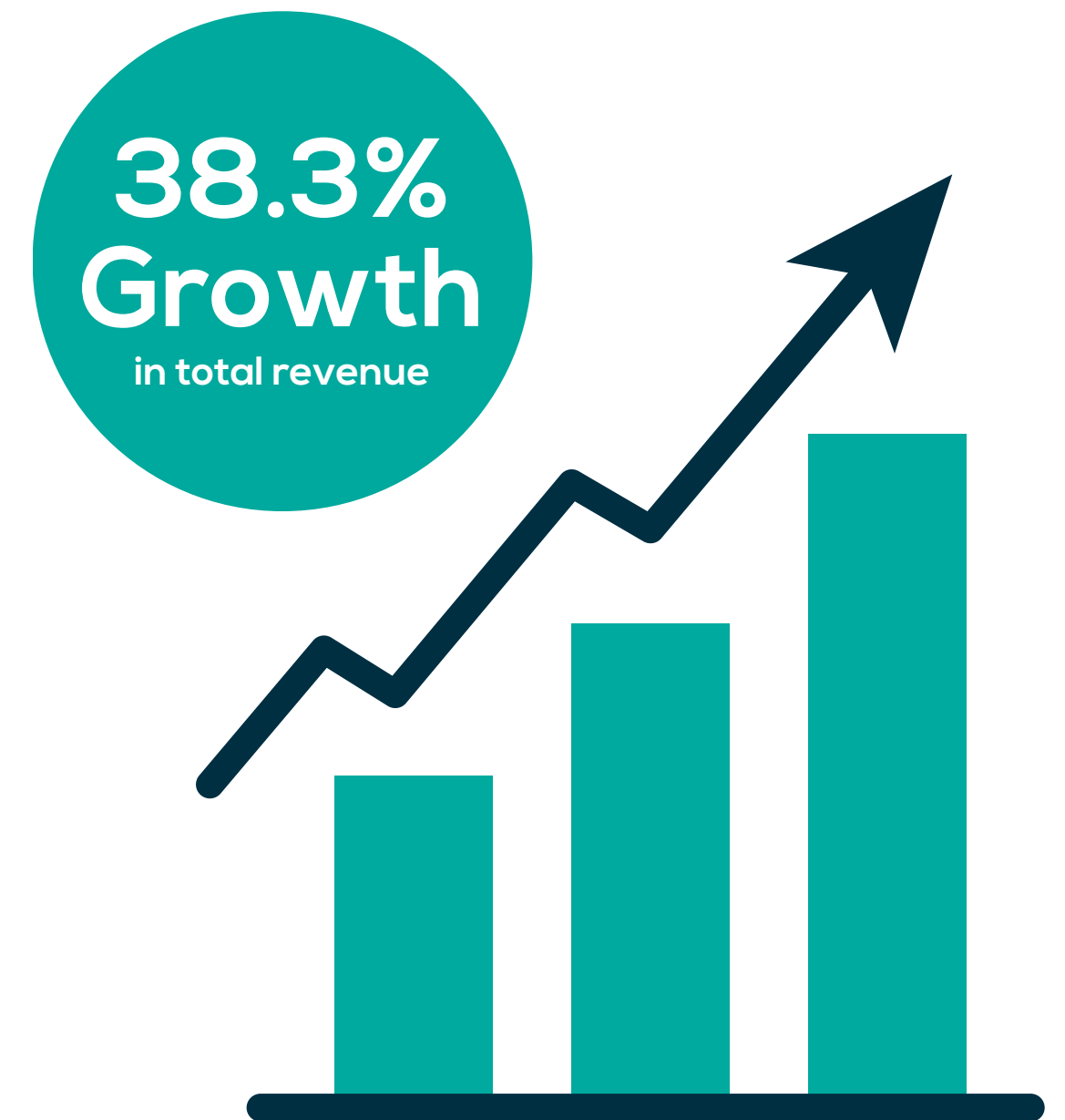


Example of B2B Rewards platform white labelled by My Rewards



Strong progress in our pathway to profitability

- Over the past 5 years, My Rewards has grown from 1.5 million members who could access our programs to over 5.8 mil in 2023.
- 38.3% growth in our total revenue, marking a leap from \$15.9 mil in FY2022 to \$22mil in 2023
- 48% decrease in net cash outflow from operating activities, from \$4.0m in FY 2022 to \$2.1m in FY 2023



Some of our blue chip clients



A strategic acquisition to broadened our service portfolio and position us as a dynamic player in the ever-evolving landscape of rewards, recognition, and engagement.



Design :

Advertising | Animation | Branding | Creative Strategy | EDM | Ideation | Presentations | Video | Website

Development :

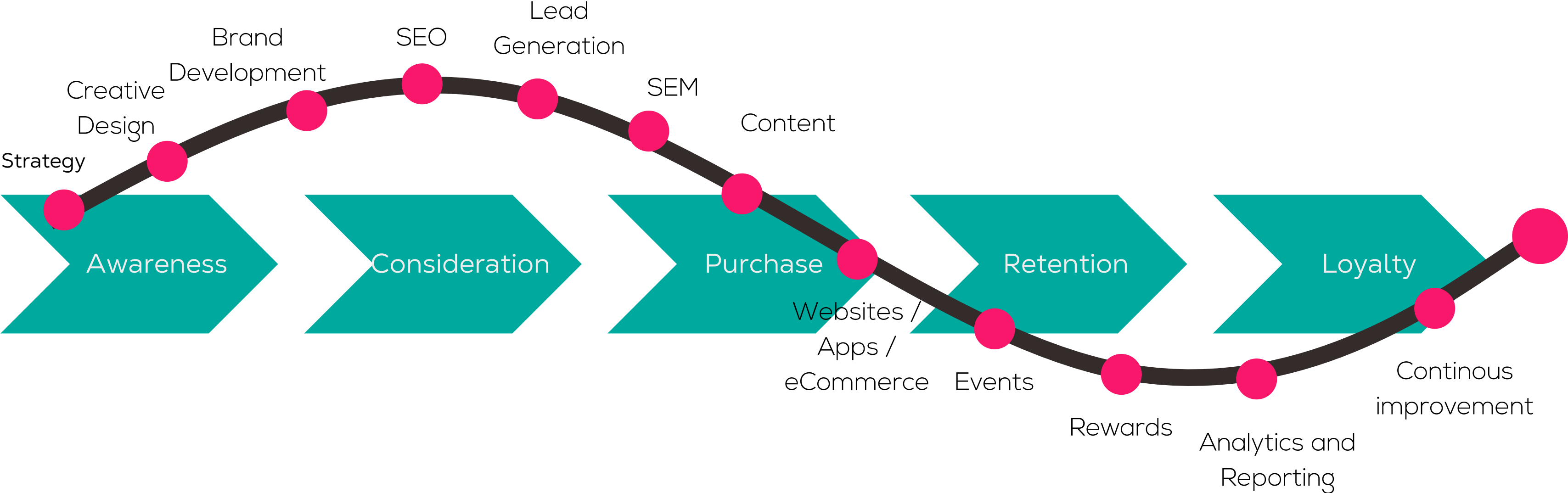
Landing Pages | Technology | UX and UI | Website

Digital Marketing :

Competitions | Digital | Marketing Strategy | Search Engine Optimisation | Social Media Marketing | Search Engine Marketing



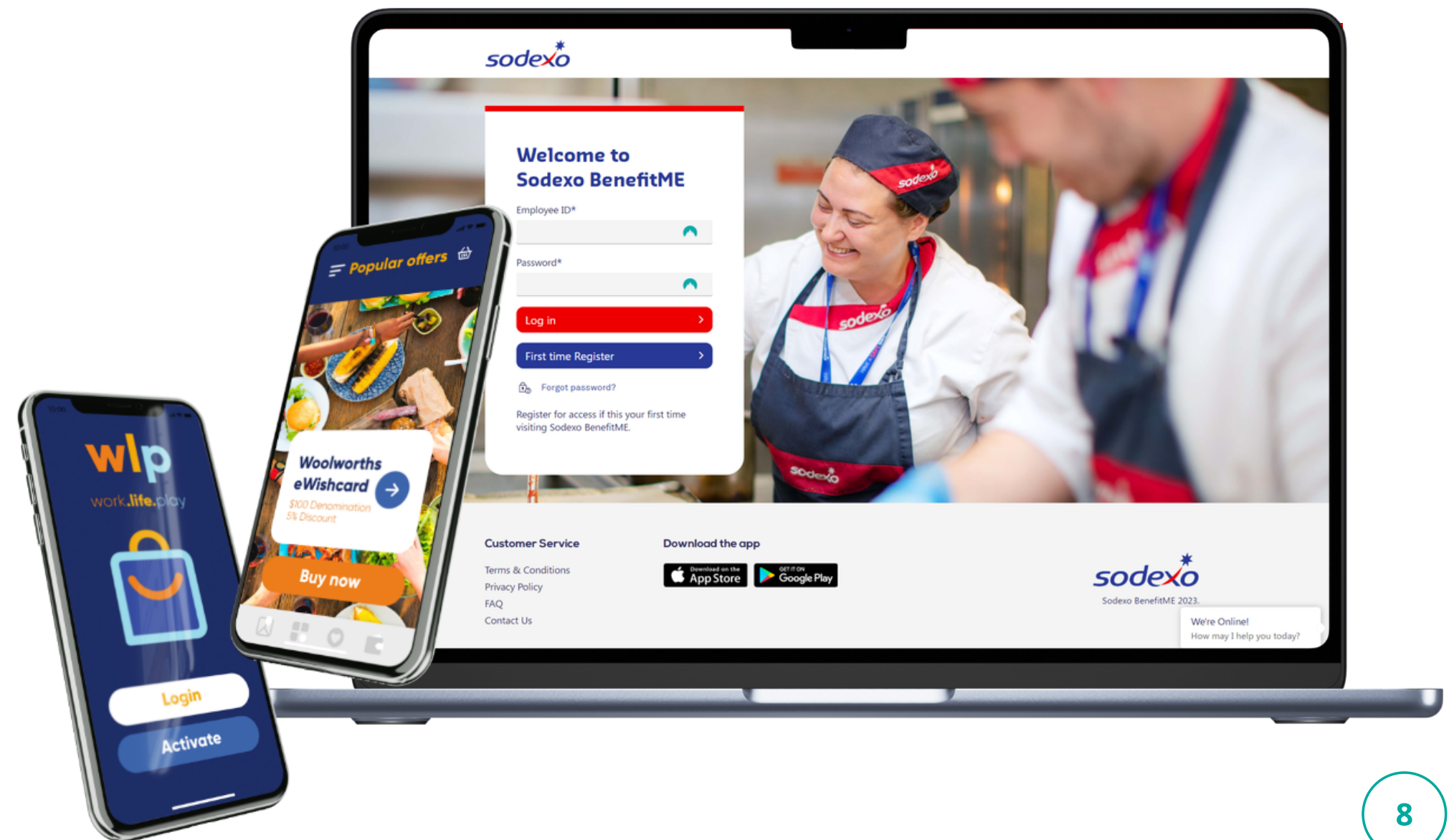
Our key areas of expertise



Ongoing focus on growing our business to business (B2B) Member Rewards and Loyalty Programs

The company continues to focus on the three key pillars of its growth strategy –

- growing B2B revenues
- strategic streamlining product mix for increased margin
- and complementary business acquisitions



Thank you

For enquiries:

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This announcement has been authorised for release by the board of directors of My Rewards International Limited.