

## ASX Announcement

Date 11 July 2024

### My Rewards enters into a \$1mil placement & executes Heads of Agreement with Flywallet for the provision of global rewards programs.

#### My Rewards to enter into a \$1mil placement.

My Rewards International Ltd (ASX: MRI, “My Rewards,” the “Company”) is pleased to announce that it has secured a firm commitment for a \$1,000,000 placement to be completed by September 2024. (“Placement”)

#### Highlights:

- \$1million funding committed to be drawn down in tranches.
- Issue Price - \$0.009
- Shares under the placement to be issued to Abreco Enterprises Pty Ltd (Abreco)
- Funds to be applied towards working capital for the Company.

Abreco is the Australian investment arm of Abreco Group - a multi-faceted business conglomerate headquartered in the UAE with operations in over twenty countries and a workforce of over 3,000 people. Abreco Group’s diverse global teams bring in deep industry and functional expertise, successfully operating in Freight, Transport, Removals, Energy, Oil & Gas, Banking, Forex, Retail, Hospitality, Distribution, and Education.

(<https://www.abrecogroup.com/>)

Material terms of the Placement can be found in Annexure A.

The Placement will be made under the Company’s current available placement capacity under LR 7.1 and LR 7.1a.

#### Heads of Agreement with Flywallet

My Rewards has entered into a binding heads of agreement (“HOA”) with Flywallet Pty Ltd (“Flywallet”) to create a Rewards & loyalty program in Thailand, Cambodia, and Vietnam. Under this HOA, MRI will use Flywallet services to issue card linked rewards programs in chosen overseas countries.

Flywallet is an AFSL License Holder and a Principal Member of Mastercard specialising in creating innovative white label loyalty and rewards wallet programs. Flywallet provides a multicurrency, secure and robust card, and wallet solutions to facilitate seamless global loyalty and rewards programs. This infrastructure can be customised for SME’s to create an innovative salary card and travel benefits program, or as a white label customer loyalty and rewards

program. (Flywallet - <https://www.flywallet.com.au> , AFSL 527 319).

The HOA has been put in place to assist the entities to collaborate to establish a framework and to roll out a pilot program. Should the pilot program be successful, the parties will enter into a Master Service Agreement, details of which will be announced once available. Material terms of the HOA can be found in Annexure B.

### Memorandum of Understanding with Feyverly

As part of the first program roll-out, My Rewards has entered into a Memorandum of Understanding ('MOU') with Feyverly Company Limited (Registered No: 0105556141427, <https://feyverly.com/>) ('Feyverly') a rewards, marketing and e-commerce company based in Thailand to build a travel rewards program for overseas visitors who travel to Thailand. Established in 2013, Feyverly provides rewards and engagement CRM platform for employee benefits and customer loyalty programs, digital marketing & creative services, and eCommerce solutions in Thailand.

Under this MOU, My Rewards and Feyverly have agreed to explore a joint venture opportunity to build a travel rewards program, wherein MRI, in conjunction with Flywallet, will create a proprietary travel card product for Australian Travelers visiting Thailand, and Feyverly will provide cardholders access to Thailand loyalty, rewards and cashback deals available on its platform.

The MOU has been put in place to assist the entities to collaborate to establish a framework and to roll out a pilot program. Should the pilot program be successful the parties will enter into a Master Service Agreement, details of which will be announced once available.

These new relationships are consistent with My Rewards' strategy of product diversification and international expansion to drive growth of its business.

Material terms of the MOU can be found in Annexure C.

### Related party disclosures:

The Company would like to note that Mr. Alex Gold is a non-executive director of MRI and the CEO and Responsible Manager of Flywallet. He is also a director of Etimoney – the entity who owns 100% of the shares in Flywallet. In reference to LR10.11.1, Mr. Alex Gold is not a Related<sup>1</sup> party to Abreco or Abreco Group, nor under LR 10.11.4 an Associate<sup>2</sup> of Abreco or Abreco Group. Mr. Gold's position in Flywallet and Etimoney is based on proper performance obligations of the functions attached to a professional capacity.

Abreco is a shareholder of Etimoney – the entity that owns 100% shares in Flywallet and will be a holder of MRI shares under the Placement as announced in this announcement. Subsequent to the placement, Abreco will hold 111,111,111 fully paid ordinary shares in MRI holding approximately 17.91% of the Company's issued share capital. Abreco is not a Related Party or an Associate of Mr. Alex Gold.

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<sup>1</sup> Related Party as defined in ASX Chapter 19 – Interpretations and definitions - <https://www.asx.com.au/documents/rules/Chapter19.pdf>

<sup>2</sup> Associate as defined in ASX Chapter 19 – Interpretations and definitions - <https://www.asx.com.au/documents/rules/Chapter19.pdf> -

Feyverly Company Limited is a Thailand based company (Registered No: 0105556141427), owned by independent Thai nationals. Neither Alex Gold nor Abreco are Related Parties or Associates of Feyverly.

This announcement was authorised for release by the Board of Directors of MRI.

Enquiries:

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#### 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 technology, Rewards, Customer Experience and Digital marketing services.

#### Annexure A: Material terms of the Placement

Parties	Abreco Enterprises Pty Ltd (ACN 637 885 379) My Rewards International Limited (ACN 095 009 742)( Company)
Total Amount	Total amount of \$1million
Issue Price	\$0.009
Maximum shares	Abreco Pty Ltd will hold 111,111,111 fully paid ordinary shares of MRI.
Fees	There are no fees payable
Tranches	The Company intends to place an initial \$400,000 within 7 days from the date of this announcement. The Company can draw down further tranches of \$25,000 with 7 days' notice.
Availability of funds	MRI has conducted satisfactory due diligence, and the funds are held in a trust account available to draw down in agreed tranches.
No Director Appointment	Abreco will not be seeking to appoint a representative to the MRI Board as part of this Placement.

#### Annexure B: Material terms of the HOA

Parties	Flywallet Pty Ltd (ACN 89639905490) My Rewards International Limited (ACN 095 009 742)( Company)
Term of Agreement	12 months to roll out a pilot program
Nature of Services provided by Flywallet	Issuance of debit Mastercard to My Rewards members for the provision of various reward programs in selected overseas countries.
Fees	Under the HOA, the parties will work in collaboration to agree on the fee structure. As such, as at the date of this announcement, no agreement on the fee structure has not been finalised.
Impact of the HOA on MRI's securities	As this is a roll out of a pilot program, it is too early to predict the financial impact on the securities of the Company. This HOA allows MRI to explore further opportunities to grow its business internationally.

#### Annexure C: Material terms of the MOU

Parties	Feyverly Company Limited (Registered No: 0105556141427) My Rewards International Limited (ACN 095 009 742)( Company)
Term of Agreement	12 months to roll out a pilot program
Nature of Services provided by Feyverly	Feyverly will provide access to Thailand loyalty, rewards and cashback deals available on its platform for My Rewards customers who travel to Thailand.
Fees	Under the MOU, the parties will work in collaboration to agree on the fee structure. As such, as at the date of this announcement, no

	agreement on the fee structure has been fianlised .
Impact of the HOA on MRI's securities	As this is a roll out of a pilot program, it is too early to predict the financial impact on the securities of the Company. This MOU allows MRI to explore further opportunities to grow its business internationally.