

ASX Announcement

Date: 20 September 2024

Spearheading International Expansion

My Rewards International Ltd (ASX: MRI, “**My Rewards**,” the “**Company**”) is pleased to announce Mr. Alexander Gold’s appointment as the Chief Executive Officer (CEO) and Managing Director of the Company. Mr. Gold was appointed as a non-executive director on 9 May 2024.

As part of the growth of My Rewards overseas, the Board of My Rewards unanimously agreed to Mr. Gold’s appointment.

Mr. Gold brings decades of experience in successfully creating and launching card linked loyalty programs in Asia.

Mr. David Vinson and Ms. Maitreyee Khire will take on non-executive roles as Chairman and Non-Executive Director respectively. Ms. Khire will also be appointed as Company Secretary.

The Company welcomes Mr. George Minas of Minas & Associates as the legal advisor to the Board of Directors.

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

Enquiries:

David Vinson
Chairman
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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.

Terms of Mr. Gold's appointment :

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|--------------------|---|
| Term | Ongoing, No fixed Term |
| Commencement Date | 19 September 2024 |
| Fixed remuneration | <p>\$275,000 exclusive of superannuation contributions</p> <p>Subject to shareholder approval and any ASX listing rules, Mr. Gold would participate in an executive share option plan (to be put forward at the next shareholder meeting).</p> <p>Tranche 1</p> <ul style="list-style-type: none">• Number of Options – 100 million• Strike Price - \$0.05• Expiry – 1 year (from date of shareholder approval) <p>Tranche 2</p> <ul style="list-style-type: none">• Number of Options – 100 million• Strike Price - \$0.10• Expiry – 2 years (from date of shareholder approval) |
| Notice Period | <p>Without notice in the case of misconduct</p> <p>With notice 3 months (by the Company or Executive)</p> |