
ACTIVISTIC SELECTED BY GOOGLE FOR EXCLUSIVE BUSINESS PARTNER PROGRAM
✓ ONE OF ONLY 10 COMPANIES SELECTED GLOBALLY FOR THE SCHEME



Highlights

- **Activistic has been selected to benefit from Google’s elite Business Partner Program**
- **Activistic was one of 50 initial companies identified by Google for the program, and one of the final 10 companies chosen**
- **The exclusive program runs quarterly and offers no-cost, personalized, one-to-one guidance for a handful of businesses which Google deem capable of high-growth activity**
- **Google chose Activistic on the basis of their philanthropic business model, their innovations in the mobile charity giving space and outstanding user reviews for the Veterans Call app**
- **Activistic successfully won a place in the program following an intensive application and interview process**

Perth, Australia (November 11, 2016) Micro-donations platform provider, Activistic Limited (ASX: ACU) (“Activistic” or “the Company”) is delighted to announce that it has been selected, along with nine other successful companies globally, to benefit from Google’s elite Business Partner Program.

The exclusive program runs quarterly and offers no-cost, personalized, one-to-one guidance for a handful of businesses which Google has singled out for being exceptional and demonstrating high-growth potential.

Ashley Black, Google’s New Business Manager, said *“Based on our current focus on mobile, we believe Activistic’s business model and its positive impact, can show a high level of success and we would like to invest in creating a long, fruitful partnership.”* She continues *“We look forward to seeing Activistic be one of our higher growth accounts this year.”*

Google initially approached Activistic on the basis of their popular content, outstanding user reviews and the high app store ratings for the Veterans Call mobile giving app. The company successfully won a place in the program following an intensive application and interview process.

Fiona Grindlay-Kuzian, Activistic’s Head of Marketing, said *“This is an endorsement from Google for the incredible potential of our philanthropic business model and the value of our top-of-class app”.* She adds *“We’re thrilled to be working with Google’s team to expand the potential of mobile giving”.*

Company Information:

Activistic Limited
ACN: 007 701 715
ASX: ACU
www.activisticgroup.com

Registered Address:

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Telephone: +61 8 6244 0333

Board of Directors:

Peter Wall	Non-Executive Chairman
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director
Michael Hughes	Non-Executive Director

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ABOUT ACTIVISTIC

Founded in 2012, Activistic has developed a revolutionary micro-donation technology that seamlessly connects and engages the world's ~2 billion smartphone consumers with charities and causes.

Activistic's technology ensures the lowest possible cost to both the donor and the industry via an efficient collection technology that enables regular payments or contributions utilizing a mobile phone network.

Activistic allows subscribers to donate with ease and simplicity to any cause in any region, without the need for credit cards or bank information. It provides significant cost savings to beneficiaries; with the nominated charity receiving 85% of the donated amount as opposed to ~32% in the traditional model, as typical fundraising costs typically represent ~68% of proceeds raised.

Activistic solves issues that often hinder donation collection via its low cost, secure and streamlined payment technology.

In addition, Activistic's platform is equipped with a powerful engagement tool, providing a highly efficient and impactful way of distributing key events and results of fund raisings to build traction and increase transparency with a group's donor base.

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