

Shares:	188,435,949	Merchants (as at 30 Sept 2016):	5,526
Market cap (@ \$0.044):	\$8.3m (Approx)	Members (as at 30 Sept 2016):	2,080,745
Cash (as at 30 Sept 2016):	\$2.1m (Approx)	Check-ins (as at 30 Sept 2016):	36.1m

Brand Partnership with retail bank

Highlights:

- **Rewardle has launched an advertising campaign with a leading Australian retail bank, the second bank to use the Rewardle Network as an advertising channel in 2016.**
- **The Rewardle Platform is being used as part of a larger campaign that is targeting tech savvy consumers to promote the banks next-generation mobile banking application.**
- **Rewardle will promote the banks next generation mobile banking application to Members through broadcast email and advertising on tablet screens across a small number of Merchant venues.**

Rewardle Holdings Limited (ASX:RWH; "Rewardle" or the "Company") is pleased to announce that it has launched an advertising campaign with leading Australian retail bank.

Rewardle will be used as part of a campaign targeting tech savvy consumers to promote the banks next generation mobile banking application.

The campaign will operate across less than 5% of the Rewardle Network for approximately 4 weeks and while not material in revenue terms, the Company considers it meaningful with respect to demonstrating the positive progress of the business model.

Managements ongoing development of Brand Partnership opportunities is being enhanced by the growing Merchant and Members network scale coupled with the growing profile and behavioural data being captured.

In this example, Rewardle's substantial membership base of over 2m have demonstrated a propensity to engage with innovative, digital solutions (digital/mobile loyalty) and could be shown to clearly align with the discovery of a new, innovative, mobile banking solution.

Rewardle founder and Managing Director Ruwan Weerasooriya said;

"Securing campaigns with top tier partners and building case studies is a critical part of growing our brand partnership revenue stream."

"Banking was one of the first sectors to be disrupted by the rise of the Web and banks are early adopters of mobile as the next game changing wave of disruption."

"Securing our second banking client assists in validating the Rewardle Platform as an advertising channel."

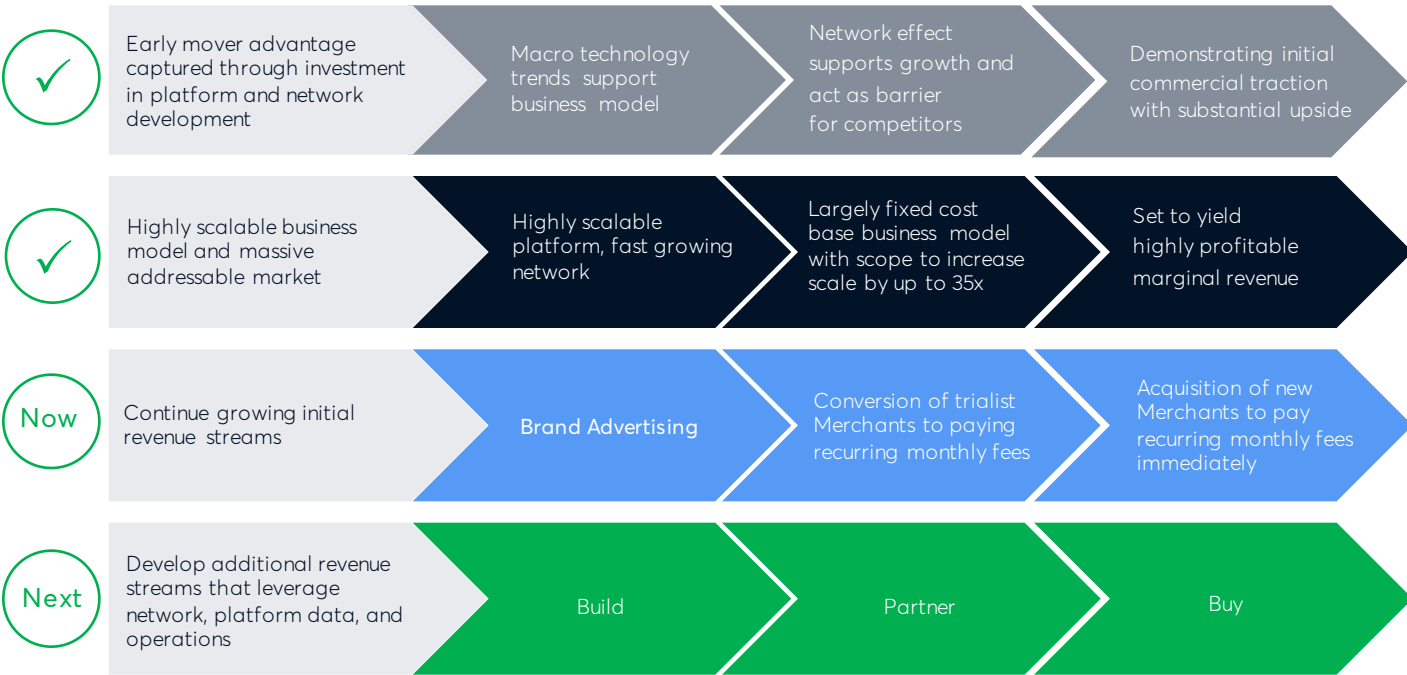
"As our network scale and data consistently grows the case for brands to use our unique digital, hyper-local, data rich, mobile platform as an advertising opportunity is becoming stronger."

"As a highly scalable technology business with largely fixed costs there is substantial potential for Rewardle to leverage its network scale and operations to grow existing and develop new revenue opportunities."

Rewardle strategy



Rewardle opportunity overview



About Rewardle Holdings Limited

Rewardle connects over 2 million Members with over 5,500 local businesses around Australia.

The Rewardle Platform is a marketing and payments platform that combines membership, points, rewards, payments and social media into a single cloud based platform powered by Big Data analysis.

Rewardle is positioned to be a leading player as the worlds of social media, marketing, mobile and payments converge to transform how we connect, share and transact.

The Company is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.

For more information please contact:
Ruwan Weerasooriya (Founder and Managing Director)
Email: ruwan@rewardle.com
Mobile: 0412448769