

EXCLUSIVE PARTNERSHIP WITH SOUTH MELBOURNE FC TO DEVELOP NEW SPORTS LOTTERY PRODUCT

Highlights:

- Agreement finalised with South Melbourne FC for the development of a Sports Lottery Product to fund the club's community programs;
- The Agreement marks the expansion of Sports Lottery offerings beyond AFL to football;
- This product builds on the successful Collingwood Sports Lottery Product – Magpie Millions;
- South Melbourne FC will promote the lottery product to its fan base whilst benefiting from lottery income generated;
- The lottery product will be developed and operated by Sports Lottery Australia.



The Board of Activistic Limited (ASX: ACU) ("Activistic" or the "Company"), is pleased to advise that Sports Lottery Australia has completed an Agreement with South Melbourne Football Club for the development and commercialisation of a new Sports Lottery Product.

The South Melbourne FC Sports Lottery Product builds on the successful Collingwood Football Club lottery offering, Magpie Millions, which has been operating since January 2017 and has been incredibly well received and supported by Australian Rules Football Clubs and supporters.

Sports Lotteries are a major feature of the European Premier Leagues and this Agreement represents the introduction of this highly successful European model to football in Australia.

President of South Melbourne FC, Leo Athanasakis, commented: *"Football is a strong and growing area of sport in Australia and its success is dependent on securing reliable, independent funding sources."*

"Sports Lotteries play a key role in delivering that funding in Europe and we are excited to be the first Australian football club to bring this potential to Australia through this exciting partnership".

Formed in 1959, South Melbourne FC has a strong history and presence in Melbourne and is considered one of the most successful football clubs in Australia, having won four national championships, a string of Victorian State League titles, and represented Oceania in the 2000 FIFA Club World Championships.

Once developed, South Melbourne FC will promote its lottery product by initially marketing through its supporter databases, social media platforms, club media publications and game day events. It is expected that this will fast track growth whilst raising funds for the club's many community activities.

Plus Connect's involvement includes the provision of the Northern Territory lottery licence, the online platform, expertise to design and operate socially responsible lottery based products and management of all compliance related activities.

Activistic's Executive Director and Director of Sports Lottery Australia, Paul Crossin, commented: *"Football has the highest participation of any sport in Australia and funding its growth is a key focus of Sports Lottery Australia."*

"This Agreement comes at an exciting time where sports lottery products are becoming a more prominent tool to raise funds as we see a shift away from the more traditional charity fundraising techniques."

Material terms:

Marketing commitments:

South Melbourne FC:

- To provide Sports Lottery Australia with marketing and promotional materials;
- To promote the Sports Lottery Product to membership base through newsletters, email campaigns and other established communication channels;
- To assist in digital promotion of the Sports Lottery Product to supporters via its existing social channels.

Sports Lottery Australia:

- To assist with the development of artwork and digital assets;
- To support and engage in marketing activities to generate further participation and expand the supporter database.

Distribution and payment frequency:

- Sports Lottery Australia to pay South Melbourne FC an agreed percentage of lottery product sales;
- Payments will be made quarterly;
- Annual audited statement of transactions to be provided to South Melbourne FC.

Termination:

- Sports Lottery Australia and South Melbourne FC may opt out of the agreement by giving to the other party three (3) months' notice in writing.

– ENDS –

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