

PLUS CONNECT AND INDIAN SPORTS MARKET

Highlights

- **Activistic signs a leading Indian sports and business identity, Mr Ravi Krishnan, as Country Ambassador and Director of proposed Indian subsidiary;**
- **Work is underway for incorporation of Plus Connect India Pvt Ltd of which Mr Krishnan will be a Director;**
- **Negotiations are underway with various Indian sporting codes and clubs for the development of customised entertainment and fan-engagement products for the Indian market;**
- **These tools will become additional funding streams for sporting organisations in India;**
- **Development and commercialisation of these products may be subject to re-compliance.**

Perth, Australia (August 8, 2017) Activistic Limited (ASX: ACU) (“**Activistic**” or “the **Company**”) is pleased to announce that it has entered into an agreement with Mr Ravi Krishnan, to introduce Plus Connect’s business model into India.

Mr Krishnan is a key and prominent name in the business of sports, entertainment, and media in India. Formerly Managing Director of IMG South Asia, Ravi was part of a four-member team that set up IMG’s Indian operations in 1995. During a 16-year tenure, Ravi has played a key role in the creation, commercialisation and operation of landmark ventures in the field of sport and lifestyle, including the Sahara Cup (Cricket), Chennai Open (Tennis), Lakme India Fashion Week, Avantha Masters (Golf) and Indian Premier League (Cricket). Ravi was featured in Sports Illustrated at number 27 in the 50 Most Influential People in Indian sport (February 2010).

In 2012 Ravi co-founded Stepathlon Lifestyle, a global wellness company that aims to create an ecosystem promoting corporate health, fitness and productivity. Stepathlon works with some of the top Indian corporate entities including Mahindra Group, Marriott Hotels and Tata Steel. Ravi remains the CEO of Stepathlon.

A lawyer by training and educated in Melbourne, Ravi has an extensive network of contacts in both India and Australia especially in the area of sports.

Under the business development agreement Activistic will establish a subsidiary in India (**Plus Connect India Pvt Ltd**) to expand its business into that market. Ravi, as Country Ambassador will use his influence and network of contacts to assist with navigating the regulatory and legal environment, promote the business and identify potential marketing and funding partners.

Executive Director of Activistic, Paul Crossin said: *“The engagement of Mr Krishnan represents our first expansion into international markets. India is a high value market that can leverage our existing Australian business infrastructure. Having Ravi as our key person on the ground gives us confidence that we can manage the complexities of India and maintain control over the direction of the business.”*

The parties intend enter into a binding consultancy agreement following re-compliance.

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