
ACTIVISTIC PARTNERS WITH AUSTRALIAN SUPER RUGBY TEAM BRUMBIES RUGBY

Highlights:

- Agreement signed with Brumbies Rugby to provide Sports Lottery’s products to their supporters;
- The Agreement follows the expansion into the AFL and Football codes previously announced;
- Product offers supporters a new, exciting way to support the club’s community programs;
- Supporters have a chance to win \$2 million every week;
- Marketing and promotional support to be provided by Brumbies Rugby;
- The Brumbies Sports Lottery website launches on 26th October.

The Board of Activistic Limited (ASX:ACU) (“Activistic” or the “Company”), is pleased to announce that it has signed a deal with Australian Super Rugby Club, Brumbies Rugby for the development and commercialisation of a new Sports Lottery product.

Founded in 1996, the Brumbies have the most storied history of any Australian Super Rugby franchise. They have reached six finals and been crowned Champions on two occasions and boast the highest percentage of members per capita of any Super Rugby franchise.

When it comes to total TV audience for the season the Brumbies now outrank the Reds and with the strong global brand have managed to secure major sponsorships from Hong Kong, Israel and the UK.

The Brumbies have over 265,000 followers on social media and Sports Lottery Australia will be working closely with the club to implement a marketing strategy to help identify, engage, educate and monetise these supporters as part of the Agreement.

Executive Director of Activistic, Paul Crossin commented: *“The Agreement with Brumbies Rugby comes at a great time for the Company as it further cements the Board’s decision to focus on growing Plus Connect’s core products.”*

“The demand for the Sports Lottery’s products, which are now implemented across AFL Football, soccer and Super Rugby provides the Company with the confidence to continue growing the partnership base both domestically and internationally.”

“The team has been actively working to secure and sign deals of a similar nature and we are looking forward to updating the market as they come to fruition.”

CEO of Brumbies Rugby, Michael Thomson commented: *“Our partnership with Sports Lottery Australia presents an ideal opportunity for Brumbies Rugby to bring our supporters closer to the club and further expand our fanbase by appealing to new audiences and demographics. We have a brand that is widely recognised and respected internationally and through the innovative products delivered under this Agreement, we will actively engage with fans and commercial partners from all over the world.”*

Material terms:

Marketing commitments:

Brumbies Rugby:

- 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 Brumbies Rugby an agreed percentage of lottery product sales;
- Payments will be made quarterly;
- Annual audited statement of transactions to be provided to Brumbies Rugby.

– ENDS –

For more information, contact:

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ABOUT SPORTS LOTTERY AUSTRALIA PTY LTD

Sports Lottery Australia Pty Ltd is a subsidiary of Activistic Limited. Sports Lottery Australia provides a variety of online entertainment products for sports clubs across Australia to improve supporter engagement and raise funds for community initiatives.