

Shares:	526.32m	Merchants (as at 30 Jun 2019):	4,894
Market cap (@ \$0.006):	\$3.16m (Approx)	Members (as at 30 Jun 2019):	3,237,194
Cash (as at 30 June 2019):	\$0.04m (Approx)	Check-ins (as at 30 Jun 2019):	69,775,463

# Strategic Partnership with Beanhunter

## Key highlights

- **Rewardle has entered into a non-binding agreement with Beanhunter, Australia's leading online community for independent cafes and coffee lovers, to establish a strategic partnership.**
- **Rewardle will assist Beanhunter in growing its business through provision of sales, technology, marketing, operational support and corporate strategy services.**
- **Rewardle will be compensated for the provision of services through a combination of options to acquire shares in Beanhunter (Options) and hourly rate service fees (Cash).**
- **Subject to the take up of pre-emptive rights from existing Beanhunter shareholders, Rewardle will be issued between 17,279 and 34,557 options with an exercise price of between \$10.33 and \$5.17. The options will vest in 30 months, expire in 3 years and on a fully diluted basis Rewardle will hold approximately 51% of Beanhunters equity.**
- **Beanhunter will pay Rewardle cash fees for a variety of business services based on mutually agreed time and materials rates.**

Rewardle is pleased to announce that as part of its strategy to leverage its operations, the Company has established a strategic partnership with Beanhunter, Australia's leading online community for independent cafes and coffee lovers.

Beanhunter currently commercialises its community through a combination of advertising and e-commerce.

Rewardle founder and Executive Chairman, Ruwan Weerasooriya said,

*"Rewardle is passionate about connecting local businesses to their community and nothing brings people together like coffee."*

*"Given our strong presence in the coffee industry, our audience, operations and technology is highly complimentary to Beanhunter's business."*

*"Under the partnership, Rewardle will help Beanhunter reduce operating costs, grow existing revenue streams and develop new commercial opportunities."*

Beanhunter founder and Managing Director, James Crawford said:

*"We're proud to have turned Beanhunter from a hobby into a business capable of attracting Australia's leading local rewards app as a strategic equity partner."*

*"We believe this partnership will transform Beanhunter and accelerate our growth trajectory."*

*"The operational synergies will accelerate our path to consistent cash flow positive operations and Rewardle's strategic input will help guide us to new growth opportunities."*

*"I'm looking forward to working with Ruwan and the Rewardle team to bring our ideas to life."*

## Beanhunter overview:

Beanhunter was founded by James Crawford, Al Ramsay and Adam Lowe in 2009 and operates from Melbourne, Australia's coffee capital.

Through the Beanhunter website ([www.beanhunter.com](http://www.beanhunter.com)) and mobile app coffee lovers can discover great independent cafés and share their coffee experiences. Beanhunter uses crowd sourced ratings and reviews to help users find great new coffee experiences. For cafés, Beanhunter provides a specialist platform to reach coffee lovers and attract new customers.

Beanhunter currently lists over 33,000 operating cafes, approximately 200,000 reviews and attracts over 200,000 user sessions a month across its website and mobile apps.

Beanhunter's online directory and mobile app have become a top destination for coffee aficionados and coffee lovers around the world to find and share great coffee. The website and app has been featured in the mainstream and startup press including The Age, Sydney Morning Herald, Mashable, Lifehacker, Anthill, StartupDaily and SmartCompany.

Beanhunter currently commercialises its community through a combination of advertising and e-commerce:

- **Banner Advertising:**

Banner advertising is sold across the Beanhunter.com and Coffeejobs.com websites.

- **Café and hospitality recruiting:**

In October 2014 Beanhunter acquired CoffeeJobs.com, a leading café and hospitality jobs board that sells job ad packages to cafes and restaurants that are seeking to recruit new staff.

- **E-commerce:**

In October 2015 Beanhunter launched the Beanhunter Coffee Club, a coffee subscription service delivering coffee from a featured specialty coffee roaster to members' doorsteps every month.

- **Business listings:**

Launched in January 2017, cafes can pay a small monthly fee to claim ownership of their business profile on the Beanhunter Directory and engage with Beanhunter users to attract new customers and grow their business.

## Rewardle x Beanhunter partnership overview:

Rewardle's operations are highly complimentary to those of Beanhunter. Under the partnership Rewardle will leverage its operations to support reducing the operating costs of Beanhunter and growing Beanhunter's current revenue streams as follows:

- **Banner Advertising:**

Beanhunter currently derives the majority of its banner advertising income from low yield programmatic advertising. Rewardle will include Beanhunter in its brand advertising sales process and seek to develop higher yielding direct advertising partnerships.

- **Café and hospitality recruiting:**

In conjunction with Jorlocal, a subsidiary of Seek (ASX:SEK), Rewardle has previously conducted extensive market research into the recruiting needs and pain points of local businesses. Rewardle believes an opportunity exists to innovate CoffeeJobs.com into a market leading recruitment platform for local businesses.

- **E-commerce:**

Rewardle operates CoffeeScout, a coffee subscription service, as a test and learn brand. Consolidating the back office operations associated with fulfilment for CoffeeScout and the Beanhunter Coffee Club will result in operating efficiencies and cost reductions for both services.

- **Business listings:**

Rewardle has significant experience in the sale of online and in app business listings to local businesses and will apply its sales resources to growing the Beanhunter café listings revenue stream.

## **Rewardle's Corporate Partnership Strategy:**

The Company has identified that Rewardle's proprietary technology, data, operations and corporate infrastructure can be leveraged to support the objectives of complementary businesses with minor operational disruption or incremental cost.

As such, the Company is developing a pipeline of partnership opportunities based on earning equity in return for the provision of the following services:

- Marketing/advertising
- Software Licensing and/or development
- Telephone and field sales
- 1st tier customer service
- Corporate strategy and fundraising

While transactions that progress in this manner are not expected to deliver significant short term cash flow contributions. The development of these opportunities aligns with the long term strategic objectives of the Company.

In addition to Beanhunter and the previously announced partnerships with Pepper Leaf and SportsPass, the Company is in discussions with a number of potential partners and will provide updates with respect to progress of transactions as appropriate.

## **Working capital management:**

Due to the strong, immediate operating synergies between Rewardle and Beanhunter's operations, the fee for service component of the partnership is expected to be marginally cash flow positive for the Company while supporting Beanhunter in achieving consistent cash flow positive operations.

As previously outlined, the board is regularly reviewing operating budgets and strategy taking into consideration a variety of commercial and corporate scenarios and opportunities.

The Company has elected to repay previously disclosed loans provided to the Company by Executive Chairman and Founder, Ruwan Weerasooriya (\$200,000) and Non-Executive Director, Mr David Niall (\$50,000). The loans were unsecured, interest free and repayable at the Company's discretion.

## **About Rewardle Holdings Limited**

Rewardle connects over 3.2 million Members with around 5,000 local businesses across 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](mailto:ruwan@rewardle.com)

Mobile: 0412448769