

24<sup>th</sup> November 2014

## **Rewardle launches Enterprise Edition for large corporates**

- The Enterprise Edition of the Rewardle Platform is a “white label” edition that permits custom branding and granular control to meet the needs of large corporate clients (typically large, well known chains or brands).
- The licensing of the Enterprise Edition to corporate clients represents a new potential revenue stream for the company with licensing fees to be negotiated on a case by case basis.
- The Enterprise Edition significantly adds to the Company’s capability to work across a client spectrum ranging from small independent merchants to large chains.

Rewardle Holdings Limited (ASX:RXH) announces the release of an Enterprise Edition of the Company’s market leading digital customer engagement platform, following a successful beta trial.

The Enterprise Edition is designed to provide corporate, multi-location businesses with highly granular levels of customisation.

Rewardle founder and Managing Director Ruwan Weerasooriya said, “We appreciate that high profile brands operating sophisticated marketing plans require deeper integration, customisation and different tools. The Enterprise Edition allows for branding of app icons, and central control over rewards, promotions, social media features, access levels for managers and staff plus integration with POS systems and data.”

Weerasooriya said, “Rewardle’s rapidly growing independent Merchant network is many times larger than the footprints of Australia’s largest chains and our standing as an ASX listed company makes us the ideal enterprise partner for corporate clients.”

He added, “In this area there is a high risk of failure when it comes to execution. CMOs and marketers responsible for high profile brands will have the comfort of purchasing from a highly experienced operator with deep learnings and a platform that has been battle tested across thousands of merchants, hundreds of thousands of members and millions of interactions.”

A live beta trial of the Enterprise Edition has been in operation for the past 2 months in collaboration with a small, multi-location group with a sophisticated marketing capability. The Company will continue working with this partner as a live beta for the foreseeable future to continue developing and enhancing the offering.

The company has an active sales pipeline for the Enterprise Edition and is in the process of building an enterprise business development team which complements Rewardle’s existing sales function.

Weerasooriya said, “Now, in addition to helping the little guys manage their digital customer engagement, we offer corporate brands access to a powerful, flexible and proven turnkey solution as they seek to catch up to increasingly connected consumers.”

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**About Rewardle Holdings Limited (ASX: RXH)**

Rewardle Holdings Limited (Rewardle) is a technology service provider to local SME merchants.

As technology changes how we connect, share and transact, Rewardle is positioning itself to be a leading player as the worlds of social media, marketing, mobile and payments converge.

The Company harnesses the power of mobile computing, cloud based software and big data analysis to provide local SME merchants with the digital engagement tools and business intelligence used by large retail brands.

Having secured a substantial early mover advantage the Company has established a number of barriers for new entrants, with arguably the most significant being the powerful Network Effects that accompany the growing Merchant and Member Network.

The Company listed on the ASX on the 7<sup>th</sup> October 2014 and is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.