

15th December 2014

Rewardle building momentum with brands and chains

- **Working with leading FMCG company Lion Co on innovation in grocery retail project**
Rewardle has been formally engaged by the Lion Dairy & Drinks division to collaborate with leading independent grocery retailers on a range of in-store, digital customer engagement opportunities to promote Lion brands.
- **NIKE retail store franchisee approved to use Rewardle Platform**
A leading NIKE retail store franchisee has been approved to use the Rewardle Platform across multiple locations. The NIKE outlets will be actively seeking to engage with other Rewardle merchants to use the cross promotional features of the Rewardle Platform to distribute offers and news and the Company will work to build a case study for broader roll out.
- **Working with Independent liquor store chain Thirsty Camel Queensland to engage key locations for pilot in 2015**
Following Rewardle's recently announced entry into the independent liquor retail sector with a Service Agreement with BYO Cellars, Rewardle has been formally engaged by Thirsty Camel Queensland to work jointly in securing key locations to participate in a pilot of Rewardle in early 2015. This represents an initial phase of a broader Service Agreement to potentially roll out across over 100 locations.

Rewardle Holdings Limited (ASX:RXH) announces a series of formal engagements which the Company believes demonstrates growing traction developing with leading consumer brands and retailers across a variety of industry sectors.

Rewardle Founder and Managing Director, Ruwan Weerasooriya said, "We believe that both brands and retailers alike are starting to understand the power of Rewardle's approach in developing a digital customer engagement platform that combines membership, points, rewards, mobile ordering, mobile payments and social media integration into a single cloud based platform powered by Big Data analysis."

He added, "It is important to recognise that these high profile, corporate engagements have been made possible by our market leading position which can be directly traced back to our early mover advantage and management focus on Merchant and Membership growth to enhance the network effects inherent in the Rewardle Platform."

"As we move into a seasonally slow growth period, these engagements demonstrate that Rewardle is well positioned for continued growth in 2015."

Lion Dairy & Drinks digital customer engagement innovation project

Lion is a leading Fast Moving Consumer Goods (FMCG) company with a food and beverages portfolio that includes many of Australia and New Zealand's favourite brands. This diverse portfolio, which includes premium brands in the dairy, juice, soy, beer, cider, fine wine, spirits, alcoholic ready-to-drinks and non-alcohol beverages categories produced across 36 sites, collectively generates revenues of around \$5 billion each year.

Lion Dairy & Drinks is a division within Lion which produces, markets and distributes some of Australia's most iconic brands in milk, dairy beverages, cheese, yoghurt, juice and soy.

Rewardle was approached by the Lion Dairy & Drinks division to join them and a number of independent grocery operators in a collaboration to explore a range of digital customer engagement opportunities in retail grocery environments. The innovation project commenced in late November and will progress into the first half of 2015.

The project initially focuses on the Lion cheese brand portfolio however it is anticipated that learnings will be applicable and shared across Lion business divisions.

Due to the "pilot nature" and mutual benefits associated with the project, all parties have agreed to absorb their own fees and/or costs associated with the project. The parties have agreed that they will enter into appropriate commercial agreements if required at a future point in time.

Weerasooriya said, "An unexpected benefit of working on the project has been the access we have gained to some of the most progressive and forward thinking independent grocery retailers in Australia who have been quick to identify the potential of the Rewardle Platform."

NIKE retail store franchisee approved to use Rewardle Platform

NIKE has been increasing its retail footprint in Australia through a retail store franchise model that currently operates approximately 22 stores in Australia and New Zealand.

Rewardle has been in discussion with a leading franchisee who has recently secured approval to implement the Rewardle Platform across multiple NIKE franchise locations under his management. The sites will go live prior to Christmas and Rewardle will actively work with the franchisee to build a case study to demonstrate the case for broader roll out across other NIKE retail stores around Australia.

A key component of the NIKE retail store roll out is the use of the Rewardle Platform's cross promotional marketing capability. This serves as an example of the inherent network effect benefits of the Rewardle Platform over traditional standalone membership or loyalty systems typically offered in POS systems.

The cross promotional feature of the Rewardle Platform can manage marketing collaboration between separate, but complimentary, merchants (by nature of business or location) using the Rewardle Platform.

For example, using the cross promotional capability of Rewardle, a NIKE retail store can enrich the customer experience at another local business:

- Offers on NIKE yoga wear to patrons at a nearby yoga studio.

Similarly, NIKE stores can offer complimentary or nearby businesses the chance to access the NIKE store customer base and present contextual offers. In doing so the Rewardle Platform enriches the NIKE retail experience by adding a hyper-local layer of added value, for example:

- Enjoy a free yoga work out if you purchase any NIKE yoga wear

Weerasooriya said, “While a standalone NIKE membership or loyalty program could have been established by using a traditional retail Point of Sale system approach, having seen Rewardle in use at other local businesses, the NIKE franchisees identified that the network effect benefits of a multi-location membership, points and rewards platform as offered by Rewardle was a far more powerful solution and more in keeping with current consumer trends.”

Thirsty Camel Queensland, Owned by Metcash

Thirsty Camel Queensland is a brand that represents a network of approximately 130 independent liquor outlets operated by Liquor Traders Pty Ltd, a business owned by Metcash (ASX:MTS).

Rewardle has been formally engaged by Thirsty Camel Queensland to jointly approach and recruit key independent liquor retail outlets operating under the Thirsty Camel brand into a pilot program that represents the initial phase of a broader Service Agreement that will be tested by the pilot.

Subject to evaluation of the pilot and formal sign off, the Service Agreement under consideration would see Rewardle rolled out across over 100 Thirsty Camel branded liquor stores in Queensland.

Weerasooriya said, “The opportunity to work with the Metcash owned Thirsty Camel brand in Queensland positions Rewardle at the heart of Australia’s independent food, grocery and liquor retail eco-system. It has come to us very quickly on the back of the BYO Cellars Service Agreement deal and shows how quickly the traction is building for Rewardle as we enter new sectors”.

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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 7th October 2014 and is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.