

12<sup>th</sup> January 2015

## **Rewardle signs Service Agreement with La Porchetta Italian restaurant chain**

- **Selected as preferred supplier by leading Italian restaurant chain La Porchetta**

Following a competitive selection process involving multiple loyalty technology vendors Rewardle has been selected as the preferred supplier by La Porchetta and entered into a Service Agreement to roll out the Rewardle Platform in approximately 70 restaurants operated under the popular Italian restaurant chain brand.

- **Initial pilot phase to commence at start of February**

The Service Agreement involves an initial 6 restaurant pilot commencing at the start of February and, subject to satisfactory outcomes from the pilot, the Rewardle Platform will be rolled out across the La Porchetta chain (approximately 70 restaurants).

- **Represents more than \$40,000 per annum of recurring revenue following pilot phase**

The use of the Rewardle Platform by La Porchetta beyond the pilot phase will be on standard commercial terms (\$49 per month subscription per restaurant) which will represent more than \$40,000 per annum of recurring merchant subscription revenue.

- **Further validates the Rewardle Platform for the fast growing casual dining sector**

The successful selection of Rewardle by a category leader such as La Porchetta validates the suitability of the Rewardle Platform for use in the fast growing casual dining category.

Following a competitive selection process involving multiple loyalty technology vendors, Rewardle Holdings Limited (ASX:RXH) and La Porchetta Franchising Pty Ltd, the operators of the La Porchetta Italian restaurant brand, have entered a Service Agreement to roll out the Rewardle Platform.

Established in Carlton, Victoria in 1985, La Porchetta celebrates 30 successful years in 2015. Built on a culture of family values, La Porchetta is Australia's largest family-orientated Italian themed casual dining restaurant franchise system.

Subject to successful outcomes from a 6 restaurant pilot scheduled to commence in February, the Rewardle Platform will be deployed across the chain's 70 locations. The use of the Rewardle Platform by La Porchetta beyond the pilot phase will be on standard commercial terms (\$49 per month subscription per restaurant) which will represent more than \$40,000 per annum of recurring merchant subscription revenue.

The La Porchetta Service Agreement compliments the previously announced agreement with Taco Bills, a chain of 35 casual dining Mexican restaurants operating in Victoria, to further validate the suitability of the Rewardle Platform across the rapidly growing casual dining sector.

Rewardle founder and Managing Director, Ruwan Weerasooriya said, "We're looking forward to working with La Porchetta to successfully implement our next generation customer engagement and marketing solution. Signing our highest profile and largest chain deal to date so early in the new year clearly signals that we are carrying the strong growth and momentum from last year into 2015."

**For more information please contact:**

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