

# TOBY'S ESTATE SIGNS ON TO WORK WITH REWARDLE

Iconic Australian specialty coffee roaster backs Rewardle Platform, signs on to use Rewardle in their business and becomes a Channel Partner



- **Toby's Estate using Rewardle at flagship cafes, boosting Rewardle consumer and café sector profile**
- **Toby's Estate channel partnership to present Rewardle to approximately 700 cafés nationally, representing a circa 25% Merchant Network growth opportunity**
- **Selection by a respected industry innovator validates Rewardle's innovative approach to marketing and payments**
- **Continuing to execute on winner takes all strategy. Initial focus on growth and engagement with monetisation to follow**

## **Toby's Estate using Rewardle at flagship cafes**

Toby's Estate is a leading specialty coffee roaster based in Chippendale, Sydney. Established in 1998, Toby's Estate has been at the forefront of Australia's growing love affair with specialty coffee. In 2009 Toby's Estate established a partnership with Cerebos, a leading sauce, spice and coffee manufacturing organisation that includes well known consumer brands such as Gravox, Saxa, Fountain and Mocopan. In recent years, Toby's Estate has expanded internationally with operations in Singapore and New York.

Toby's Estate management has formally authorised the roll out of the Rewardle Platform across all Toby's Estate flagship locations in Sydney, Melbourne and Brisbane. This decision follows a successful 3 month pilot of the Rewardle Platform at the flagship Toby's Estate café that adjoins the Head Office and roastery in Chippendale, Sydney.

The use of the Rewardle Platform in popular, flagship cafes operated by an industry leader such as Toby's Estate, will boost the profile of Rewardle and compliment the Company's efforts with respect to the continued scaling of the Merchant and Member Network.

## **Toby's Estate Channel Partnership to present Rewardle to approximately 700 cafés nationally**

As part of the Channel Partnership established with Toby's Estate, the Rewardle Platform will be offered by Toby's Estate to a national network of approximately 700 cafes that are wholesale customers. The Rewardle Platform will also become part of the broader Toby's Estate's business development offering for new accounts.

The Toby's Estate brand attracts "innovator" and "early adopter" café operators as wholesale clients and as a premium brand, Toby's Estate is selective in working with café owners who reflect their brand values. The profile of Toby's Estate wholesale customers aligns strongly with Rewardle's target market of local merchants who are focussed on quality and customer service, and who embrace innovation to establish a competitive advantage.

To place the scale of Toby's Estate's Channel Partnership in context within the Australian coffee industry the Company wishes to highlight that Toby's Estate's wholesale client base represents approximately 2x the scale Gloria Jean's Coffee, one of Australia's largest coffee chains that was recently acquired by Retail Franchise Group (ASX:RFG).

In comparison to the scale of Rewardle's Merchant Network as at 31 December 2014, Toby's Estate's 700 wholesale clients represents a growth opportunity of approximately 25%.

## Selection by a respected industry innovator validates Rewardle’s innovative approach

As a pioneer and leading edge operator in the fast growing specialty coffee roasting sector, Toby’s Estate is looked to and followed by the broader coffee industry.

While Rewardle is already highly active and engaged with the coffee/café sector, the non-exclusive Channel Partnership with Toby’s Estate will provide valuable momentum that will attract others in the industry to more proactively engage with the Company.

The Channel Partnership model that has been implemented with Toby’s Estate can be readily applied to other operators in the coffee industry and more broadly to others supplying local businesses in other sectors.

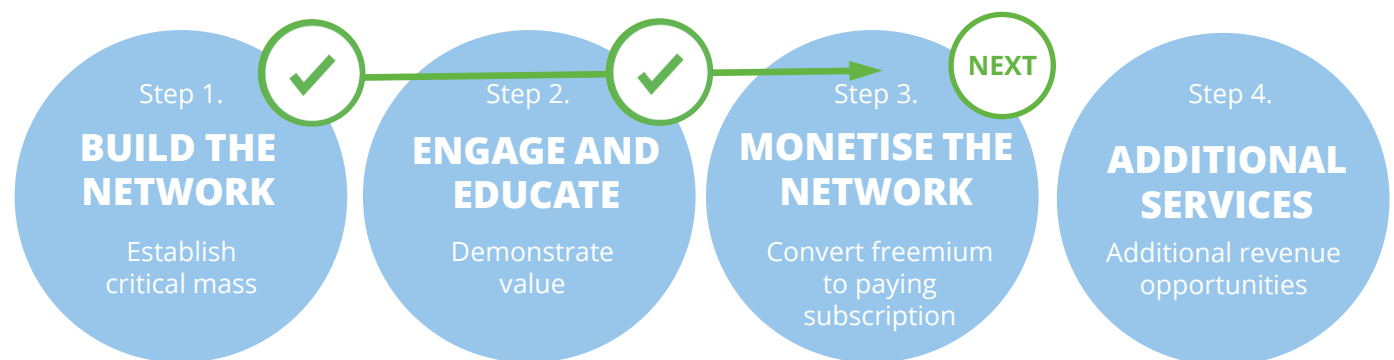
The Company has a number of existing Channel Partnerships of a similar nature and an active pipeline of opportunities that will be announced as they are formalised.

## Continuing to execute on winner takes all strategy. Initial focus on growth and engagement with monetisation to follow

The Toby’s Estate Channel Partnership is part of the Company’s stated strategy of initially focussing on Merchant and Member Network growth with monetisation to follow.

Implementing Channel Partnerships with leading industry players across sectors validates the Rewardle Platform and augments the existing business development efforts of the Company to drive Merchant and Member Network growth and engagement.

Management following a simple and proven plan to success



# ABOUT REWARDLE HOLDINGS LIMITED

## ASX: RXH

Rewardle Holdings Limited (Rewardle) is a marketing technology service provider to local SME merchants, small to medium size chains and Enterprise clients.

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.

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.

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