

HELLO WORLD, WE ARE REWARDLE

A marketing business designed for our networked world

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Due to rounding, numbers presented throughout this and other documents may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures.

ASX:RXH

North American average valuation per Merchant more than 5x greater

There is potential for valuation to match North American peers once the Rewardle Network has developed scale and is being monetised

CORPORATE OVERVIEW

Description	Shares	Options @ 20c	Performance Options @20c
Currently on issue	116,000,000	24,375,000	15,000,000

Market Cap (@ \$0.26 – undiluted)	~\$30M
Cash	~\$2.2M (as at 31 Dec 14)
Enterprise Value	~\$28M
Board Ownership	~76%

Peer Companies	Year Founded	Year Listed	Approx. No. of Merchants	Current Approx. Value per Merchant
Yelp (NYSE)	2004	2012	86,000+	US\$38,000
Open Table*(Nasdaq)	1998	2009	30,000+	US\$82,000
Grub Hub (Nasdaq)	2004	2014	31,500+	US\$68,000
Rewardle (ASX)	2012	2014	2,857	A\$10,500

* Open Table was acquired by Priceline and numbers are from that point in time

All merchant values are approximates from publicly available information accessed during January 2015



Email
Marketing



Social Media



Mobile
Marketing



Analytics

REWARDLE IS A CUSTOMER RETENTION MARKETING SOLUTION

Increasing customer retention rates by 5% increases profits by 25% to 95%

- *Bain & Co. with HBR*

80/20 rule, 80% of your business comes from 20% of your customers

- *Pareto Principle*

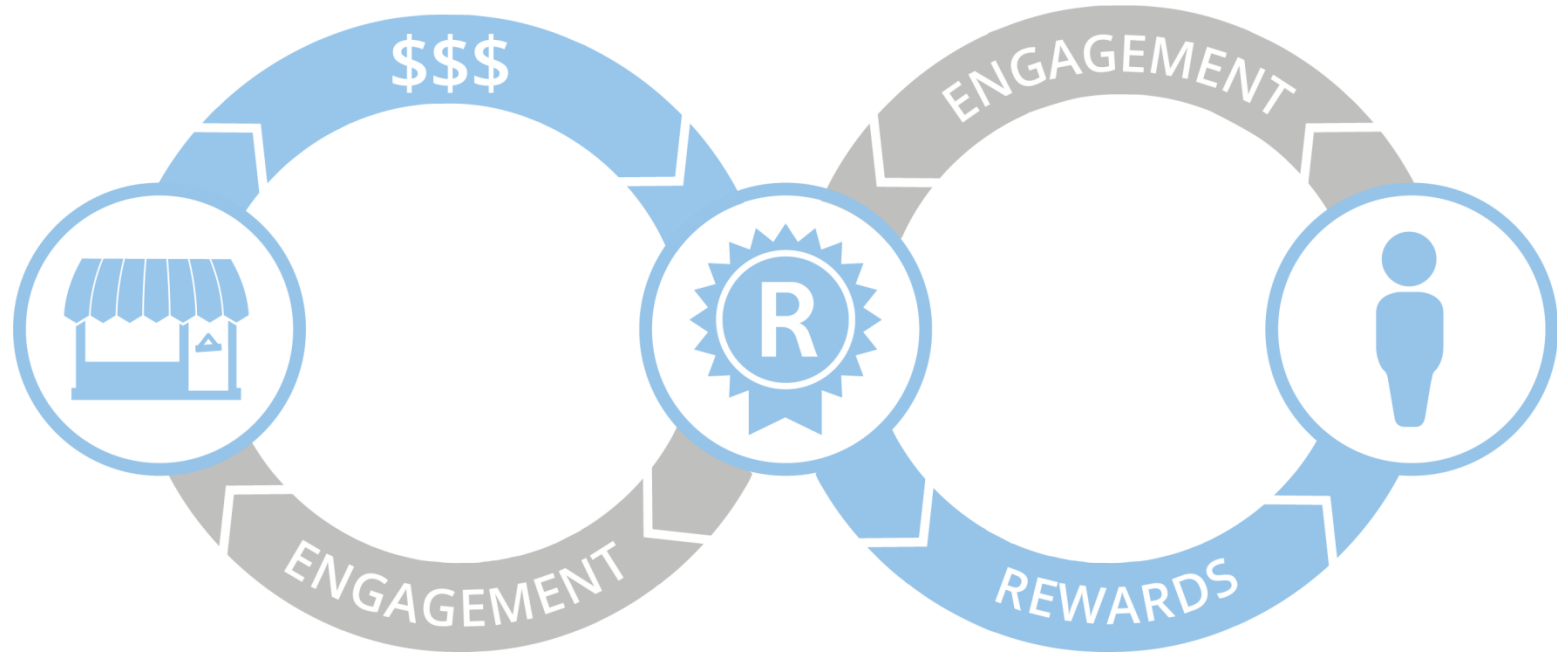
The probability of selling to an existing customer is 60 – 70%. The probability of selling to a new prospect is 5-20%

- *Marketing Metrics by Prof Paul Farris*

It costs 6-7 times more to acquire a new customer than retain an existing one

- *Bain & Co.*

REWARDLE IS A SOCIAL NETWORK THAT CONNECTS CONSUMERS WITH THEIR FAVOURITE LOCAL BUSINESSES BASED ON TRANSACTIONS

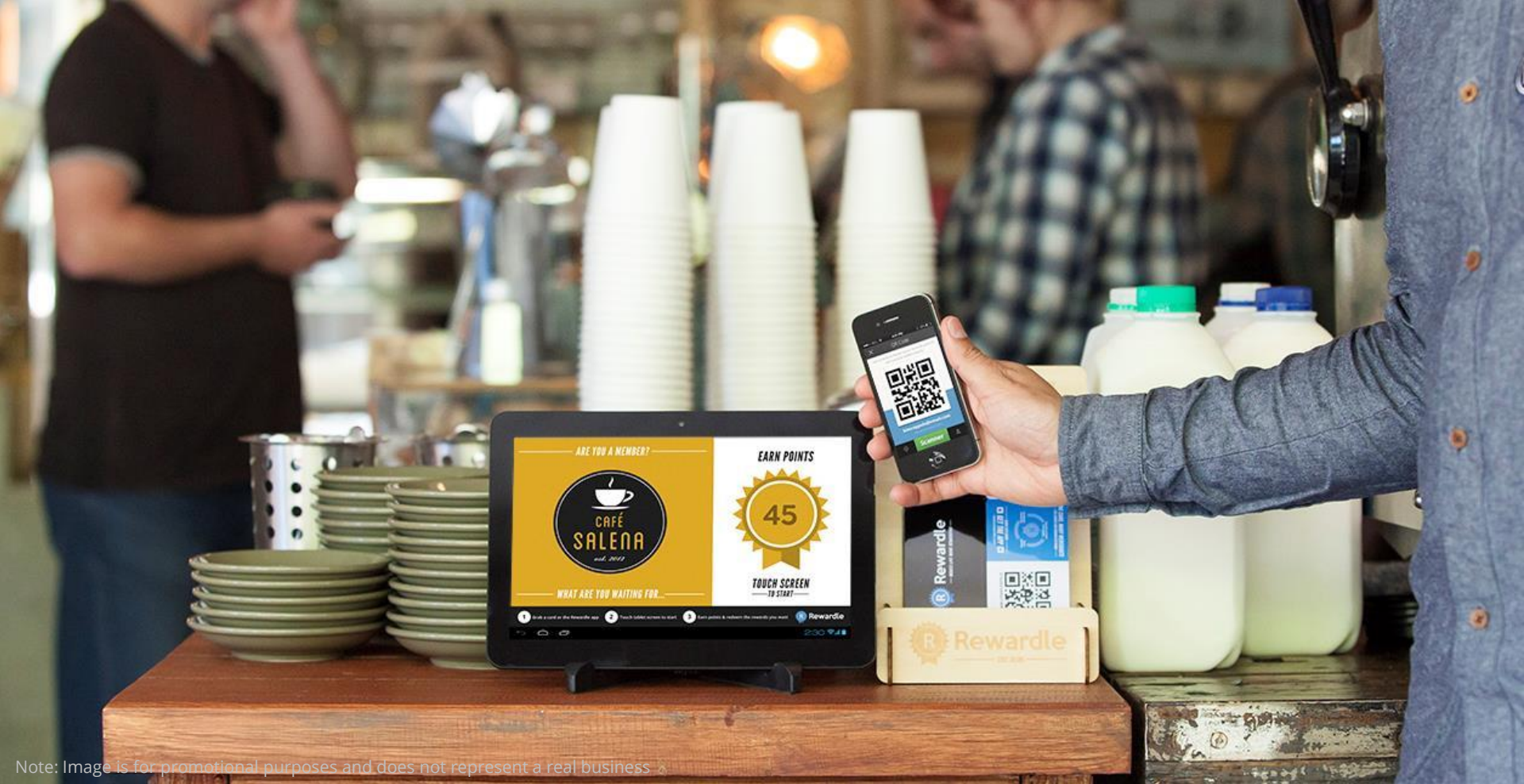


A platform designed for a future where marketing and communications is networked, intelligent and transactional



Note: Image is for promotional purposes and does not represent a real business





Traditionally this is what local merchants do to try and drive business on a hot day...



With Rewardle, local merchants can use Big Data analysis to reach out to existing customers to drive purchases

Home / Foodservice / News /

Cafe loyalty platform drives cold drink purchases over summer

17 January, 2014 Brea Carter 0 comments



Membership, points and rewards service company Rewardle is helping business owners retain customers during the summer months through email, social and mobile blast that offer cold drinks.

Suspicious that the sweltering heat was discouraging customers from purchasing their daily coffee, the team at Rewardle analysed its check-in data, only to find that there was a substantial drop off in check-ins at cafes that use their system.

Rather than push for customers to purchase a hot beverage, Rewardle suggested that business owners communicate information about their cold drink offerings including iced coffee, iced tea and iced chocolates.

Rewardle's system operates much like a digital version of the "buy 9, get 1 free" paper punch card, where customers use either a card or smartphone app to check-in on a tablet located



Rewardle is encouraging cafe owners to communicate information about their cold drink offerings over summer after it found coffee sales were on the decline. Image: Rewardle

Latest from Foodservice

Perth CBD food truck trial commences

Canberra restaurant morally opposed to killing cockroach infestation

Melbourne café fined \$110,000 for paying employees \$8 per hour

Rewardle brings in data insights to help cafés cope with heat

Coffee loyalty startup saw lower sales of hot drinks during heatwave

A coffee loyalty start-up has tapped its data in Melbourne to help small cafés adapt their marketing to the summer heat.

Rewardle is an electronic coffee loyalty program that lets customers earn points for buying beverages. Members check in to cafés on a tablet at the counter, using either a card or an app on their smartphone.

During a summer heatwave in Melbourne, with temperatures up around 40 degrees Celsius, Rewardle noticed cafés in its loyalty program were selling fewer coffees. The company's data showed a 17 per cent drop off in check-ins at cafés using Rewardle, indicating regular customers were avoiding hot drinks as they attempted to stay cool.

Rewardle responded by proactively suggesting to its merchants that they reach out to customers by email, social or mobile with offers for iced coffee, iced tea and other cold drinks.

The next day, merchants began to sell double to triple the number of cold beverages, according to anecdotal feedback, said Rewardle CEO, Ruwan Weerasooriya.

"This is typically the type of campaign managed by a sophisticated marketing team for chains like Starbucks," he said. "Our aim is to play this role for the little guys out there."

"By empowering café owners to create a digital connection with their customers through our membership, points and rewards system we were able to help them reach out to customers during the heatwave and entice them in with a highly contextual, targeted offer."

Rewardle, which recently added the ability to pay for coffee with a prepaid or gift card, is now looking to add a way for customers to order pre-order coffee either online or through the mobile app. The feature is similar to what's offered by Sydney start-up and PayPal partner, Beat The Q.

Source: <http://www.hospitalitymagazine.com.au/food/news/cafe-loyalty-platform-drives-cold-drink-purchases>

Source: http://www.cmo.com.au/article/536060/rewardle-brings_data_insights_help_caf_cope_heat/

USING REWARDLE BENEFITS BOTH MERCHANTS AND MEMBERS



Email
Marketing



Social
Media

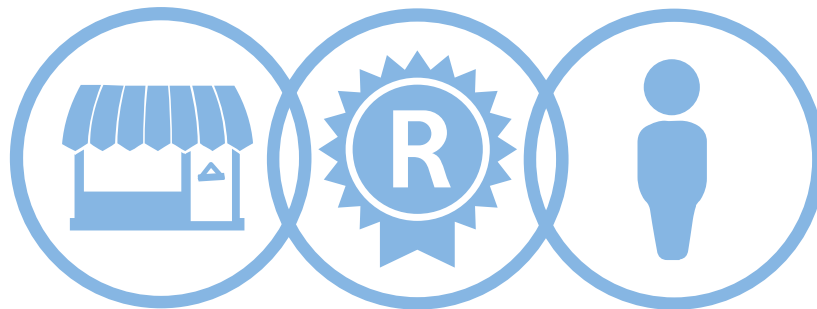


Mobile
Marketing



Analytics

Merchant Benefits



Member Benefits



Choice of Reward



Points secured
in the cloud



One membership
for many places



Exclusive Member
Specials

INVESTMENT THESIS

Macro technology trends are disrupting the media and marketing sector, representing potentially massive opportunities for new business models

WHERE HAVE WE BEEN, AND WHERE ARE WE GOING...

WEB 1.0

WEB 2.0

WEB 3.0

YAHOO!

1994

1995

craigslist

Linked in

2003

facebook

You Tube

2005



2006



2009

Instagram

2010



2012

2015

Flat Directories

Consumer
Generated Content

Mobile and Intelligent

Note: Rewardle is not affiliated with nor endorses companies shown. Use of their logos is for illustrative purposes only



Rewardle
— Holdings Limited —

MACRO TECHNOLOGY TRENDS ARE DISRUPTING TRADITIONAL BUSINESS MODELS AND CREATING BILLION DOLLAR COMPANIES



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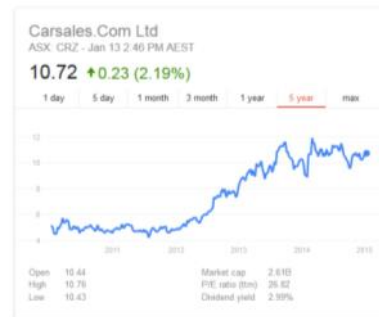
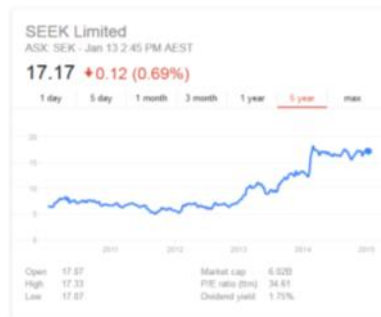
MACRO TECHNOLOGY TRENDS ARE DISRUPTING THE MEDIA AND MARKETING SECTOR



Creating unprecedented marketing and communications opportunities by incorporating trust, analysis, automation and customisation based on individual preferences and context

MEDIA AND MARKETING IS EVOLVING

Traditional Media Vs Digital Media



Note: Rewardle is not affiliated with nor endorses companies shown. Reference is for illustrative purposes only.
Data taken from publicly available sources as at 13/1/15

SENSIS – WHERE HAS THE LOCAL AREA MARKETING VALUE GONE?

"Until now we have been operating with an outdated print-based model - this is no longer sustainable for us, **our future is online and mobile...**"

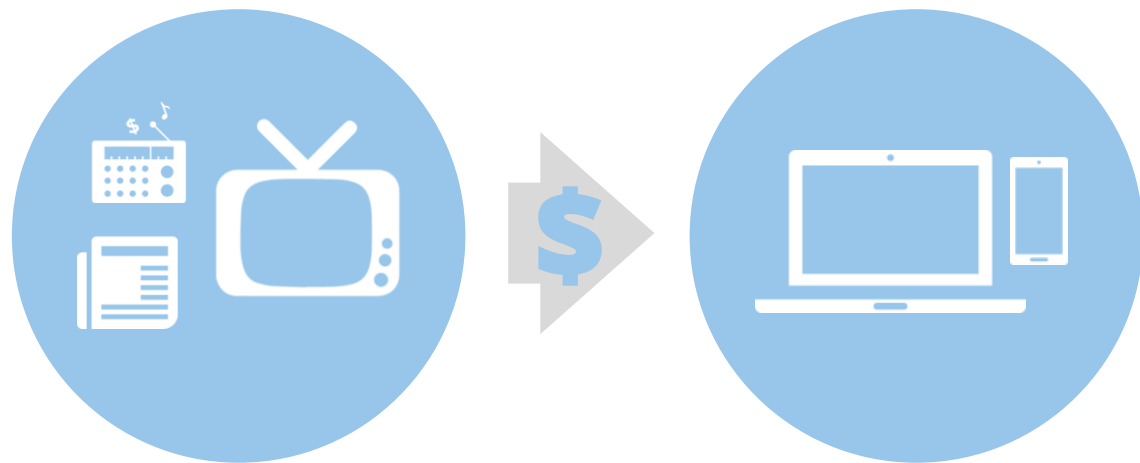
- John Allan (Sensis CEO)
Feb 2013



Source: <http://www.zdnet.com/article/telstra-traces-decline-of-golden-egg-sensis-to-gfc-and-google/>

Source: <http://www.smh.com.au/business/better-service-offshore-telstra-20130221-2esmj.html>

PWC AUSTRALIAN ENTERTAINMENT & MEDIA OUTLOOK 2014-2018

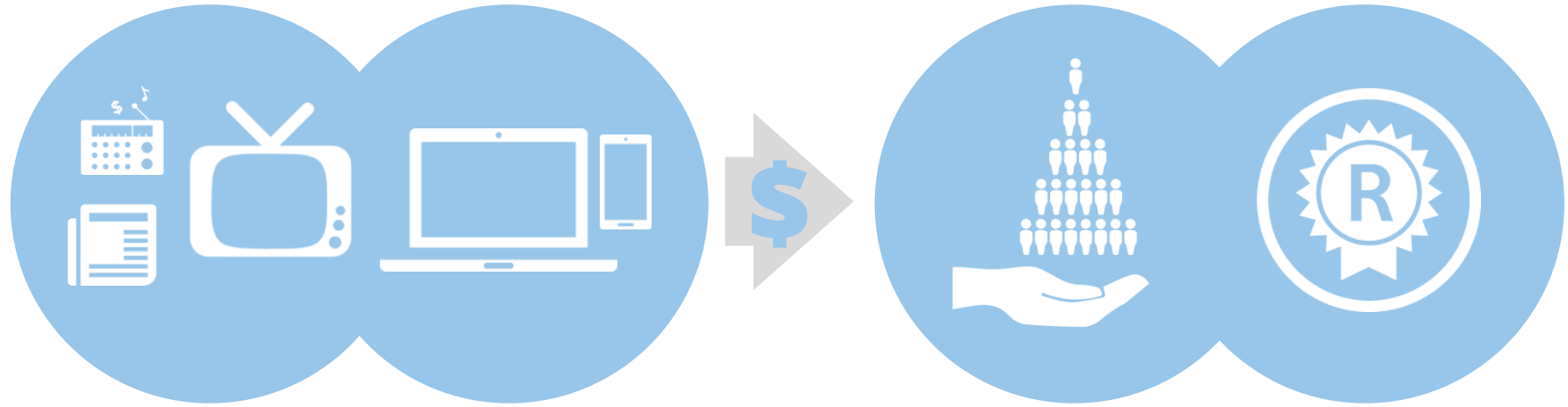


Key Highlights

Advertising spending to reach \$14.4 billion by 2018, a compound annual growth rate of 3.1 percent

By 2018 internet advertising will be largest advertising sector, reaching \$5.7 billion.

PWC AUSTRALIAN ENTERTAINMENT & MEDIA OUTLOOK 2014-2018



Marketing spend shifting from advertising to “owned” channels

"Digital and social media channels have driven this trend by diluting the reach of traditional platforms, and making it easier for brands to access their audience directly."

- Megan Brownlow, Editor of PwC's Australian Entertainment & Media Outlook.

REWARDLE BUSINESS MODEL

Clear short term revenue model,
additional opportunities developing as Merchant and Member Network scales

A NEW MEDIA AND MARKETING MODEL

Key elements of model

Backed by macro technology trends

Powered and protected by network effects

Disrupt billion dollar sectors



A Network Effect driven Platform



Local
Area Marketing

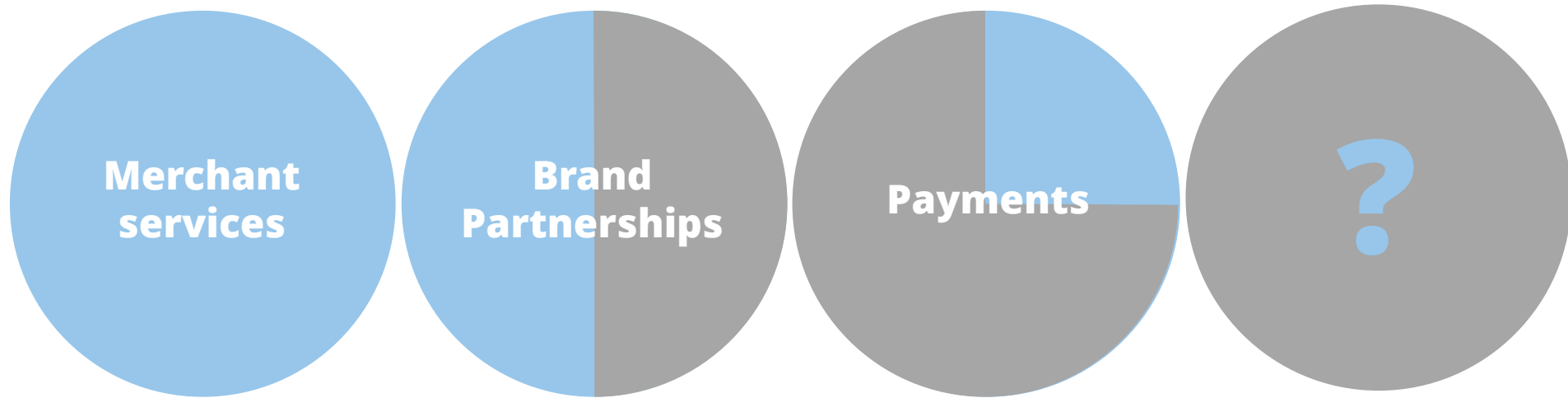


Points
and Rewards



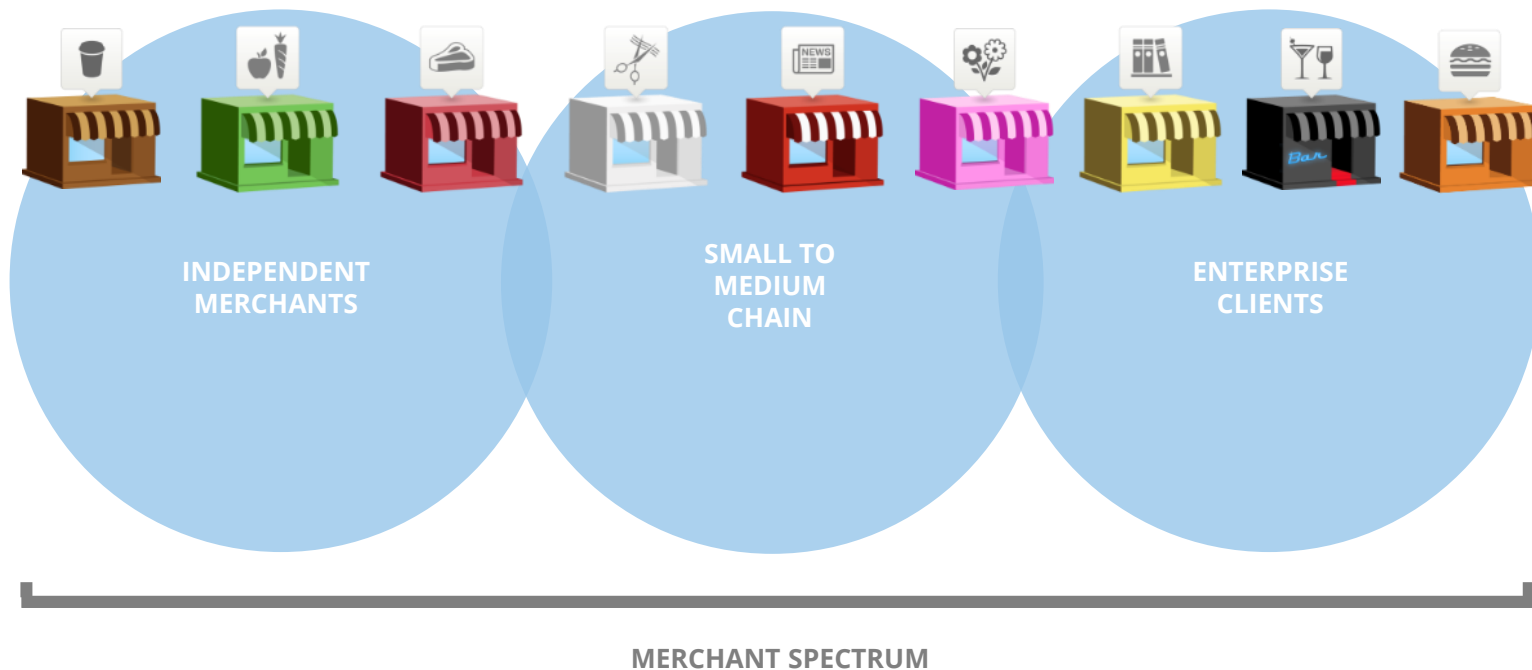
Ordering
and Payments

MAKING PROGRESS DEVELOPING MULTIPLE REVENUE STREAMS

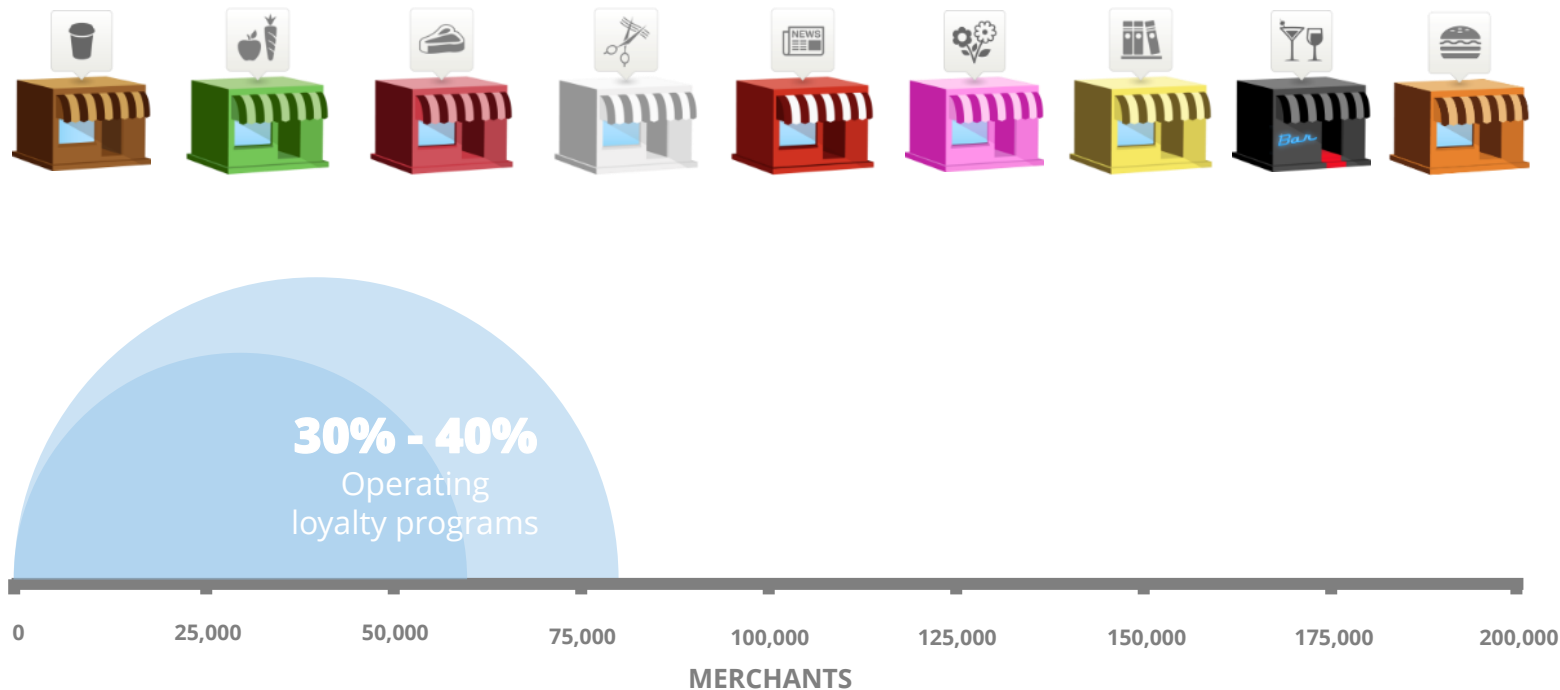


As the Merchant and Member Network develops, additional commercial opportunities are emerging , particularly with respect to application of the transactional and behavioural data associated with the Rewardle Platform

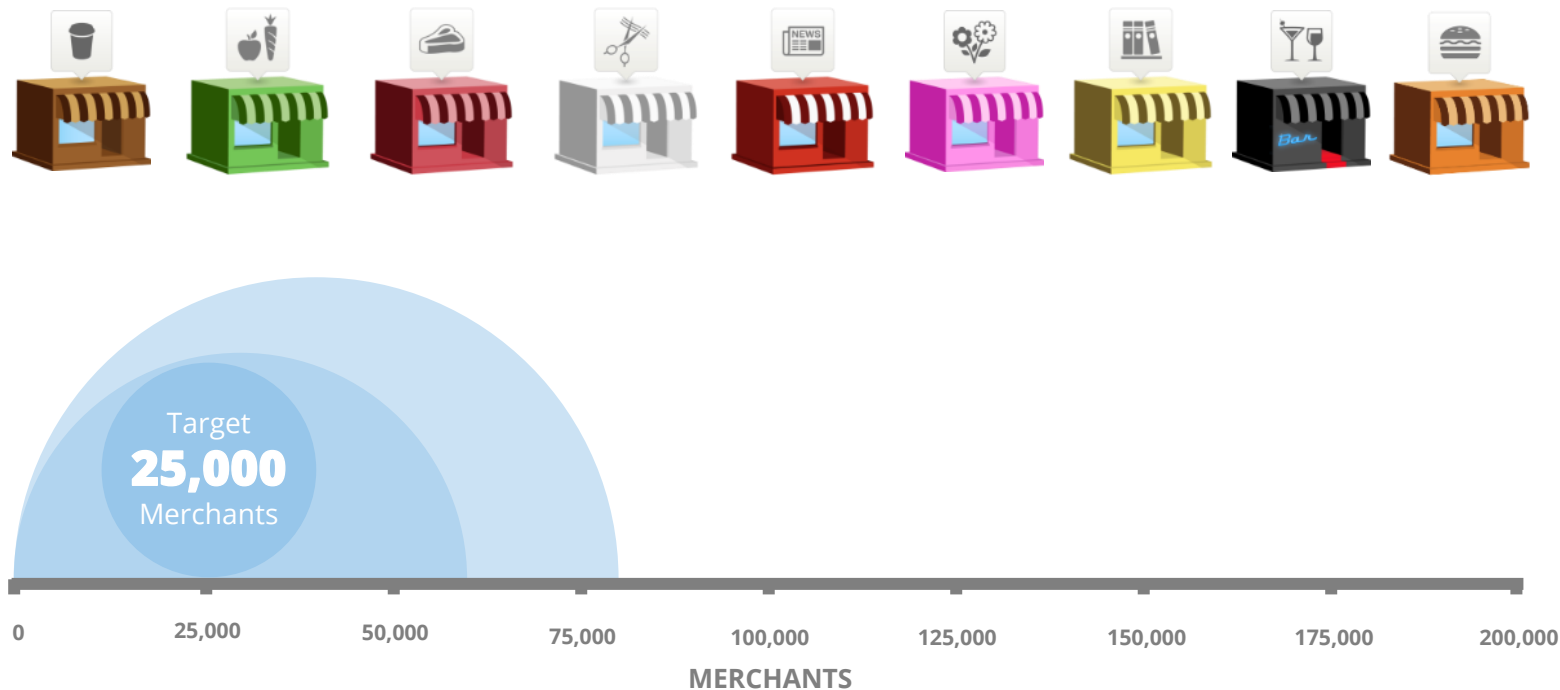
LARGE ADDRESSABLE MARKET OF UP TO 200,000 MERCHANTS



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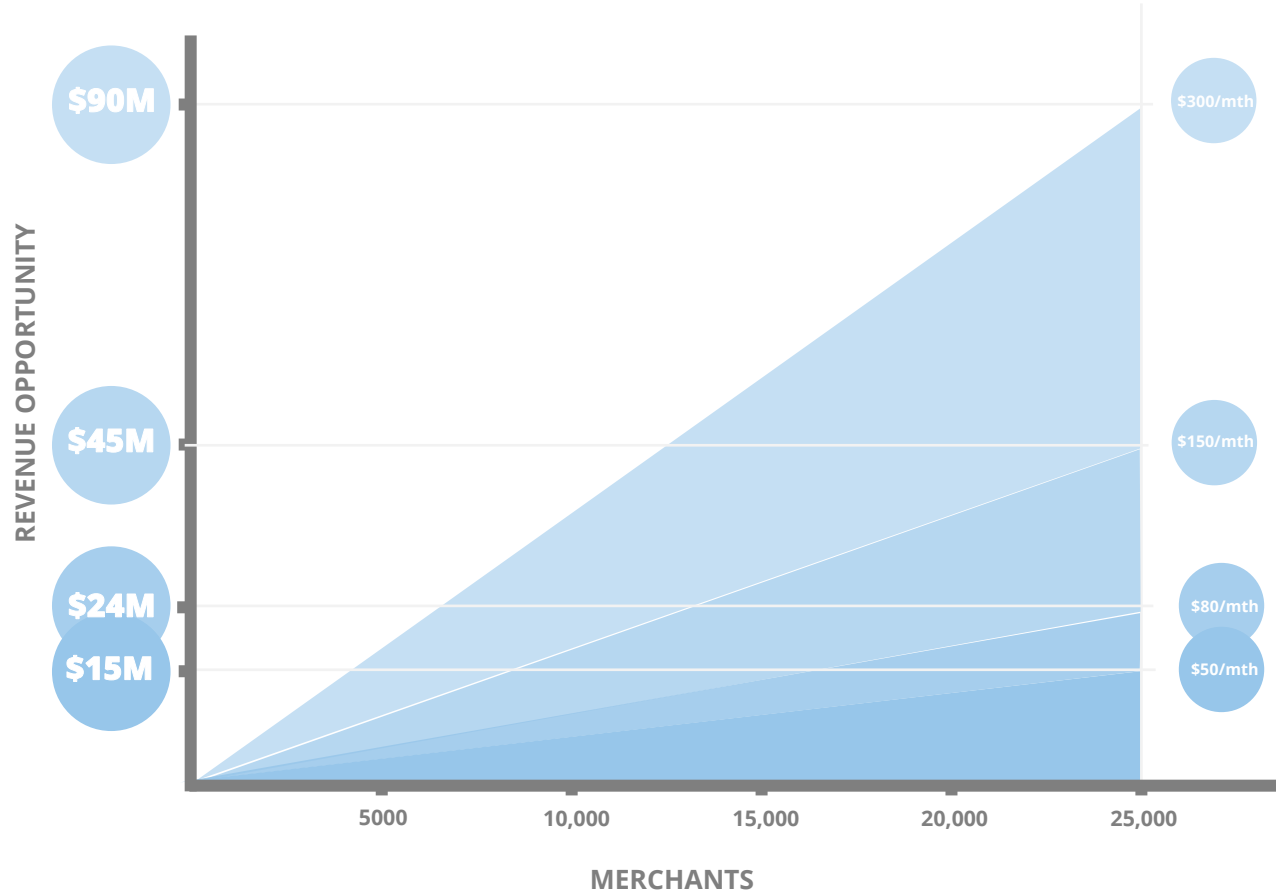


Potential revenue scenarios

\$300/month represents 25% of SMB marketing budget

- Yellow Social Media Report 2013

TARGET = 25,000 MERCHANTS



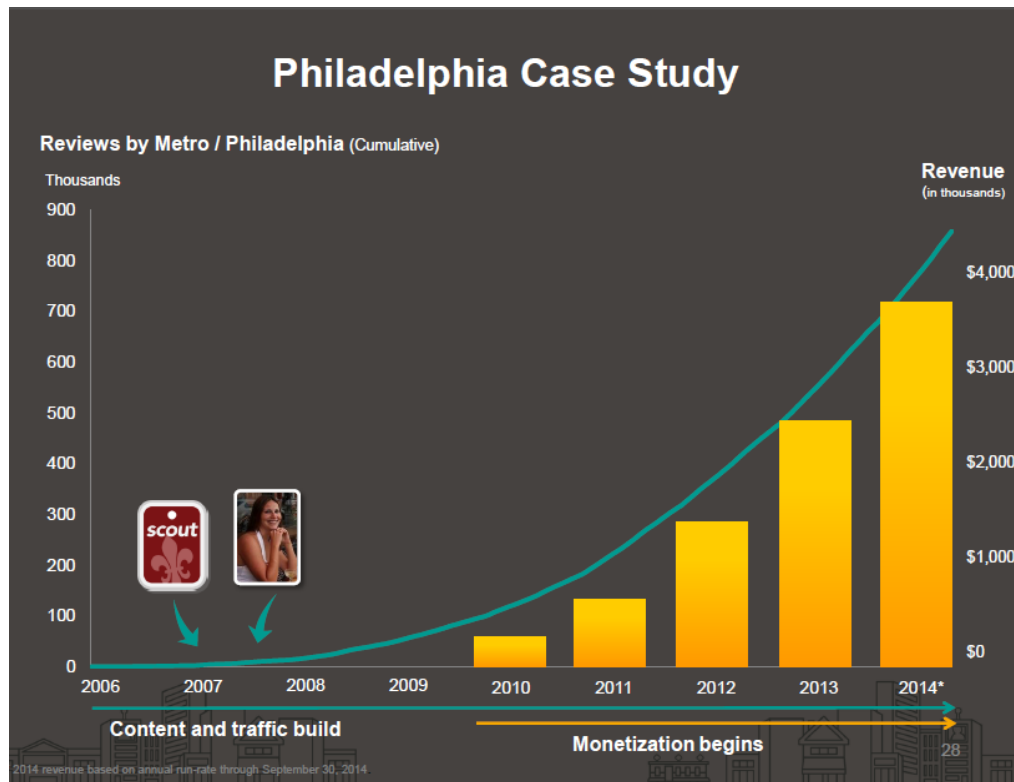
YELP HAS PROVEN THE LOCAL SPEND VALUE

Top end scenario has been proven in local focused digital marketing model

Yelp = Web 1.0 – 2.0

Yelp avg revenue/merchant PA
= \$3,700 (Approx as at Sept 14)

Rewardle = Web 3.0



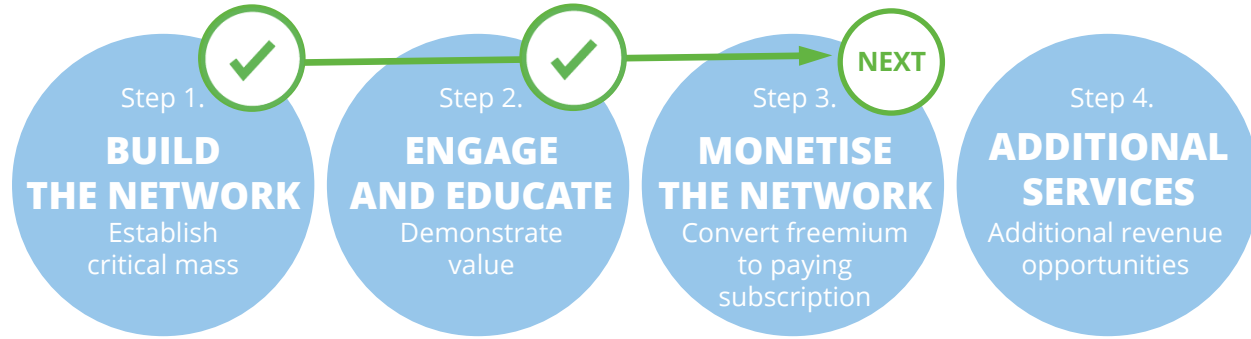
Source: Yelp's Q3 2104 Investor Deck

WINNER TAKES ALL STRATEGY

Enhancing early mover advantage and Network Effect,
establishing a substantial barrier to entry and platform for future revenue generation

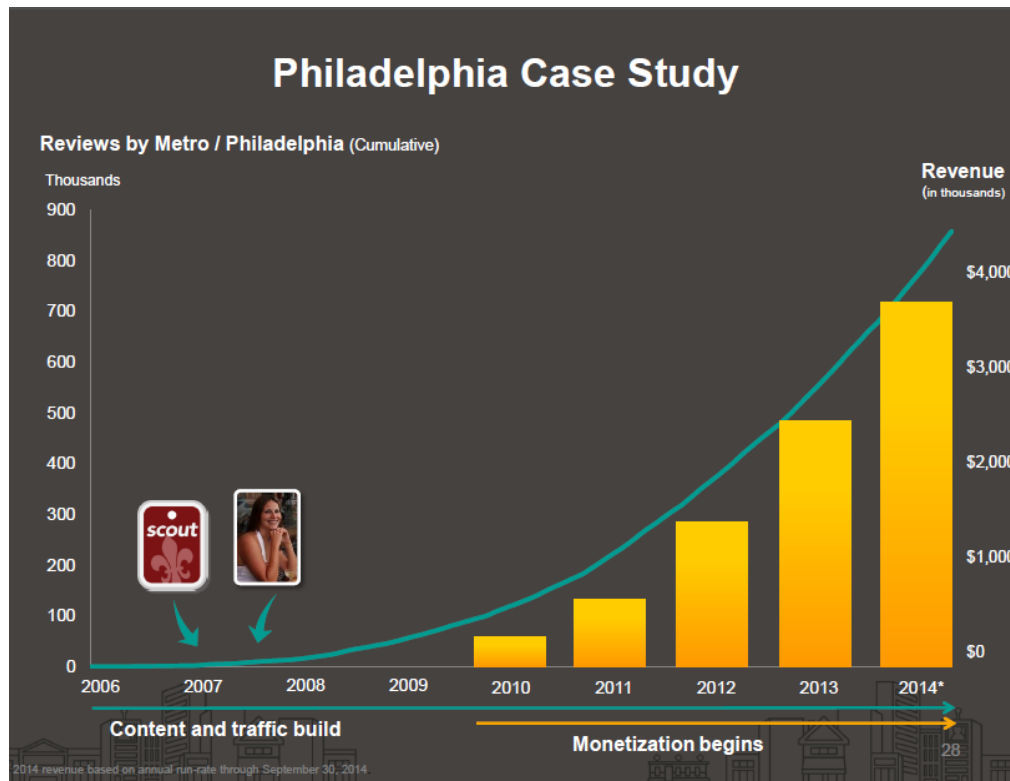
MANAGEMENT FOLLOWING A SIMPLE AND PROVEN PLAN TO SUCCESS

Growth first to prime for revenue to follow



MANAGEMENT FOLLOWING A SIMPLE AND PROVEN PLAN TO SUCCESS

Yelp example,
growth first to prime
market with revenue
following



Source: Yelp's Q3 2104 Investor Deck

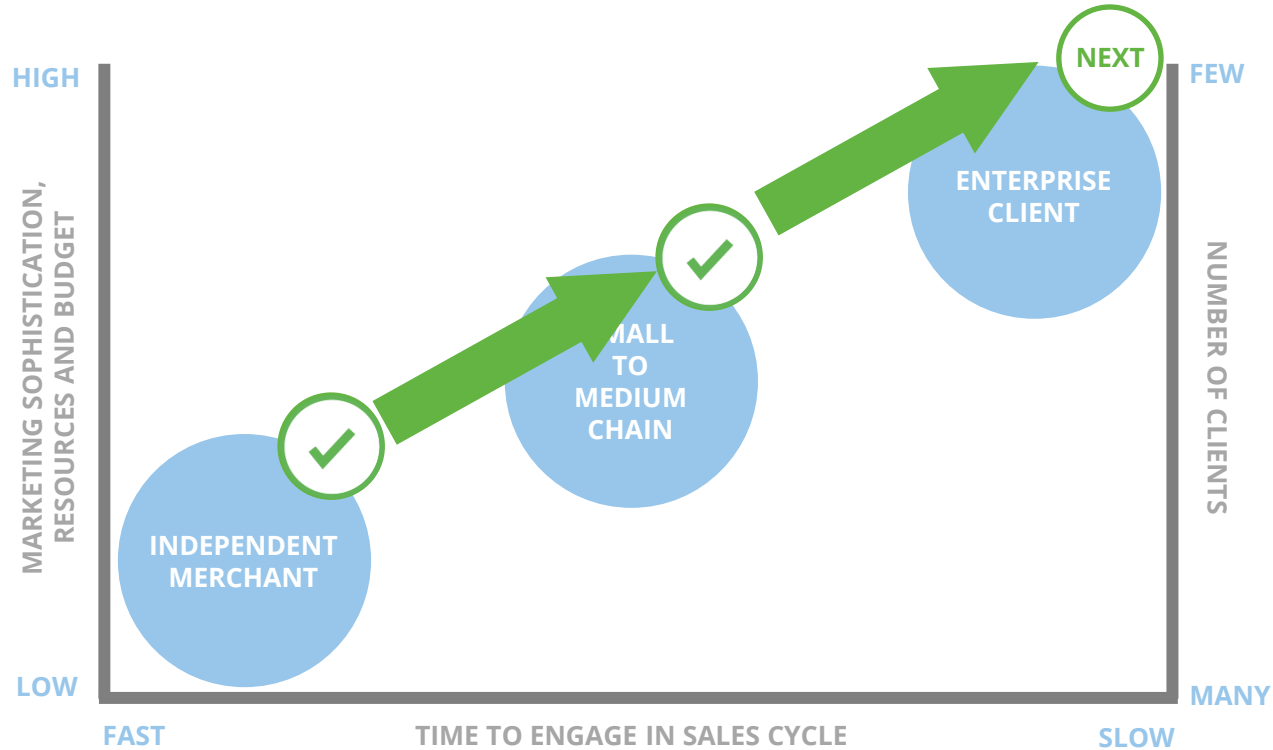
STRATEGY TO DOMINATE THE HIGH ST

Rewardle is successfully executing a bottom up strategy

Independent's leading to Small to Medium Chains

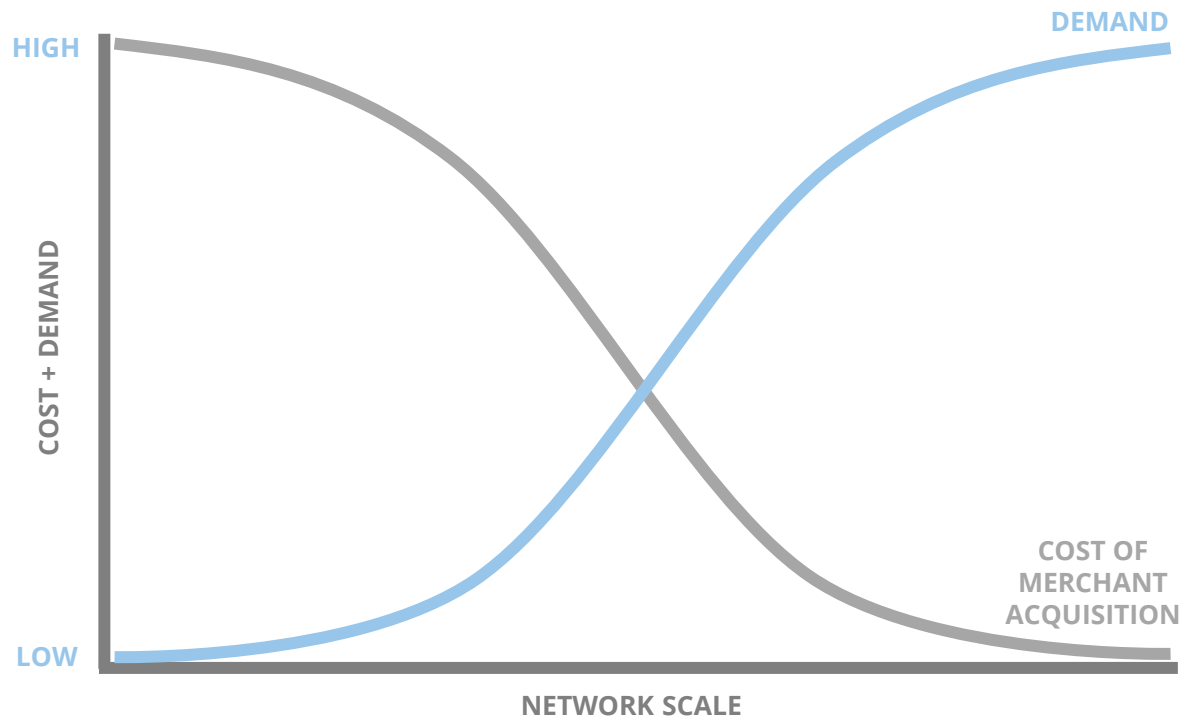
Small to Medium Chains lead to Enterprise Clients

Enterprise Edition closes the loop on the High St



BUILDING INBOUND MERCHANT DEMAND, ON PATH TO CRITICAL MASS

As Network Effect builds,
demand develops and
cost of merchant
acquisition falls



BUILDING TRACTION

Priming for revenue by building Merchant and Member Network scale and engagement

MERCHANTS JOINING FAST

Merchants

80%

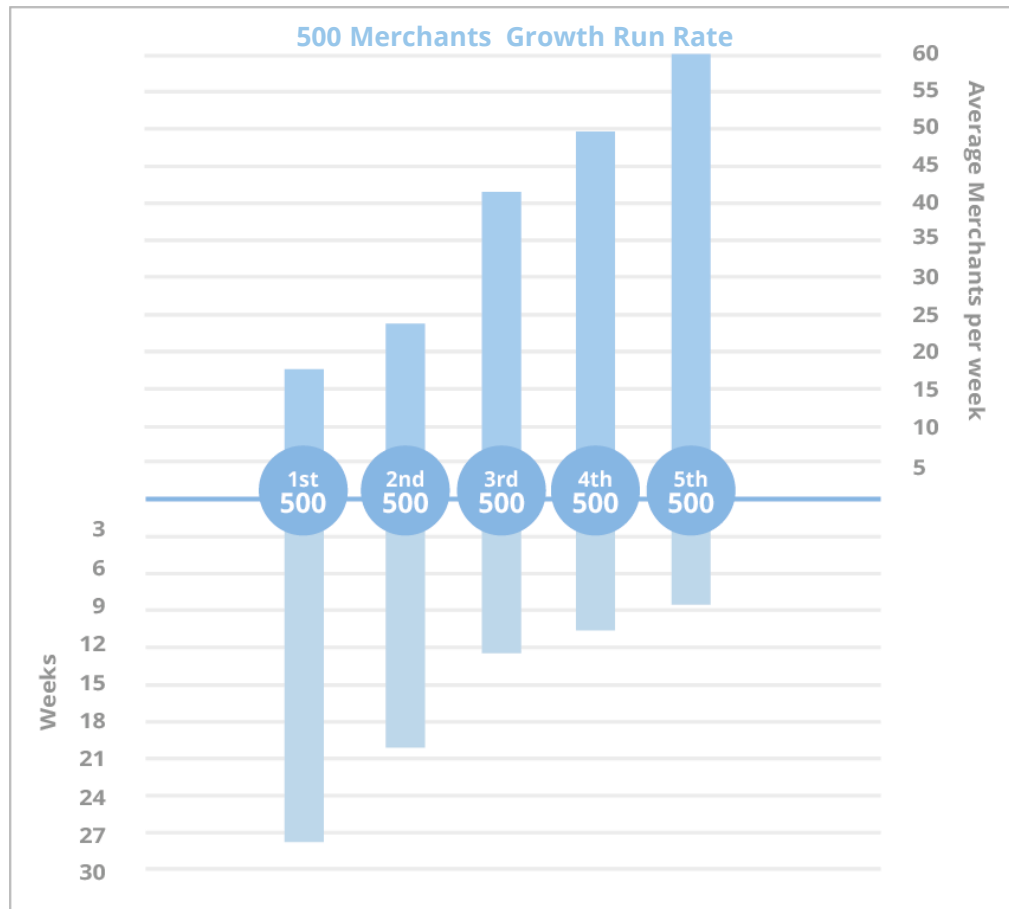
HY Growth

2,857

merchants as at 31 December 2014

1,537

merchants as at 30 June 2014



MEMBERS JOINING FASTER

Members

103%

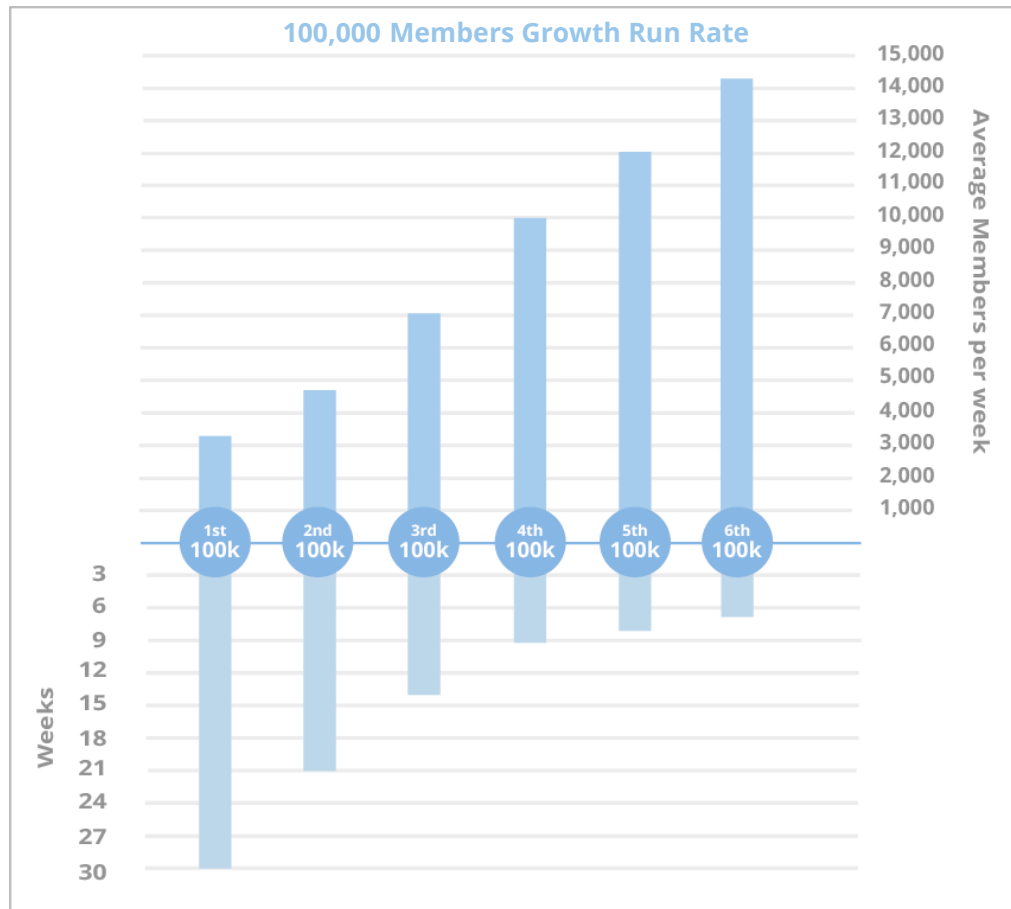
HY Growth

610,000+

members as at 31 December 2014

300,000+

members as at 30 June 2014



USING REWARDLE MORE AND MORE

Check-ins

132%

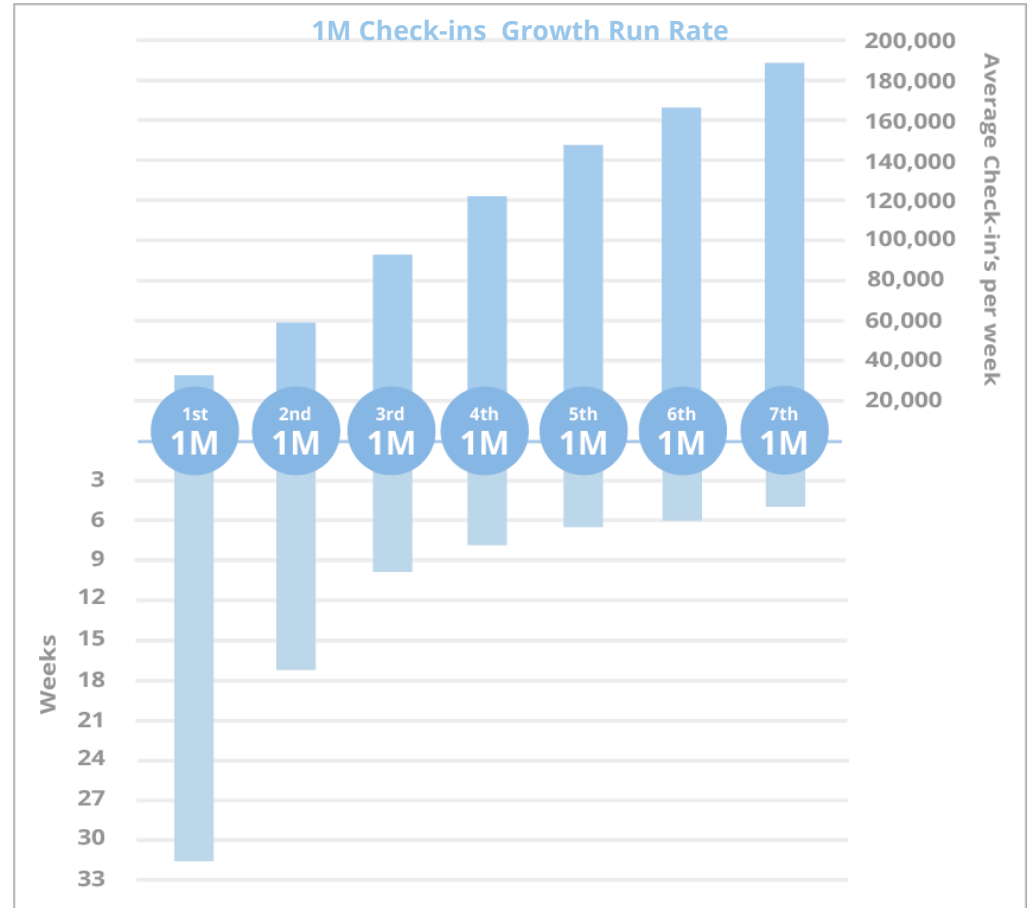
HY Growth

7.9M

check-ins as at 31 December 2014

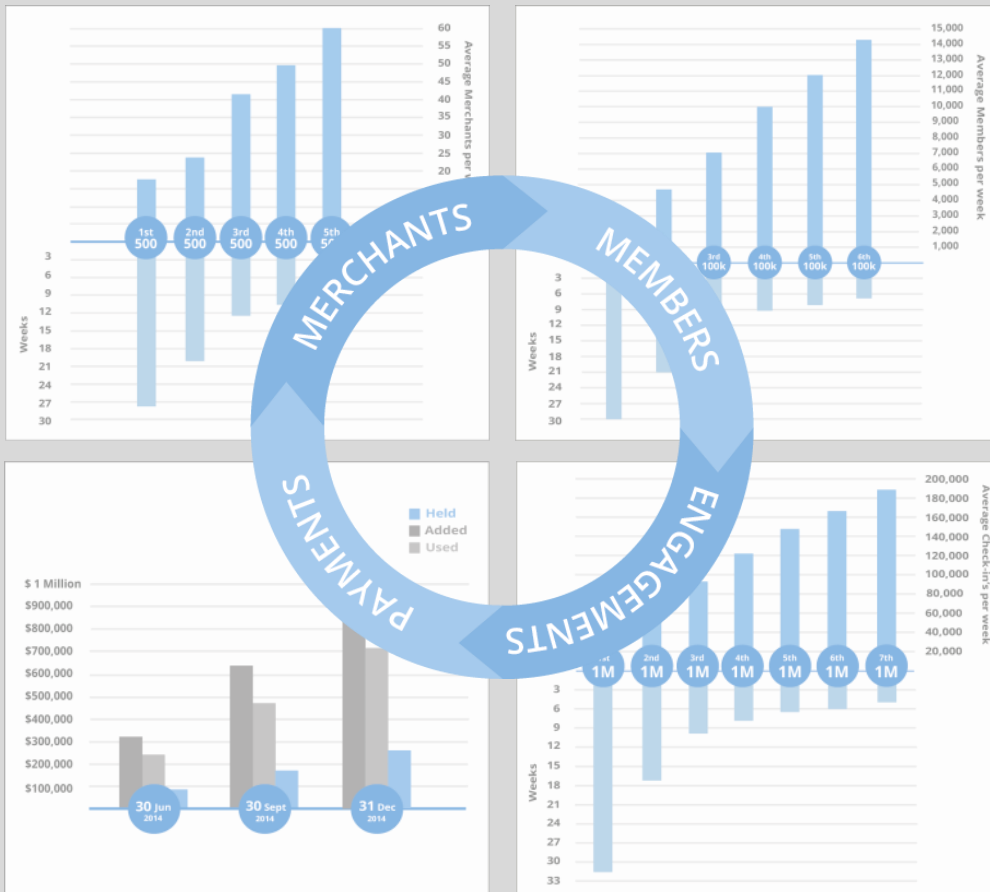
3.4M

check-ins as at 30 June 2014



Network Effect taking hold and driving consistently accelerating growth

DEVELOPING A FLYWHEEL EFFECT

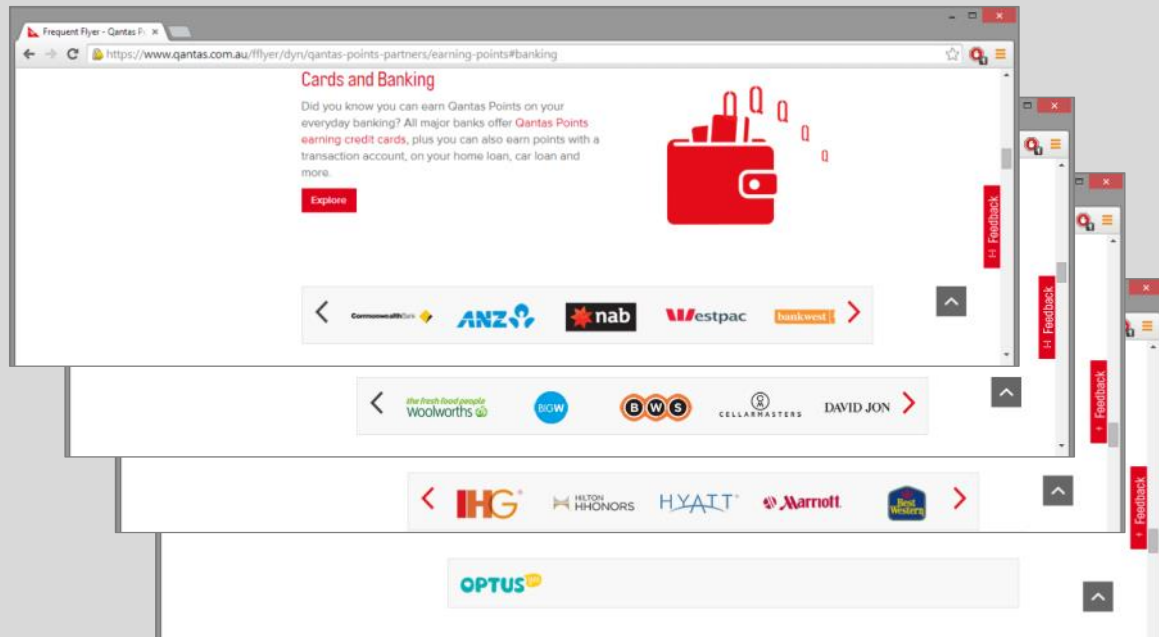


POTENTIAL FOR ADDITIONAL HIGH MARGIN REVENUE STREAMS

As Merchant and Member Network scale develops,
green shoots are emerging for additional revenue opportunities

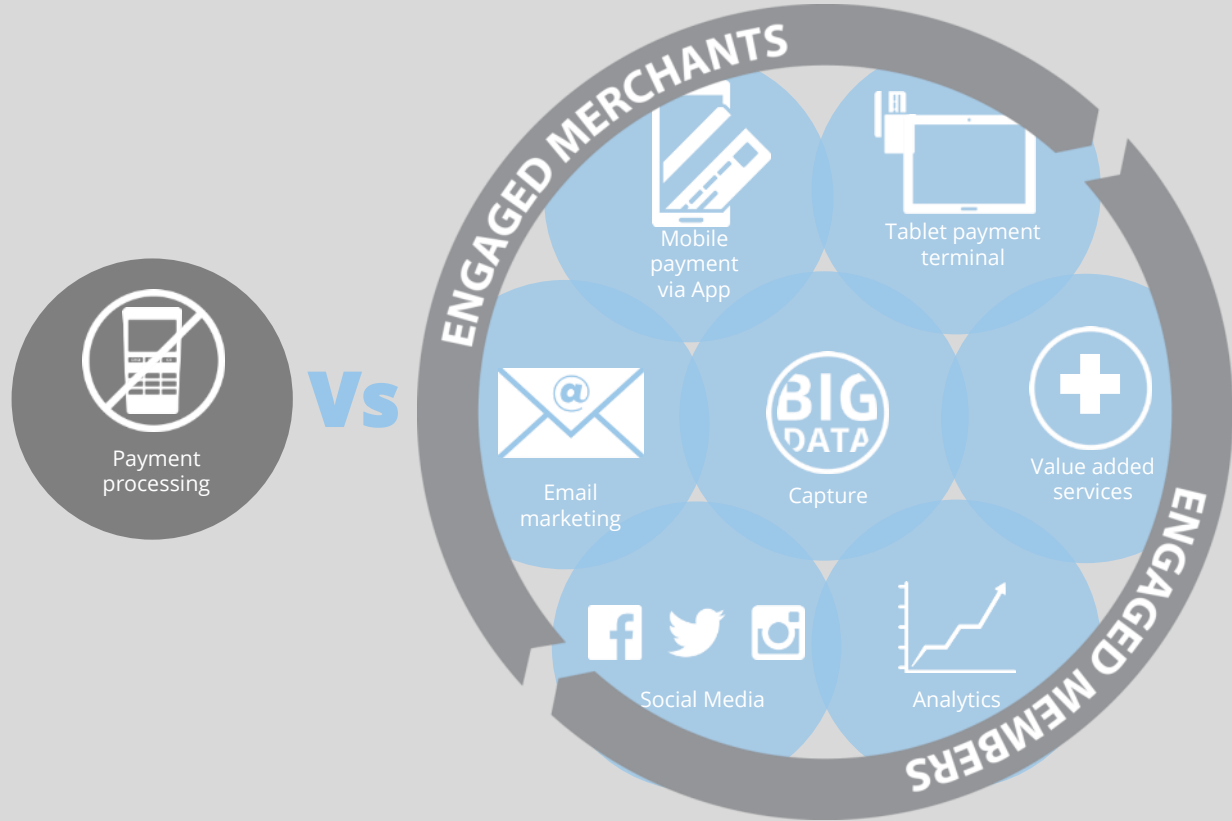
BRANDS PURCHASE POINTS AND DISTRIBUTE TO CUSTOMERS AS MARKETING CURRENCY

Rewardle is creating an opportunity to develop a hyper-local points currency



AS PAYMENTS COMMODITISE, VALUE ADDED SERVICES WILL MATTER

Rewardle's commerce based social network could be disruptive to the traditional payments sector



PAYMENTS MODEL DEVELOPING

Prepaid Added

As at
30 Jun 2014

\$334,301

\$982,372

As at
31 Dec 2014

Prepaid Used

As at
30 Jun 2014

\$242,005

\$720,310

As at
31 Dec 2014

Prepaid Held

As at
30 Jun 2014

\$92,296*

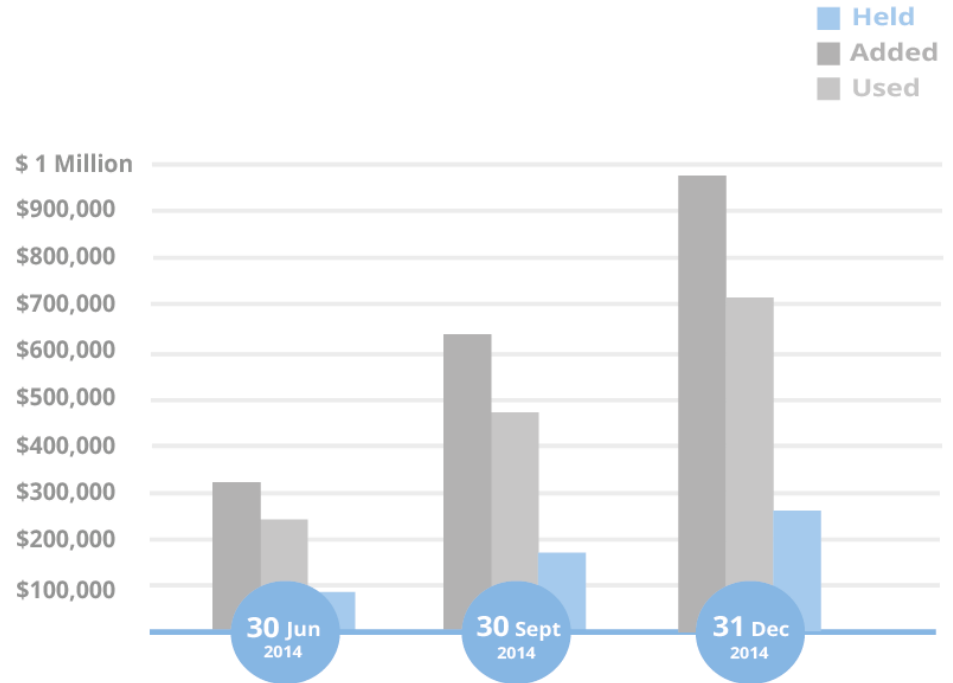
\$262,061

As at
31 Dec 2014

184%*

HY Growth

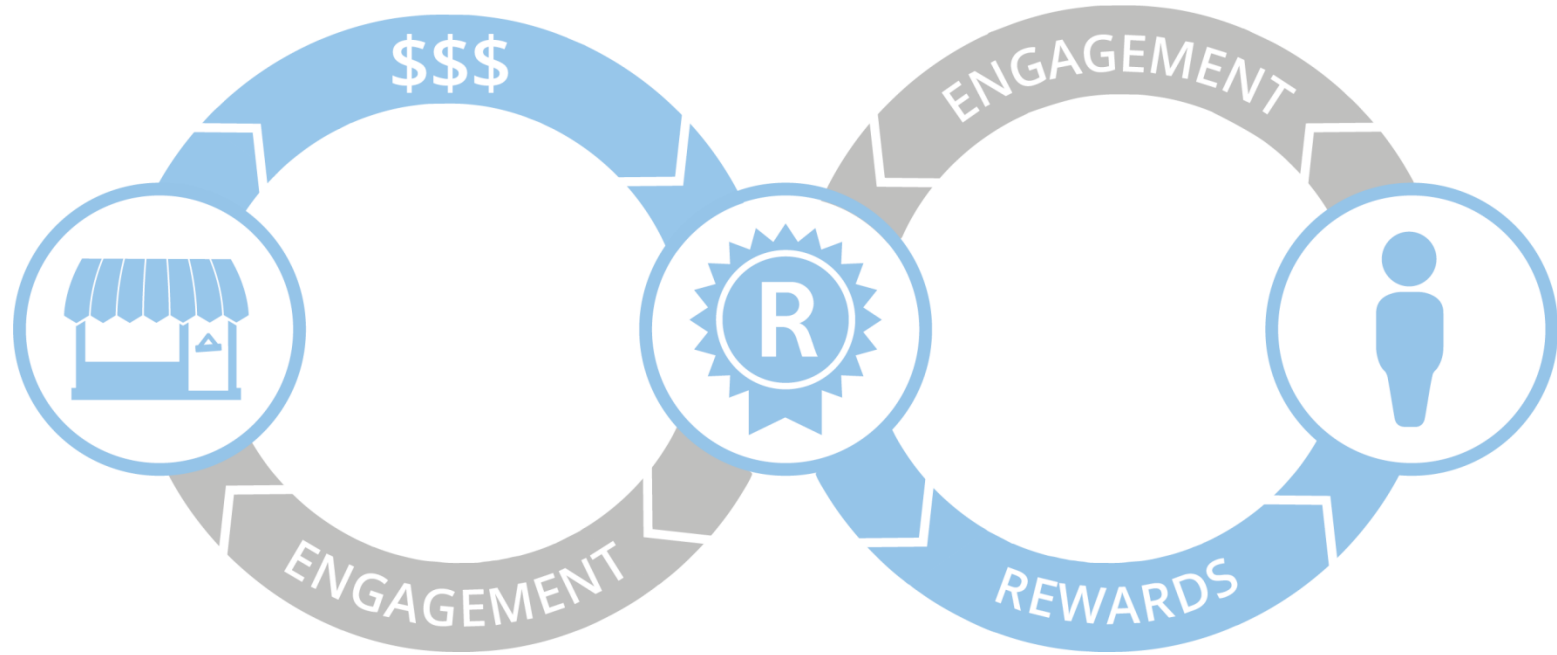
Cumulative Prepaid Credit



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A platform designed for a future where marketing and communications is networked, intelligent and transactional

THANKYOU

Questions?

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