

# INNOVATORS JOIN REWARDLE NETWORK

The marketing macro trend towards investing in “owned channels” is seeing retention marketing, powered by Rewardle, placed at the core of emerging chains growth strategy and business models

## Japanese casual dining chain, Harajuku Gyoza

Rewardle is currently in three stores between Brisbane and Sydney. Rewardle will be installed in an additional two new stores that are currently in development along with any further Harajuku Gyoza outlets.

## Growing ice cream chain, Nitrogenie

Rewardle has successfully completed a pilot with Nitrogenie and will be rolled out across the chain's current network of four stores in Queensland and one in Thailand. Nitrogenie has further stores planned both in Australia and Asian markets and Rewardle will be deployed as part of broader store expansion.

## Mexican street food chain, Hombre

Hombre Mexican's founders include members of the successful Stellarossa coffee chain brand which has grown to approximately 20 cafes in Queensland (The Stellarossa chain is a client of Rewardle).

Hombre Mexican's first flagship location will use the Rewardle Platform and is scheduled to open during February, with plans to develop approximately 5 new stores during 2015 and a growth plan that can accommodate up to 20 new locations each year across Australia.

## ***“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 2014-18



## **New, progressive franchise operators recognise the trend and are implementing Rewardle as a foundation component of their business systems**

The recent Service Agreement signings as outlined in this release illustrate the growing trend of marketers investing in building “owned channels”.

Newly established franchise groups, whose decision making is unencumbered by legacy operating issues, are recognising the unique attributes of the Rewardle Platform and the key role it can play in their future growth and success.

This new generation of “digital native” operators are implementing Rewardle to capture customer profile, behavioural and contact information which allows them to develop an audience that they own and can connect with via email, social and mobile marketing channels rather than renting audiences from traditional media companies.

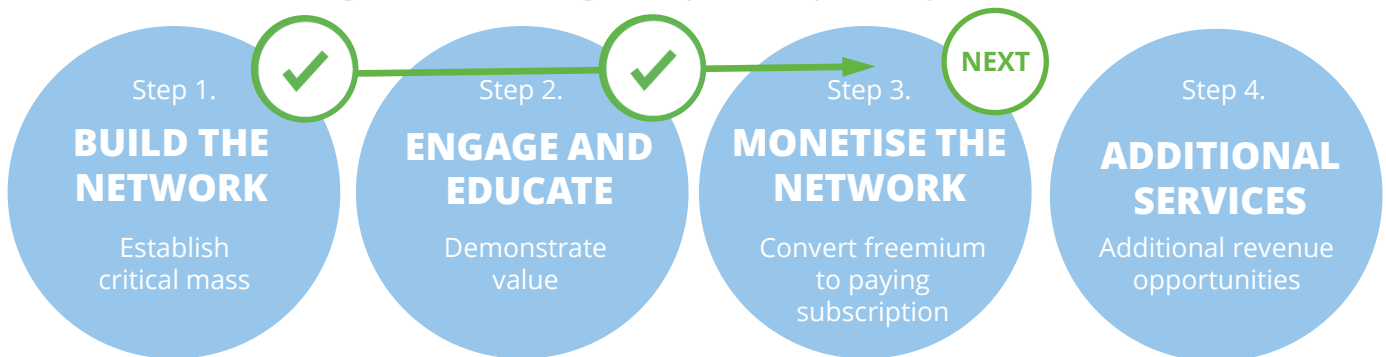
In keeping with Rewardle management’s bottom up business development strategy, the use of the Rewardle Platform by these nimble, innovative, challenger brands will enhance Rewardle’s profile and draw attention to the Rewardle Platform from larger, incumbent operators who represent Enterprise Clients in the Rewardle Local Merchant Spectrum.

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

Adoption by these innovative growing brands 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.

The Company believes these Service Agreements continue to demonstrate the success of the Company's stated strategy of initially focussing on Merchant and Member Network growth with monetisation to follow.

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.

## **For more information please contact:**

Ruwan Weerasooriya (Founder and Managing Director)

Email: [ruwan@rewardle.com](mailto:ruwan@rewardle.com)

Mobile: 0412448769