

# PHARMACY CHAIN TAKES REWARDLE TABLETS

Rewardle continues to demonstrate the diverse application of the Rewardle Platform across multiple sectors and the Local Merchant Spectrum

## **Service Agreement signed with first chain in retail pharmacy sector**

Rewardle has signed a Service Agreement with the operators of the SuperChem pharmacy chain. This is the Company's first Service Agreement with a chain in the pharmacy sector.

The SuperChem discount pharmacy chain consists of approximately 12 pharmacies located across Perth, Western Australia. Following an initial free on boarding period, SuperChem locations will become paying subscribers at Rewardle's standard monthly rate of \$49/month.

## **Establishes beach head for Rewardle to engage more broadly across the retail pharmacy sector**

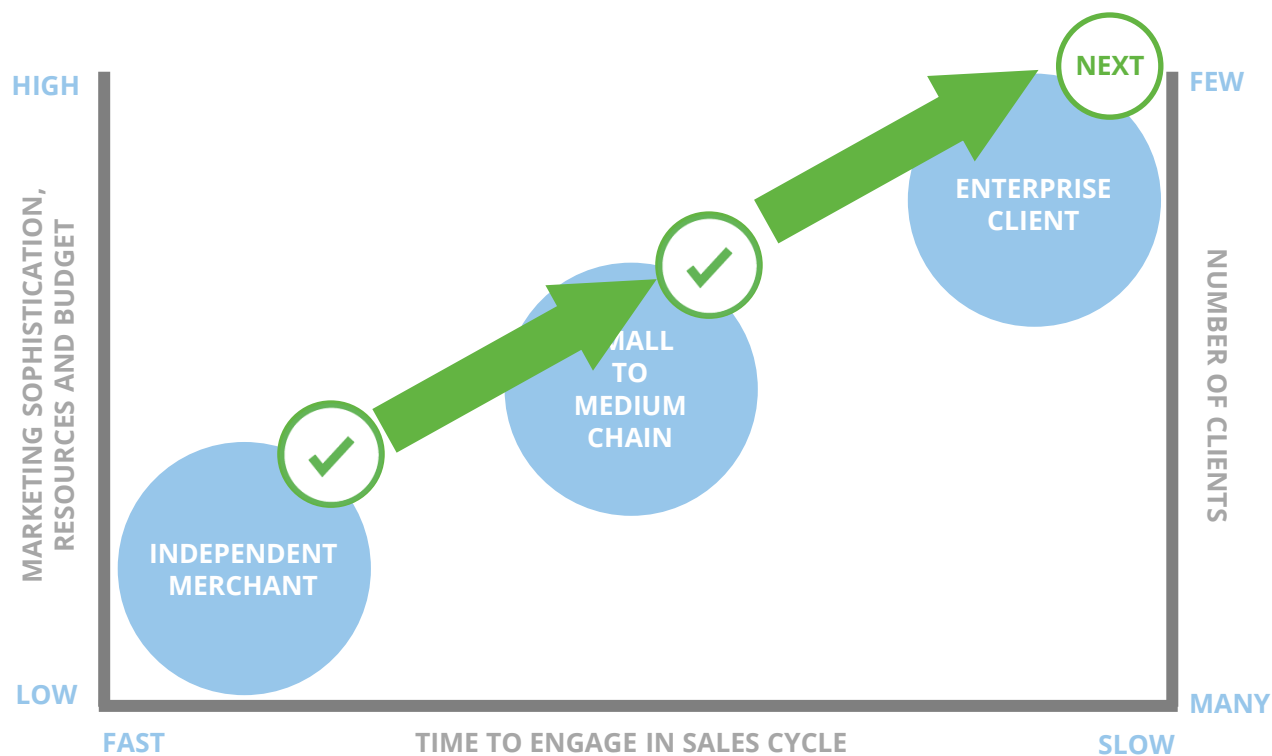
The repetitive nature of pharmaceutical dispensing and retail pharmacy purchases has seen membership and retention programs feature prominently in the pharmacy sector for many years.

The Priceline Pharmacy chain, owned and operated by Australian Pharmaceutical Industries (ASX:API) operates one of Australia's largest and most successful membership and loyalty programs called the Sister Club. As reported in the API, 2014 Annual Report, the Sister Club program continues to be a key marketing differentiator for Priceline, with over 4.7 million members who spend on average 34% more than non-members.

The SuperChem Service Agreement demonstrates that Rewardle is a viable technology platform for independent and small chain retail pharmacy operators to implement that allows them to effectively compete with the likes of corporate programs such as Priceline's Sister Club, which is the dominant, corporately operated program in the sector.

The Rewardle Platform offers a highly cost effective, powerful retention marketing platform, based on current macro technology trends with the added benefits of inherent Network Effects that is powering consistently accelerating adoption by both Merchants and Members on local High St's all over Australia.

## Demonstrates successful execution of Rewardle's bottom up business development strategy



There are approximately 4000 retail pharmacies in Australia with the market being highly fragmented. As one of the largest chains, the Priceline brand represents only around 10% of the addressable market.

As per Rewardle management's bottom up approach, the experience, learnings and industry validation gained from working with a number of independent pharmacy operators has been used to advance the Company across the Local Merchant Spectrum to secure the Service Agreement with SuperChem, the Company's first small to medium sized chain in this valuable sector.

Management will continue to execute on its bottom up approach in the pharmacy vertical and other sectors across the local retail landscape.

The Company has an active pipeline of opportunities and will continue to report on key success milestones as they are formalised.

# 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:**

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