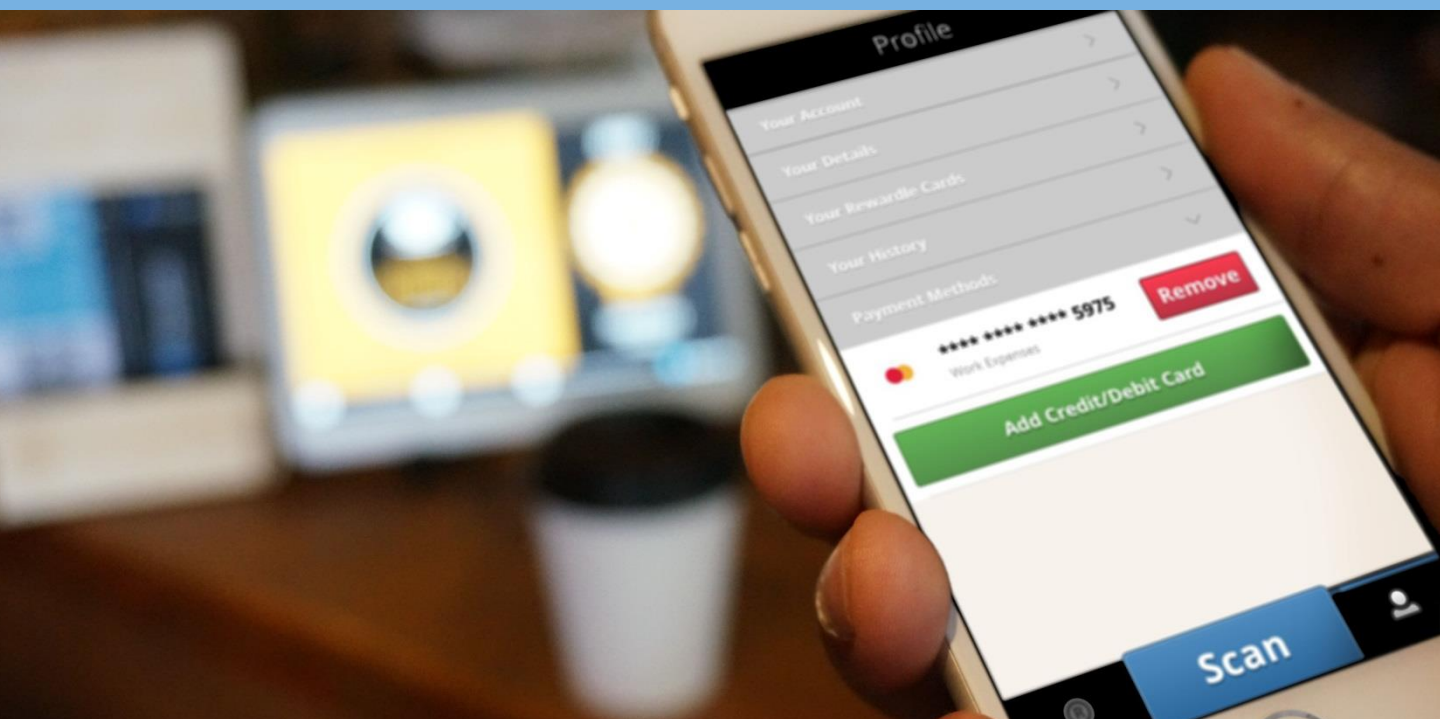


MOBILE ORDERING WITH PAYMENT VIA CREDIT CARD

Rewardle offers local Merchants a mobile ordering and payment via credit card solution without the typical transaction fees.



- **Provides local merchants with a mobile payments experience for customers**
- **Allows merchants to offer customers the convenience of mobile ordering and payment, while avoiding the typical transaction fees**
- **Trust, a key component for payments success, is being built through Network growth and engagement**
- **Another step towards potentially disrupting the billion dollar payments sector**

Provides local merchants with a mobile payments experience for customers

Rewardle has added credit card payments capability to the Rewardle app. This extends the Company's existing mobile ordering and prepaid functionality that has been successfully rolled out to approximately 1500 merchant locations nationally over past year and continues to be taken up by Merchants as their understanding of the Rewardle Platform's full offering develops.

Similar to the payment process of the popular and well accepted Uber car service app, Rewardle users will be able to securely vault one or more credit cards in the Rewardle smartphone app (iOS or Android) which can be used without re-entry to order, pay and pick up items at participating Rewardle Merchants in a frictionless transaction experience.

In keeping with the Company's Lean Start-up management principles, a Beta roll out is underway with a more expansive roll out of Rewardle's mobile transactional capability planned following the incorporation of key learnings from the Beta group of Merchants and Members.

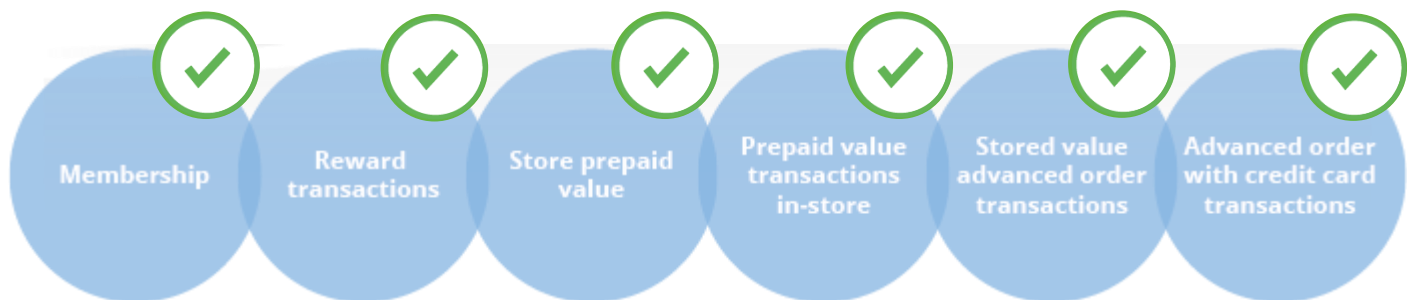
Allows merchants to offer customers the convenience of mobile ordering and payment, while avoiding the typical transaction fees

The payments sector is dominated by traditional banks which typically charge transaction fees on payments processed through their electronic payment terminals (EFTPOS machines).

These transaction fees represents a substantial pain point for local merchants and has resulted in credit card surcharges and minimum transaction signs becoming a common irritation on the counter tops of local businesses around the country.

Addressing this issue has been a focal point for Rewardle management in developing a disruptive approach to implementing a mobile payment solution that both Merchants and consumers can embrace, while still allowing Rewardle the opportunity to generate payments revenue.

The launch of mobile ordering and payment via credit card completes the development pathway outlined in the Company's prospectus as shown below.



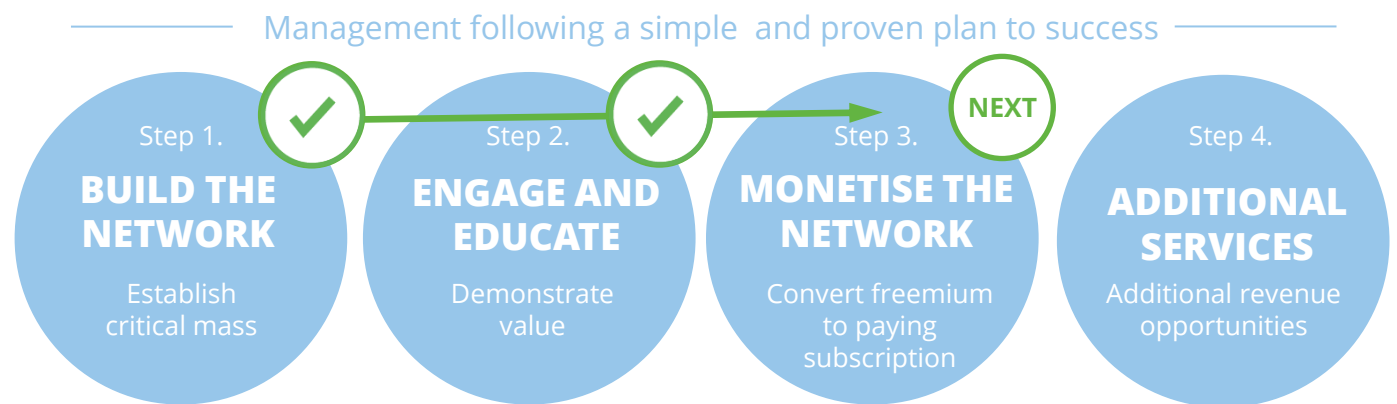
Trust, a key component for payments success, is being built through Network growth and engagement

Beyond implementing technology, the successful development of a payments business model requires recognition and trust to be established between merchants, consumers and the payments service provider.

Rewardle is developing this trust by entrenching the Rewardle Platform in the daily workflow and transactions of Merchants and Members across High Streets around Australia. To date the Rewardle Platform has been part of almost 10M transactions and Rewardle is increasingly being embraced by Merchants and Members as evident in the consistently accelerating growth and engagement metrics.

The Company believes that Rewardle’s approach of building a commerce based social network that connects Merchants and Members based on transactions has potential to disrupt the traditional payments landscape.

Building trust through growing scale and engagement is in keeping with management’s stated strategy of initially focussing on Merchant and Member Network growth with monetisation to follow.



Another step towards potentially disrupting the billion dollar payments sector

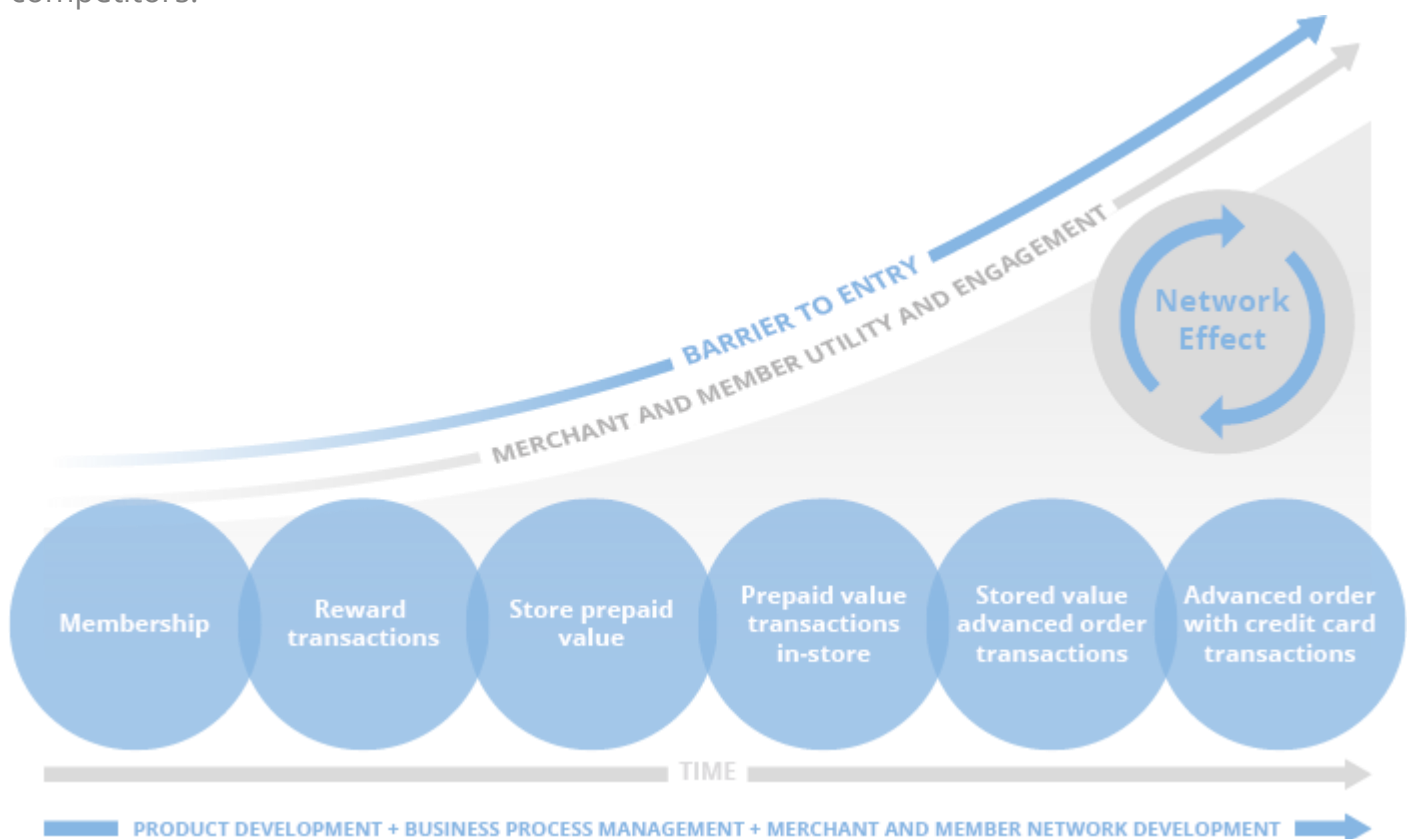
Rewardle management believes that as payments processing increasingly becomes a commodity service, value added services such as transaction data analysis to support business decision making, in particular marketing and communications, will become a primary driver in Merchant’s selection of a payments processing service provider.

The existing Rewardle prepaid solution represented the Company’s initial step into payments and has been successfully taken up by the Rewardle Network with over \$1M of funds loaded onto Rewardle accounts by Members across the counters of participating Merchants.

The latest step of providing a facility for Members to attach credit cards as a payment funding source complements Rewardle’s existing approach and represents another step forward in the Company’s strategy of creating a payments offering of choice, for local Merchants and their regular customers.

Rewardle management believes the growing scale of the Merchant and Member Network, engagement and expanding suite of digital services positions the Company as the leading disruptive payments technology platform currently operating on the local High St.

In addition, these elements in combination with the growing Network Effect inherent in the Rewardle business model represent a substantial and rapidly growing barrier to entry for competitors.



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

Mobile: 0412448769