

# GOODLIFE HEALTH CLUBS JOINS REWARDLE NETWORK

Rewardle continues to break new ground demonstrating the diverse application of the Rewardle Platform.

## **Service Agreement signed with Goodlife Health Club chain**

The Goodlife Service Agreement represents the Company's first Service Agreement with a chain operating in the fast growing fitness sector.

It will commence with a 3 month pilot at a limited number of locations with potential for broader roll out across up to 75 health clubs operated by Goodlife in Queensland, South Australia, Victoria, New South Wales and Western Australia.

## **Sets foundation for potential commercial engagement with larger, leisure and entertainment parent company**

Goodlife is part of a larger leisure and entertainment group that operates over 150 leisure and entertainment locations ranging from Theme Parks (3), Bowling Centres (48), Health Clubs (75), Family Entertainment Centres (19) and Marinas (7).

The entertainment and leisure activities offered are ideally suited to the cross promotional capabilities of the Rewardle Platform and the Company anticipates seeking introductions from Goodlife management to other divisions to potentially unlock the value of cross promotion between business units and other Merchants in the Rewardle Network.

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

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

Management will continue to executing this bottom up approach in the Health and Fitness 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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