

# EZYMART CONVENIENCE STORES JOIN REWARDLE NETWORK

Momentum continues building as largest chain to date  
by number of locations joins the Rewardle Network



- **Service Agreement signed with Ezymart convenience store chain**
- **Demonstrates diverse application of the Rewardle Platform and successful execution of winner takes all strategy**
- **Ezymart Service Agreement originated from a leading brand proactively promoting Rewardle to their wholesale clients**
- **Potential for the Rewardle Platform to engage members during over 4M customer visits Per Annum**

## Service Agreement signed with Ezymart convenience store chain

The Ezymart Service Agreement represents the Company’s first Service Agreement with a chain operating in the convenience store sector.

Ezymart is a fast growing challenger brand in the convenience store sector that is lead by 7-eleven with approximately 600 stores around Australia. The Ezymart chain consists of approximately 200 stores in New South Wales, Victoria, Queensland and South Australia and is forecast to grow to approximately 300 locations by the end of 2015. Ezymart’s current stores represent approximately 7% growth in the Rewardle Merchant Network based on the 2857 Merchants as at December 31, 2014 that has previously been reported.

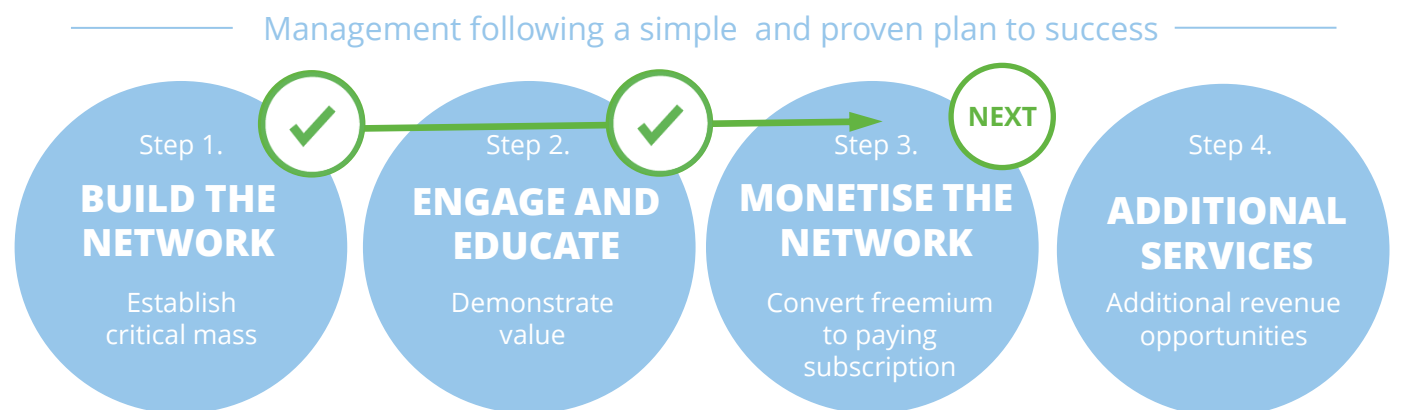
An initial pilot will commence shortly involving stores in Sydney, Melbourne and Brisbane. The Company anticipates broader rollout to follow which will involve a fee free on boarding period for each location, following which each will become a paying subscriber on Rewardle’s current standard package of \$49 per month.

## Demonstrates diverse application of the Rewardle Platform and positive progress of winner takes all strategy

The convenience store sector is a high volume transaction sector ideally suited to Rewardle’s market leading digital customer engagement approach of combining membership, points, rewards and payments into a single, omni-channel marketing and transactional platform.

As per Rewardle management’s bottom up approach, the experience, learnings and industry validation from working with a large number of merchants across multiple sectors is used to advance the Company’s winner take all strategy that involves servicing the entire Local Merchant Spectrum including independent operators, small to medium sized chains and Enterprise Clients across a range of vertical sectors.

The Service Agreement with Ezymart demonstrates the success of this approach. and Management will continue to executing it’s bottom up, winner takes all approach across local retail landscape initially focussing on Merchant and Member Network Growth with monetisation to follow.



## Ezymart Service Agreement originated from a leading brand proactively promoting Rewardle to their wholesale clients

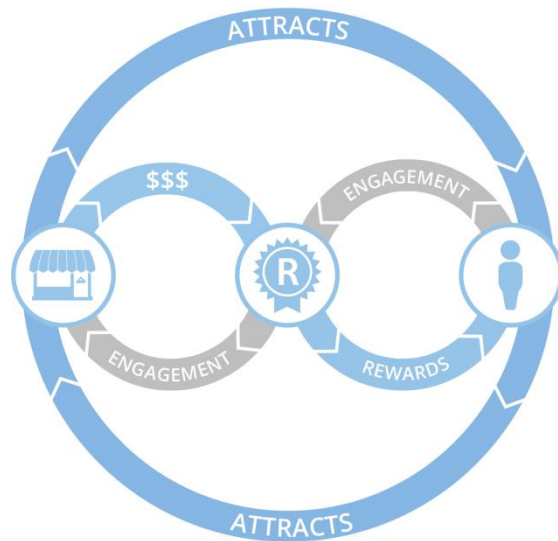
Having recognised the potential of the Rewardle Platform for both brands and retailers, one of Australia’s leading Fast Moving Consumer Goods (FMCG) companies proactively engaged with Rewardle to jointly approach their client, Ezymart, to present the opportunity to deploy the Rewardle Platform across their growing network of approximately 200 convenience stores with brand funded support.

This engagement demonstrates the growing recognition of the Rewardle Platform’s marketing and strategic potential for brands. It illustrates the developing opportunity for the Company to develop revenue via Brand Partnerships as the scale of Rewardle’s Merchant and Member Network develops and validates the Company’s stated strategy of initially focussing on Merchant and Network growth with monetisation to follow once critical mass is achieved.

## Potential for the Rewardle Platform to engage members during over 4M customer visits Per Annum

The Ezymart chain currently serves over 80,000 customers/week and the Rewardle Platform will become part of the standard transaction process at Ezymart locations.

As a high profile retail brand with high customer velocity, combined with the marketing support of leading FMCG brands that are sold through Ezymart stores, Rewardle management believes that the Ezymart Service Agreement has the potential to significantly drive Rewardle’s membership growth which feeds the Network Effect that has delivered consistently accelerating growth of the across all key metrics of the Rewardle Platform.



# ABOUT REWARDLE HOLDINGS LIMITED

## ASX: RXH

Rewardle Holdings Limited (Rewardle) is a marketing technology service provider to local merchants, from independent merchants, to small and 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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