

REWARDLE INTEGRATES WITH KOUNTA POINT OF SALE

Continues extending the capability of the Rewardle Platform
by integrating with leaders in the local merchant technology eco-system



- **Kounta Point of Sale integration to support Rewardle's Merchant Network growth**
- **Extends capability of the Rewardle Platform, allows for a more seamless experience and increased data capture**
- **Tablet and cloud based solutions are disrupting the traditional Point of Sale sector**

Kounta Point of Sale (POS) integration to support Rewardle's Merchant Network growth

Thousands of stores in Australia rely on Kounta's flexible and scalable cloud-based POS system to process customer transactions. Kounta can be securely used in both online and offline modes on smartphones, tablets, laptops and even the traditional POS equipment already in place.

The development was a result of an existing franchise customer of Rewardle selecting Kounta for their POS solution and requesting integration. In addressing this request Rewardle can now be offered to Kounta's thousands of stores as a turn-key, best of breed membership, points, rewards and payments solution through Kounta's Add-on marketplace.

This represents a new distribution channel to support the consistently accelerating growth of Rewardle's Merchant Network and the Company anticipates working with Kounta on joint marketing and business development initiatives.

Extends capability of the Rewardle Platform, allows for a more seamless experience and increased data capture

The holy grail of marketing is presenting the right message, to the right person, at the right time. Rewardle uses big data analysis techniques that have been used by big retailers for years to help local merchants to tailor and target their marketing and communications.

In keeping with the Company's winner takes all, bottom up strategy, the Rewardle Platform is designed to service the diverse operator styles and sophistication across the Local Merchant Spectrum. The Rewardle Platform offers Merchants a powerful stand alone customer engagement platform that can be extended with a variety of 3rd party data sources including social media and POS data.

Kounta integration adds "basket of goods" data to the Rewardle Platform that can be used to help merchants with more sophisticated customer segmentation and granular targeting of marketing messages.

The Kounta integration follows Rewardle's previous integration with Revel Systems POS that was implemented in June 2014. Rewardle was the first Australian company to integrate with Revel Systems, joining the ranks of billion dollar tech companies such as Paypal, Xero, Groupon as an integrated Revel partner.

The Company estimates that the two integrations represent approximately 8,000 merchants in Australia that Rewardle can offer a membership, points, rewards and payments solution that is POS integrated. Management will continue to explore partnership and integration opportunities to extend the Rewardle Platform based on strategic and commercial merit.

Tablet and cloud based solutions are disrupting the traditional POS sector

The value of transaction data to technology companies was evident in Oracle's acquisition of legacy Point of Sale provider MICROS Systems for more than \$5 billion in 2014.

While POS data is undoubtedly valuable, the POS industry is large, highly fragmented and is experiencing a period of profound disruption with tablet and cloud based solutions offering a cost effective alternative to the traditional PC based Point of Sales systems and cash registers. This battle for the merchant POS is being contested by a number of well backed tablet and cloud based POS providers.

While Rewardle is open and supportive with respect to developing integrations with the broader local merchant technology eco-system, due to the disruption occurring in the POS industry Rewardle management is selective with respect to committing time and resources to integration work in the POS sector.

Rewardle has established integrations with what it believes to be two of the leading next generation solutions in the domestic market. Management believes these account for approximately 8,000 merchants in Australia and the Company will continue to manage Platform extension based on strategic and commercial imperatives.

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.

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