

# BRAND PARTNERSHIP WITH ONLINE BROKER

Test and learn project to guide Rewardle's approach for allowing brands to use the Rewardle Platform to distribute hyperlocal rewards to customers



Not actual image, for illustrative purposes only

- **Rewardle and Bell Direct to collaborate on test and learn project**
- **Project to inform Rewardle's approach to disrupting billion dollar incumbent points and rewards programs**
- **Learnings to be applied across broad potential customer base of brands across sectors**

## **Rewardle and Bell Direct to collaborate on test and learn project**

Bell Direct is an award winning, challenger brand in the Australian online broking sector that was launched in 2008 and currently services more than 75,000 clients. It is a majority owned subsidiary of Bell Financial Group (ASX:BFG), an Australian full service stock broking and financial advisory firm.

Rewardle and Bell Direct have entered into a test and learn Brand Partnership Agreement to explore the use of the Rewardle Platform to provide Bell Direct clients with hyperlocal rewards across the Rewardle Merchant Network based on their activity with Bell Direct.

As a test and learn project both parties will fund their respective costs associated with implementing the Brand Partnership Agreement. The project is anticipated to commence prior to the end of April and will run for a minimum duration of 3 months with an opportunity for extension by mutual agreement.

## **Project to inform Rewardle's approach to disrupting billion dollar incumbent points and rewards programs**

Offering loyalty points to drive customer acquisition, engagement and retention is a well established marketing practice. It is common for brands to purchase points from a provider that are then distributed to customers based on actions as a form of marketing currency.

Qantas Frequent Flyer and Virgin's Velocity programs represent the most popular programs for brands to engage with. The Company estimates that the combined spending by brands on points from these programs represents approximately \$2 billion per annum.

Online stockbroker E\*TRADE Australia, a wholly owned subsidiary of ANZ bank, offers a relevant example of this practice. As an incentive, clients are offered Qantas Frequent Flyer points based on value of their brokerage.

In an increasingly mobile and socially connected world the Company believes that there is an opportunity to develop a smarter alternative that provides more immediate, personalised and contextual rewards to valuable customers of Australia's leading brands.

Bell Direct's collaboration with Rewardle to develop a smarter rewards offering for clients aligns with Bell Direct's approach of targeting active traders with an online trading platform that makes smart investors smarter. It also allows the Company to work with a leading brand with a substantial client base to develop a commercial model for Rewardle to facilitate points and rewards for brands.

## **Learnings to be applied across broad potential customer base of brands across sectors**

Rewardle management continues working to develop a contemporary approach to membership, points, rewards and payments.

The test and learn project with Bell Direct will provide valuable input for Rewardle in shaping its approach to offering brands a more contemporary, hyperlocal points and rewards currency for use in their customer acquisition, engagement and retention strategies.

The successful development of a hyperlocal points and rewards approach has substantial application to industry sectors where management of customer churn is critical to success and profitability such as telecommunications, insurance, utilities and other consumer subscription based businesses such as media and online video and music streaming.

## **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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