

AUSTRALIAN NEWSAGENTS' FEDERATION BECOMES A REWARDLE CHANNEL PARTNER

The peak industry body representing Australian newsagents to drive take up of the Rewardle Platform in sector



Newsagent

- **Australian Newsagents' Federation to endorse and promote the Rewardle Platform to 2000 Newsagent members**
- **Rewardle and ANF to collaborate on establishing Brand Partnerships with suppliers to Newsagent sector**
- **Peak body endorsement validates Rewardle Platform and demonstrates diverse application across a variety of sectors**

Australian Newsagents' Federation to endorse and promote the Rewardle Platform to members

Rewardle has established a Channel Partnership Agreement with the Australian Newsagents' Federation (ANF), the country's peak industry body for Newsagents.

According to the ANF, there are approximately 4000 individually owned and operated newsagencies in the country (approximately 2000 represented by the ANF) and collectively they turn over approximately \$6.5 billion a year.

While newsagencies are fixtures on local shopping strips around the country, structural changes such as the decline of print newspaper and magazine sales are impacting their trading environment, requiring a focus on new services and innovation to reinvigorate the sector.

The ANF has recognised the role that the Rewardle Platform can play for members by assisting them in establishing a digital relationship with their customers and connecting their business with other local merchants that are part of Rewardle's rapidly growing Merchant Network.

Under the terms of the Channel Partnership Agreement the ANF will endorse and promote the use of the Rewardle Platform as a customer engagement, retention, marketing and transactional tool for ANF member newsagents. Joint marketing initiatives will include promotion of Rewardle in ANF email newsletters and trade publications produced by the ANF for members.

Rewardle and ANF to collaborate on establishing Brand Partnerships with suppliers to Newsagent sector

Similar to Rewardle's proactive introduction to the Ezymart convenience store chain by a leading FMCG supplier, Rewardle was introduced to the ANF by a leading national publisher.

The publisher proactively engaged with Rewardle to jointly approach the ANF having recognised that the Rewardle Platform offered their organisation a powerful channel to support Newsagents who remain a key distribution point for their publications.

It is envisaged that once the Rewardle Platform roll out begins, the ANF will co-ordinate a series of supplier presentations to present Brand Partnership opportunities to other suppliers to the sector.

Rewardle envisages collaborating with the ANF and Brand Partners to facilitate ongoing activity on the Rewardle Platform to support ANF members.

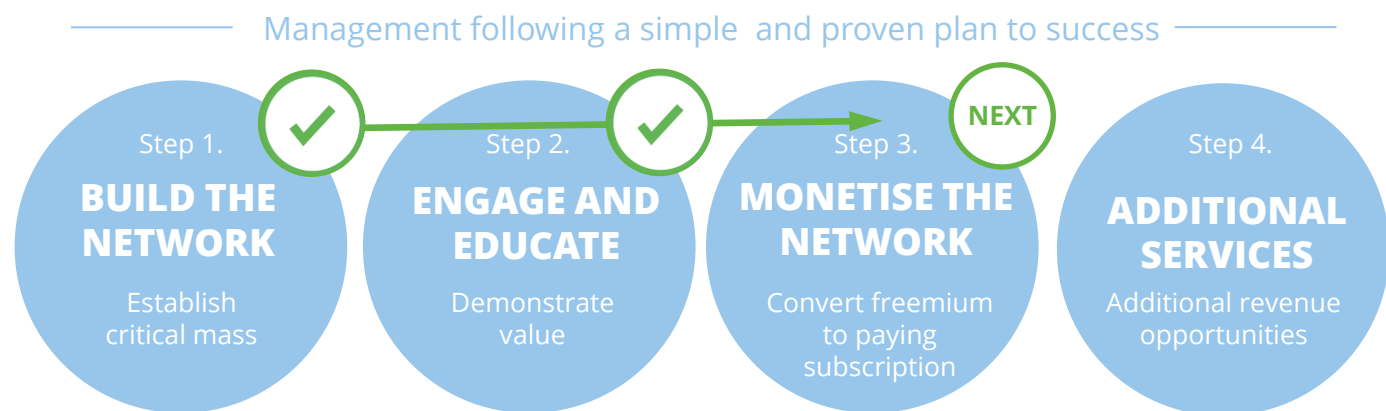
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The ANF represents approximately 2000 Newsagents and is the largest Channel Partnership announced by the Company to date and is expected to drive substantial growth of the Rewardle Merchant Network.

As a respected peak body, the endorsement of the ANF will support in the Company's previously stated objective to dominate the local merchant landscape by working with merchants of various sizes, across a variety of industry sectors.

The Channel Partnership represents Rewardle establishing its presence in a new sector and the Company anticipates working with the ANF to establish similar arrangements with sister organisations.

The ANF Channel Partnership is part of the Company's stated strategy of initially focussing on Merchant and Member Network growth with monetisation to follow.



Implementing Channel Partnerships with leading industry groups across sectors validates the Rewardle Platform and augments the existing business development efforts of the Company to drive Merchant and Member Network growth and engagement.

The ANF Channel Partnership demonstrates that the Channel Partnership model can be readily applied to across sectors and the Company has an active pipeline of opportunities that will be announced as they are formalised.

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.

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