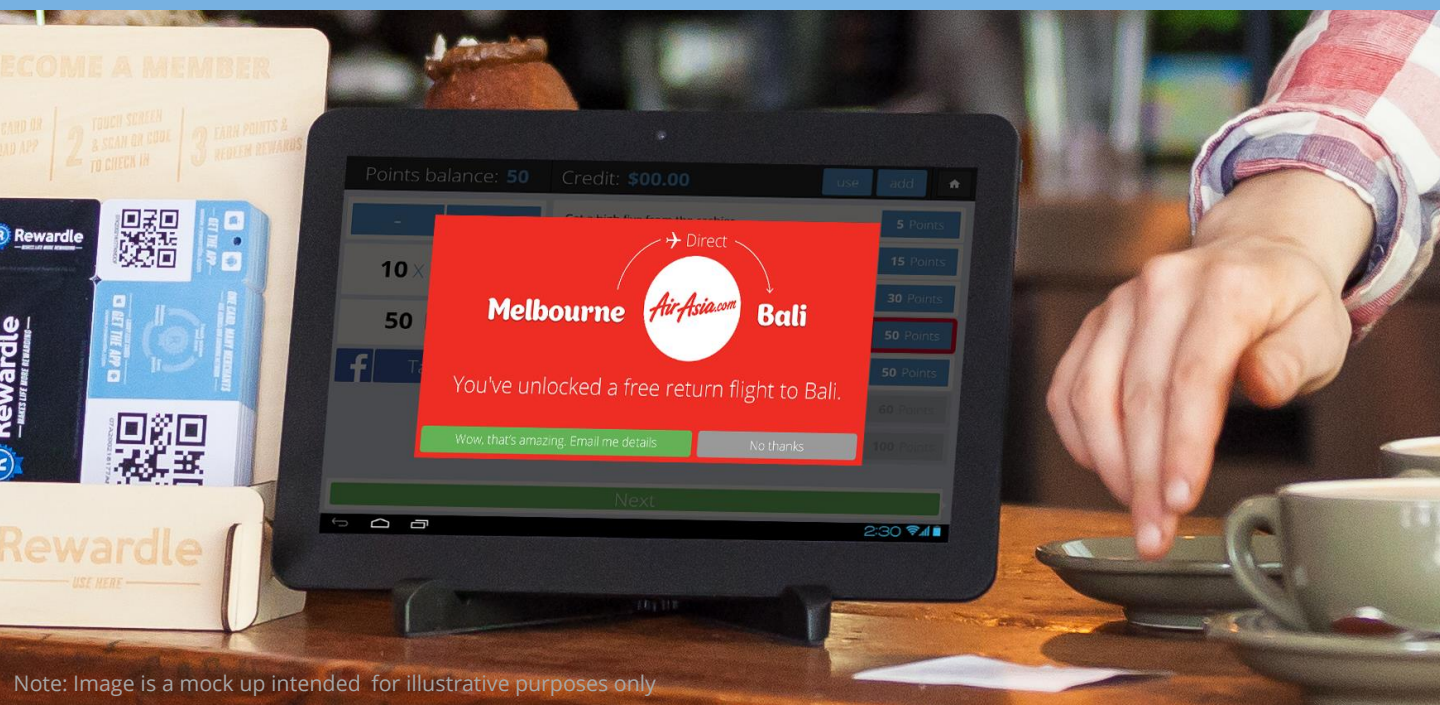


AirAsia Brand Partnership

Rewardle and AirAsia establish Brand Partnership to make flight rewards available at local businesses around Australia



- **AirAsia to complement local merchant rewards with flight gift voucher rewards**
- **Six figure deal starts monetisation of the rapidly growing Rewardle Network**
- **Increases value for Merchants and Members, enticing them to join and engage with the Rewardle Network**
- **Strategic commercial partnership enhances barrier to entry for competitors**

Shopping local is set to take you global with Rewardle and AirAsia

Thanks to a new partnership between local marketing business Rewardle (ASX:RXH) and low cost airline AirAsia, a trip to your local café, butcher, grocer, or one of many thousands of local businesses that Rewardle works with, may earn you a free flight with AirAsia.

AirAsia has joined Rewardle on its mission to disrupt the multi-billion dollar Australian points and rewards landscape dominated by the Virgin Velocity and Qantas Frequent Flyer programs.

Rewardle members will have the opportunity to collect AirAsia gift vouchers, which can be redeemed towards the purchase of AirAsia flights and services anywhere on the AirAsia network. AirAsia flies to over 100 destinations on an extensive route network across ASEAN and beyond.

Rewardle Founder and Managing Director, Ruwan Weerasooriya said, "Rewardle is on a mission to provide local businesses with digital customer engagement tools and business intelligence typically only available to large enterprises."

"While airline points have become an established loyalty currency, in building Rewardle we saw a huge opportunity to develop a local equivalent where points could be earned and rewards redeemed from the amazing local businesses that service our local communities."

"We've reimagined membership, points, rewards and payments taking into account the growing impact that social networks, cloud computing, big data and smartphones is having on how we connect and transact."

"Our partnership with AirAsia will allow us to overlay flight gift voucher rewards, that are synonymous with leading loyalty programs, while maintaining our uniquely local approach."

"Our intention from the outset has been to unionise independent local businesses and consumers onto a single marketing and transactional platform. Our view was that once critical mass was achieved we could leverage the collective scale for the benefit of our Merchants and Members by engaging brands with the Platform."

"As our first commercial Brand Partnership, securing a high profile, innovative partner such as AirAsia that delivers highly strategic value and substantial revenue is a strong validation of our strategy and management capability. I think it bodes well for the active pipeline of opportunities that we are working on."

Stuart Myerscough, AirAsia Head of Commercial Australia and New Zealand said, “With Rewardle’s accelerating growth trajectory and increasing profile, we saw an opportunity to move early to capture a very strategic opportunity that places the AirAsia brand at the heart of local Australian communities.”

“As a challenger brand in Australia, competing with the larger budgets of incumbent rivals, we’re always on the lookout for innovative ways to secure cut through for the AirAsia brand. ”

“Rewardle is generating spectacular growth. In a very short time they have established a Network that is connecting around 4000 local merchants with almost 1,000,000 Members. The Merchant footprint Rewardle has amassed is more than 4 times that of McDonalds and their membership growth is outpacing Virgin’s Velocity program without a cent being spent on advertising. With stats like this they certainly got our attention.”

“We saw this as a new way to talk directly with consumers on a daily basis and communicate our brand through an innovative new platform.”

He added, “We see the partnership as mutually beneficial as by complementing local rewards with AirAsia sponsored flight gift voucher rewards, we are enhancing Rewardle’s appeal for Merchants and Members which will drive further growth and we will share in this upside.”

Weerasooriya said, “We’re looking forward to working with Stuart and his team to implement the initial integration of AirAsia flight gift voucher rewards across the Rewardle Network in coming weeks and look forward to exploring the enormous scope to extend this strategic relationship over time.”

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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