

1,000,000 MEMBERS

Rewardle Network growth Performance Option targets achieved.
Monetisation Performance Option targets coming into focus.



Source: Rewardle Platform Statistics, values are approximate

- **Network Effect delivering consistently accelerating Membership growth**
- **Management competently executing strategy. Network growth Performance Option Milestones achieved early**
- **Monetisation underway through Brand Partnerships**

Network Effect delivering consistently accelerating Membership growth

Rewardle’s Membership growth has consistently accelerated due to the inherent Network Effects of the Rewardle Platform.



Continuing on from the record growth across all key metrics reported for the March Quarter, a new record for the fastest 100,000 Members to date has been set in the course of reaching the 1,000,000 Member milestone.

The growing scale of the Merchant and Member Network along with the ongoing extension of the Rewardle Platform continues to increase the utility and value of the Rewardle Platform for users while enhancing the future monetisation potential.

Management competently executing strategy. Network growth Performance Option Milestones achieved early

As previously stated, the Company is pursuing a strategy of establishing Merchant and Member Network critical mass prior to monetisation of the Rewardle Network via a number of potential revenue streams.

This approach is reflected in the structure of the management and staff Performance Options outlined in the table below where performance incentives are initially based on Network growth, followed by monetisation targets.

	Time from listing on ASX			
Performance Option milestones ¹	12 months	18 months	24 months	36 months
5,000 Merchants or 500,000 Members	5,000,000 	2,500,000	1,000,000	-
10,000 Merchants or 1,000,000 Members		5,000,000 	2,500,000	1,000,000
Performance Option milestones ¹	15 months	21 months	27 months	39 months
Revenue of \$250k in rolling 3 month period²	5,000,000	2,500,000	1,000,000	-
Revenue of \$500k in rolling 3 month period²		5,000,000	2,500,000	1,000,000

¹ 20c Options Expiry 40 months from listing on ASX

² The rolling 3 month period must be wholly satisfied within the stated time frames from listing on the ASX.

As outlined above, the Merchant and Member growth targets have been achieved and the remaining Performance Options incentives relate to monetisation targets that Management and staff will pursue in the course of executing the Company’s strategy.

Monetisation underway through Brand Partnerships

Rewardle management has substantial experience in successfully developing and commercialising new digital marketing formats.

Management believes that 1,000,000 Members represents a key tipping point for the commercialisation of the Rewardle Network, in particular for brands wishing to engage with Rewardle's Merchant and Member Network.

This view has been validated by the recently announced Brand Partnership with AirAsia where six-figure revenue was secured from a high profile brand partner in a manner which adds value for Merchants and Members.

Management is confident that the current scale of the Rewardle Network represents a commercially viable value proposition which continues to be enhanced by the ongoing growth of the Network.

The pursuit of monetisation opportunities will be prioritised by Rewardle's Executive Management and board based on ongoing strategic evaluation of the business' development.

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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