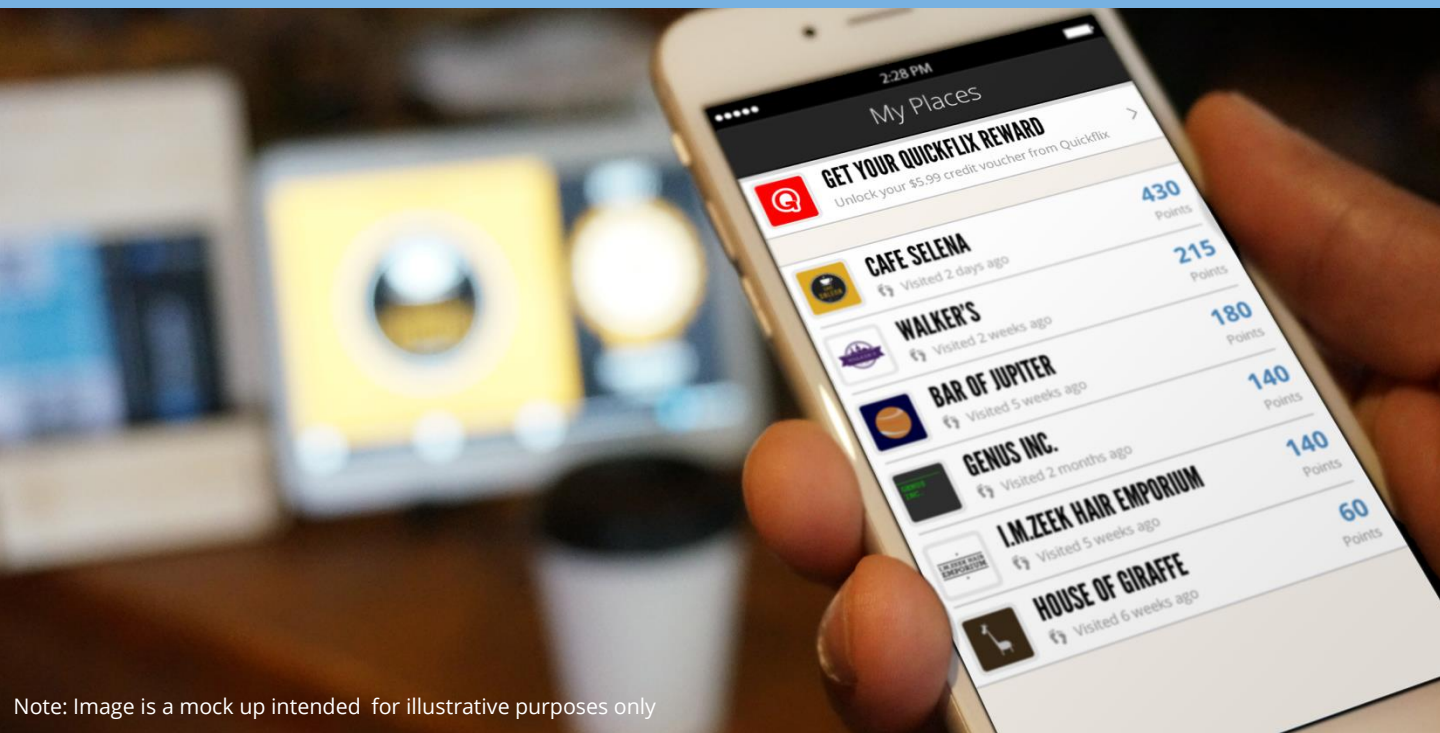


# Quickflix Brand Partnership

Rewardle and Quickflix establish Brand Partnership to distribute Quickflix premium movie and TV content offers as rewards



Note: Image is a mock up intended for illustrative purposes only

- **Local merchant rewards to be complemented by Quickflix premium movie and TV content rewards**
- **The Quickflix Brand Partnership adds value for Rewardle Merchants and Members and is expected to drive growth and engagement**
- **Another six figure Brand Partnership demonstrates the value and continued monetisation of Rewardle's rapidly growing Merchant and Member Network**
- **Brand Partnerships with AirAsia the Quickflix serve to further enhance the barrier to entry for potential competitors**

## Rewardle and Quickflix establish partnership to make premium movie and TV streaming entertainment available as rewards across the Rewardle Network

Rewardle (ASX: RXH) and Quickflix (ASX: QFX) are partnering to innovate customer engagement with local merchants and customer acquisition through the distribution of streaming entertainment rewards. The partnership is expected to drive customer take-up and engagement in both Companies' services.

Under the Brand Partnership, over one million Rewardle members will be able to redeem movie or TV content rewards from Quickflix by simply frequenting their local café, butcher, grocer, or one of many thousands of local businesses that Rewardle works with.

Quickflix is a pioneering TV and movie streaming company operating in Australia and New Zealand. It offers subscription and transactional streaming to a wide range of devices including Smart TVs, game consoles, personal computers, tablets and a range of mobiles and other devices.

Quickflix and Foxtel have recently entered an agreement in which the Presto movie and TV subscription video on demand "SVOD" streaming service will be distributed by Quickflix. The agreement enables Quickflix customers to access Presto's impressive line-up of movie and TV programming including premium TV shows from HBO, Showtime, eOne, 21st Century Fox and a vast selection of movies from major Hollywood studios.

Rewardle Managing Director Ruwan Weerasooriya said, "Movie and TV streaming entertainment serves as a fantastic, high-value member reward and incentive. It is an exciting new category for Rewardle to participate in and we are delighted to be partnering with Quickflix which shares our spirit for innovation and being at the forefront in driving new consumer behaviour."

"The Brand Partnership with Quickflix along with the previously announced Brand Partnership with AirAsia not only drives revenue for Rewardle, it also adds significant value for our Merchants and Members and we expect it will enhance growth and engagement."

Commenting on the partnership, Quickflix CEO Stephen Langsford said, "Rewardle is enjoying rapid growth and represents an exciting new channel to reach our target audience. Quickflix has established a great streaming platform and is bolstering its subscription streaming content in partnership with Presto. We'll also be unveiling our new UI in the coming months. The next exciting phase is growing our customer base through innovative acquisition marketing and Rewardle will assist in that."

Weerasooriya added, “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.

“When developing a new marketing platform, one of the biggest challenges is securing cornerstone clients to demonstrate the potential. With AirAsia and Quickflix we are now working with two challenger brands that operate in highly competitive categories. These innovator brands will allow us to develop case studies and we expect our work with them will encourage other brands to engage with us to secure access to the rapidly developing and growing Rewardle Platform.”

Rewardle and Quickflix are exploring additional opportunities for collaboration.

## 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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