

MUNCH EXPRESS FOOD TRUCKS JOIN REWARDLE NETWORK

Rewardle continues to demonstrate the diverse application and monetisation potential of the Rewardle Platform.

Monetisation potential of Rewardle Network demonstrated with multi-year Service Agreement

Rewardle has signed a multi-year Service Agreement to roll out the Rewardle Platform across the Munch Express (Munch) food truck fleet of approximately 70 vehicles.

Munch services work places that lack the facilities to provide meals to staff by providing door to door delivery of packaged foods via food trucks and vans.

The Service Agreement includes an initial pilot deployment, which has commenced. Subject to the pilot meeting key performance requirements a broader roll out across all Munch food trucks will be initiated under a multi-year commercial agreement that the Company expects to be worth approximately \$75,000.

The commercial terms demonstrate that sophisticated operators with an understanding of the macro trends impacting their business across technology, marketing and payments appreciate and are embracing the value offered by the Rewardle Platform.

Demonstrates adoption of combined marketing and transactional technology solution by traditional businesses

Munch have over 25 years experience in the mobile food industry, currently operating approximately 70 vehicles across Sydney.

Much of the Munch value proposition is based on convenience. Trucks visiting premises daily at a pre-determined time, offering staff the convenience of not having to leave site which allows them to maximise break times and assists businesses by minimising down time.

Adoption of the Rewardle Platform by Munch will enhance the Munch proposition by providing a marketing and transactional platform that combines membership, points, rewards, mobile ordering, payments and social media integration into a single cloud based platform powered by Big Data analysis.

Rewardle will assist this already successful business to grow further by providing a platform to facilitate a next generation level of customer service and insightful consumer behavioural data to assist in management decision making.

Demonstrates the diverse application of the Rewardle Platform and validates scale then monetise approach

The Service Agreement with Munch represents Rewardle establishing its presence in a new sector and continues to demonstrate the diverse application of the Rewardle Platform across a variety of business operations.

The Service Agreement with Munch originated as an inbound request for information as a result of Munch management experiencing the Rewardle Platform in action at various Merchants across the Sydney metropolitan area.

Powered by inherent network effects of the Rewardle Platform, monthly inbound requests from Merchants continue to build as the Rewardle Network grows. This phenomenon validates the stated management approach to focus on achieving Merchant and Member critical mass prior to monetisation of the Rewardle Network.

The developing demand for the Rewardle Platform is allowing management to maintain growth levels while diverting resources into Merchant engagement and education in preparation for monetisation.

ABOUT REWARDLE HOLDINGS LIMITED [ASX: RXH](#)

Rewardle is a social network that connects over 1 million Members with thousands of local businesses around Australia.

The Rewardle Platform is a marketing and transactional platform that combines membership, points, rewards, mobile ordering, payments and social media integration into a single cloud based platform powered by Big Data analysis.

Rewardle is positioned to be a leading player as the worlds of social media, marketing, mobile and payments converge to transform how we connect, share and transact.

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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