

SHOPPING CENTRES JOIN REWARDLE NETWORK

Rewardle continues expanding Network
and demonstrating the diverse appeal of the Rewardle Platform.

Leading property management firm signs multiple Service Agreements on for shopping centres under their management.

Rewardle has signed two Service Agreements with a leading property management firm to roll out the Rewardle Platform across all businesses located in two shopping centres in Melbourne under their management. While tenancy numbers are subject to fluctuation, the Company expects these Service Agreements to represent approximately \$20,000 per annum.

The Service Agreements represent the installation of Rewardle across approximately 30 retailers over both locations and following an initial no charge period, the property manager will pay for the Rewardle Platform on behalf of tenant stores from each centre's marketing budget.

It is common for owners and property managers of retail precincts to operate marketing programs to drive consumer foot traffic. This marketing activity is typically funded by the owner or property manager as promoting a vibrant and dynamic retail environment is fundamental to their retail leasing proposition to existing and potential tenants. The marketing programs typically rely on traditional media formats such as print advertising, local letter box drops, out of home media and occasional in centre promotions such as prize draws.

The Company believes the inclusion of the Rewardle Platform into the marketing plans for these shopping centres clearly demonstrates the macro trend of marketing budgets increasingly being diverted away from traditional media and into digital marketing, in particular, owned audience channels. This macro trend was identified in the PWC Australian Entertainment & Media Outlook 2014 – 2018 report and the Company believes this to be a key underlying growth driver of the Rewardle business model.

As a substantial component of the Australian retail landscape, engaging with shopping centre managers represents another positive step in the progress of Rewardle's development. While the initial centres are relatively small, Rewardle anticipates that the initial deployments will establish a platform from which a broader commercial relationship can be extended over time.

According to the Shopping Centre Council of Australia (SCCA) there are approximately 1,400 shopping centres in Australia, accounting for 28% of the national retail space. According to the SSCA nearly 55,000 specialty stores operate in shopping centres with nearly half being owned and operated by independent traders.

These Service Agreements demonstrate that there are many stakeholders with vested interests in the success of local Merchants who will be willing to potentially pay in full, or subsidise the take up of the Rewardle Platform by Merchants. They demonstrate that sophisticated operators with an understanding of the macro trends impacting their business across technology, marketing and payments are increasingly embracing the unique value proposition of the Rewardle Platform.

As the scale of the Rewardle Network grows it uniquely positions Rewardle to leverage this scale to offer turnkey solutions to industry stakeholders who are aligned with the success of Rewardle Merchants.

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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