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**31 July 2015**

## **ACTIVISTIC FORMS US BOARD OF ADVISORS AND MAKES KEY HIRES**

### **Highlights:**

- Activistic forms US Board of Advisors appointing CEO of New York hedge fund Trout Capital LLC Mr Jonathan Fassberg
- Further Advisory Board appointments to be made in the US in coming months
- Mr Alex Albarracin appointed Philanthropy Manager to improve bandwidth for advancing VC Charity and corporate distribution activity
- Crowd funding and marketing expert Ms Komal Garewal appointed Marketing Manager
- New York office established to launch US expansion

**Perth, Australia (31 July 2015):** Micro-donations platform provider Activistic Limited (ASX: ACU) ("Activistic" or "the Company") is pleased to advise it has established a US Board of Advisors to assist in introductions to key philanthropic groups to sign to one of the Company's micro-donation platforms and to help the Company's US expansion plans.

Activistic is focused on the US as its key market to achieve significant traction across a number of verticals including Veteran's Call, Church Call and Patriot's Call. The Company believes there is an opportunity and demand for all platforms in the US and has expanded its team accordingly.

Activistic's technology ensures the lowest possible cost to both the donor and the industry via an efficient collection technology that enables regular payments or contributions utilising a mobile phone network.

Activistic allows subscribers to donate with ease and simplicity to any cause or region with no need for credit cards or bank information. It provides significant cost savings to beneficiaries with the nominated charity receiving 85% of the donated amount as opposed to ~32% in the traditional model. Traditional fundraising costs typically represent ~68% of proceeds raised.

### **Activistic – US Board of Advisors**

Activistic's Board and Management is pleased to advise it has appointed Mr John Fassberg as the first member of the Company's US Advisory Board.

Further Advisory Board Appointments will be made in August and September.

### **Mr Jonathan Fassberg**

Jonathan Fassberg is a visionary entrepreneur who recognised early in his 20-year career that small-cap biotechnology companies were underserved in an investor relations capacity. To fill this void, Mr Fassberg founded The Trout Group, the leading investor relations firm in the life sciences industry

and serves as its Chief Executive Officer. Trout has served more than 250 public and private companies from its six offices around the world. Trout's clients also had challenges accessing capital, leading Mr Fassberg to start Trout Group's sister company, Trout Capital LLC, in 2004 to assist clients in a financial advisory role.

Prior to founding Trout in 1996, Jonathan was a sell-side analyst at a healthcare-focused investment bank. Before his career on Wall Street, Jonathan spent four years at DuPont Pharma in various sales and marketing positions.

Jonathan holds a Bachelor of Science degree in biology and chemistry from The University of North Carolina – Chapel Hill and a Master of Business Administration degree in finance from New York University's Stern School of Business. He also holds Series 7, 24, 79 and 63 securities licenses. Jonathan has been an active member of Young Presidents Organization since joining the Manhattan Chapter in 2007 and is currently serving as Chapter Chair. He also sits on the board of directors for the Carolina Centre for Jewish Studies at UNC.

Jonathan will provide Activistic an increased ability to connect to charities in the US. He is personally involved in philanthropy as well as being part of the larger philanthropic community as a result of his career and experience working with high profile companies and individuals. Further to this he will provide links to the commercial community and fortune 500 companies across the US as well as help with connections and advice taken from his experience in capital markets in New York and beyond.

### **Key appointments**

#### **Alex Albarracin – Philanthropy Manager**

Based in New York, Mr Albarracin will cover a variety of responsibilities including closing relationships, from initial cold calling and prospecting to executing on signed partnership agreements with philanthropies Activistic is targeting with the Veterans Call app. Additional aspects to the position include closing relationships with other entities that will help user acquisition efforts, such as alliances with corporate giving departments of Fortune 500s and tapping into high net worth donor networks that support many major non-profits.

Mr Albarracin brings notable Wall Street experience, having traded for a number of firms including Goldman Sachs, as well as a background working in the philanthropic sector for large entities such as Teach For America.

The mission of Veterans Call resonated with Mr Albarracin such that he joins Activistic on a temporary basis before commencing a merchant bank role in the latter part of 2015.

#### **Komal Garewal – Marketing Manager**

Ms Garewal will focus upon creating major brand awareness for Activistic and its products, such as Veterans Call, by positioning the platform as crowd-funding meets philanthropy. This democratises

charitable giving by massively lowering the barriers to participation. The fundamental goal is to drive user acquisition and build a viral cycle around Activistic's content and brand.

Ms Garewal is a crowd funding and marketing expert with successful campaigns to drive initiatives for the World Health Organization and Visual AIDS (an NGO fighting HIV/AIDS). Most recently, she led marketing campaigns at Emerald Expositions, a former component of Nielsen that is a leading owner and operator of US tradeshow, publications and websites. Ms Garewal increased the revenue of her division by 300% while decreasing costs 20%. She received her undergraduate degree from US school Middlebury College and a Masters from the London School of Economics.

#### **Activistic establishes New York office**

Led by Mr Dylan Breslin-Barnhart, Activistic Vice President Business Development, the Company has established a New York office to launch activities, commencing with the Veterans Call app.

Activistic is continuing to look at recruiting additional staff to support, manage and on-board charities, as well as coordinating joint marketing and promotion with the charities who sign to the Activistic platform.

As a part of the efforts to drive marketing and branding, Activistic has appointed Mrs Fiona Grindlay-Kuzian as Group Marketing Manager in Perth.

As Group Marketing Manager, Fiona's responsibilities will include rebranding and overseeing all the marketing and associated activities across the regions. Our regional Marketing Associates/Managers will have a direct/non-direct reporting line to Fiona.

Ms Grindlay-Kuzian joins Activistic with more than eight years of experience, having served as a Senior Marketing Manager for large international companies. Ms Grindlay-Kuzian has expertise in strategic planning, B2B & B2C acquisition, retention and growth, brand marketing and digital marketing management; and recently generated additional revenues for one of her previous employers with an ROI of over 800%.

#### **For more information contact:**

**Nigel Lee**  
Non-Executive Director  
Chairman of Strategic Advisory Board  
[nigel@activisticgroup.com](mailto:nigel@activisticgroup.com)

**Simon Hinsley**  
Investor Relations  
+61 401 809 653  
[simon@nwrcommunications.com.au](mailto:simon@nwrcommunications.com.au)

#### **About Activistic**

Activistic Limited  
ACN 136 996 740  
ASX: ACU

Registered Address:  
Suite 2, 16 Ord Street  
Perth, WA 6153

Telephone: +61 8 9429 2900

Board of Directors:  
Peter Wall – Non-Executive Chairman  
Kevin Baum (Non -Executive Director)  
Evan Cross (Non -Executive Director)  
Nigel Lee – (Non – Executive Director)

Founded in 2012, Activistic, formerly One Cent Call, has developed a revolutionary micro-donation technology that seamlessly connects and engages the world's ~2 billion smartphone consumers with charities and causes.

Activistic's technology ensures the lowest possible cost to both the donor and the industry via an efficient collection technology that enables regular payments or contributions utilising a mobile phone network.

Activistic allows subscribers to donate with ease and simplicity to any cause in any region, with no need for credit cards or bank information. It provides significant cost savings to beneficiaries; with the nominated charity receiving 85% of the donated amount as opposed to ~32% in the traditional model, as traditional fundraising costs typically represent ~68% of proceeds raised.

Activistic solves issues that often hinder donation collection via its low cost, secure and streamlined payment technology.

In addition, Activistic's platform is equipped with a powerful engagement tool, providing a highly efficient and impactful way of distributing key events and results of fund raisings to build traction and increase transparency with a group's donor base.