

4 August 2015

ACTIVISTIC SIGNS MOU WITH INTREPID FALLEN HEROES FUND TO ENGAGE VETERANS CALL MICRO-DONATIONS PLATFORM

Highlights:

- **Activistic has entered into a Memorandum of Understanding (MOU) with Intrepid Fallen Heroes Fund (IFHF) for a five-year partnership agreement.**
- **Intrepid Fallen Heroes Fund has provided over \$150 million in support for the families of military personnel lost in service to the US, and for severely wounded military personnel and veterans. IFHF relies solely on public donations.**
- **Activistic has developed Veterans Call, a mobile app that will feature Intrepid Fallen Heroes Fund (IFHF) as a member recipient of individually specified users' donations.**
- **The Veterans Call app aims to generate further donation revenue for IFHF to assist in funding the remaining US\$50 million required to complete its Intrepid Spirit Centres.**

Perth, Australia (4 August 2015) Micro-donations platform provider Activistic Limited (ASX: ACU) ("Activistic" or "the Company") is pleased to advise it has signed a MOU with Intrepid Fallen Heroes Fund ("IFHF") to be the first charity on Veterans Call, a platform powered by Activistic.

As part of the partnership agreement, Activistic and IFHF will introduce a mobile phone based micro-donation platform to IFHF's donor base and will work together to engage new donors to the IFHF causes.

The Intrepid Fallen Heroes Fund is a leader in supporting the men and women of the Armed Forces and their families. Beginning in 2000, it has provided over US\$150 million in support for the families of military personnel lost in service to the US, and for severely wounded military personnel and veterans. These efforts are funded entirely with donations from the public, and tens of thousands of individuals have contributed to the IFHF.

IFHF builds "Intrepid Spirit Centers", which are funded through a \$100 million capital campaign. Activistic's micro-donation platform will form part of this fundraising drive. The Intrepid Spirit Centers provide care to military personnel suffering the effects of traumatic brain injury and psychological health disorders. Thus far, more than US\$50 million has been raised and the first three centers at Fort Belvoir, VA, Camp Lejeune, NC, and Fort Campbell, KY are now in operation. The fourth and fifth centers are now under construction and raising the remaining US\$50 million will guarantee that additional centers can be built and put into operation to support wounded heroes in uniform.

The centers are constructed exclusively through private donations and each facility is gifted to the United States Department of Defence for operation and management upon completion. All centers are located on military bases around the country.

“We are very excited to provide another avenue of fundraising that allows us to continue this critical work for the service men and women of the United States Armed Forces,” said Dave Winters of the Intrepid Fallen Heroes Fund.

“Donations made via Veterans Call will directly benefit the service members we serve.

“Veterans Call also functions as an engagement tool for IFHF donors, through which we will distribute information about key events and results of fundraising efforts. This allows our donors to see their direct results of giving to their returning soldiers, in an efficient and effective manner.”

Activistic’s platform enables recurring monthly donations utilizing mobile networks. The platform will allow Veterans Call subscribers to donate with ease and simplicity with no need for credit cards or bank information as the contributions are billed directly to their cell bills. This formula provides significant cost savings to IFHF, with IFHF receiving 85% of the donated amount. Unlike many existing text-to-donate platforms, Veterans Call exceeds world’s best practice standards of an 80-20 pass through to overhead ratio, as well as providing both a monthly recurring donation stream and a communications platform between the donor and the philanthropy.

About The Intrepid Fallen Heroes Fund

The Intrepid Fallen Heroes Fund, a national leader in supporting the men and women of the United States Armed Forces and their families, has provided over \$150 million in support for the families of military personnel lost in service to our nation, and for severely wounded military personnel and veterans. In 2010 the Fund opened the National Intrepid Center of Excellence (NICoE) to support the research, diagnosis, and treatment of military personnel and veterans suffering from traumatic brain injury (TBI) and psychological health (PH) conditions. In 2013 the Fund launched a new \$100 million campaign to build nine “Intrepid Spirit” centers at major military bases around the country. These centers will serve as satellites to the central NICoE facility and extend that care to more service members and veterans suffering TBI, PH conditions and related afflictions. Three Intrepid Spirit centers are already open and two more are under construction.

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Activistic 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.