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Activistic Signs MOU with New Partner to Participate in the Veterans Call Philanthropy Crowd-Funding App

Highlights:

- **Activistic and the National Military Family Association (NMFA) have entered into an MOU to engage the Veterans Call platform for five years.**
- **NMFA is the second major client within days to sign an MOU to use the platform.**
- **NMFA is a major US philanthropy that assists and advocates for military families.**
- **Veterans Call is an app combining the \$20 billion power of crowd funding with philanthropic micro-giving, and aims to generate further revenue for NMFA and its other charity partners via donations generated through the platform.**

Perth, Australia (7 August 2015): Micro-donation platform provider Activistic Limited (ASX: ACU) is pleased to advise it has signed another client for its Veterans Call platform within a single week. National Military Family Association (NMFA) is the latest charity to sign a Memorandum of Understanding (MOU) with Activistic in regard to the platform, following the engagement of the Intrepid Fallen Heroes Fund (IFHF) (see ASX announcement dated 4 August 2015).

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

NMFA is a non-profit organisation based in Virginia, USA that provides support to service members, their spouses and their children. Founded in 1969, the NMFA has become the peak body to represent military families and is a respected voice to US decision makers. The organisation offers scholarships, camps, retreats and other services to support military families.

NMFA Executive Joyce Raezer said engaging supporters through the Veterans Call platform would help the organisation continue to provide these very important services.

"We want to make donations to the NMFA as simple as possible for our supporters, and by using the Veterans Call platform, we believe we can do that," she said.

"We hope it will remove some of the barriers to traditional giving and provide us with additional funding to provide the support that military families require."

Activistic's platform enables recurring monthly donations utilising 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 NMFA, with NMFA receiving 85% of the donated amount. Unlike existing text-to-donate platforms, Veterans Call exceeds world's best practice standards of an 80-20 pass through to overhead ratio. As an app, rather than an SMS platform, Veterans Call also provides both

a monthly recurring donation stream and a communications platform between the donor and the philanthropy.

About the National Military Family Association

In 1969, the NMFA was founded by a handful of military wives who wanted to make sure their widowed friends were properly taken care of. Two short years later, the Survivor Benefit Plan became law, and the Association has been hard at work ever since. A small, but determined, group of spouses around a kitchen table has expanded into a strong force of military families representing all ranks and services.

Today, the NMFA team is comprised mainly of military spouses and former military members who are advocates and subject matter experts in the area of military family needs, issues, and benefits. For more than 45 years, the NMFA has continued the mission of those military wives, dedicating its efforts to making sure all military families feel empowered, resilient, and taken care of.

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About Activistic

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.