

Shares:	131,151,515	Merchants (as at 30 June 2015):	4,077
Market cap (@ \$0.25):	\$32.7m (Approx)	Members (as at 30 June 2015):	1,075,474
Cash (as at 30 June 2015):	\$4.8m (Approx)	Check-ins (as at 30 June 2015):	14.5m

CURVES FITNESS CHAIN JOINS REWARDLE

Channel Partnership with market leader builds on Rewardle's independent Network of Merchants in the health and fitness sector

Channel Partnership with one of the largest fitness chain operators in Australia

Rewardle has established a Channel Partnership Agreement with the operator to the Curves brand of fitness and health centres. Designed specifically for women, Curves is one of Australia's largest fitness club chains.

To place the scale of Curves business in context within the Australian fitness industry, IBISWorld estimates there are approximately 3,356 gyms and fitness centres in Australia with the largest representing approximately 500 outlets.

Under the terms of the Agreement the franchise operator of the Curves brand will endorse Rewardle as a retention marketing platform to franchisees operating nearly 200 Curves gyms around Australia. Rewardle and Curves will collaborate in joint marketing initiatives including inclusion in internal communications and presentations to franchisees.

As well as using the Rewardle Platform across Curves outlets, the Companies will also seek explore hyper local marketing activities that leverage the broader Rewardle Network.

Bottom up Network development approach is leading to domination of the local business landscape

When the Curves network is combined with the independent gyms and fitness outlets already using the Rewardle Platform, the Company estimates that Rewardle will represent one of the largest network of gyms and fitness outlets in Australia.

This is relevant as the disruption being caused by social networks, cloud and big data analysis and the proliferation of mobile computing devices is disrupting traditional business models and leading to the development of a new generation of influential and valuable technology businesses.

This phenomenon was highlighted in an article published on Techcrunch.com titled “The Battle Is For The Customer Interface”, by Tom Goodwin, Senior VP of Strategy and Innovation at Havas Media. Havas Media is one of the leading global communications and marketing groups.

In the article Goodwin explains that the power of the Internet, especially the mobile phone, has unleashed a movement that’s rapidly destroying traditional layers and moving market power. Goodwin’s article is the original source for the often quoted phrase:

“Uber, the world’s largest taxi company, owns no vehicles. Facebook, the world’s most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world’s largest accommodation provider, owns no real estate.”

<http://techcrunch.com/2015/03/03/in-the-age-of-disintermediation-the-battle-is-all-for-the-customer-interface/>

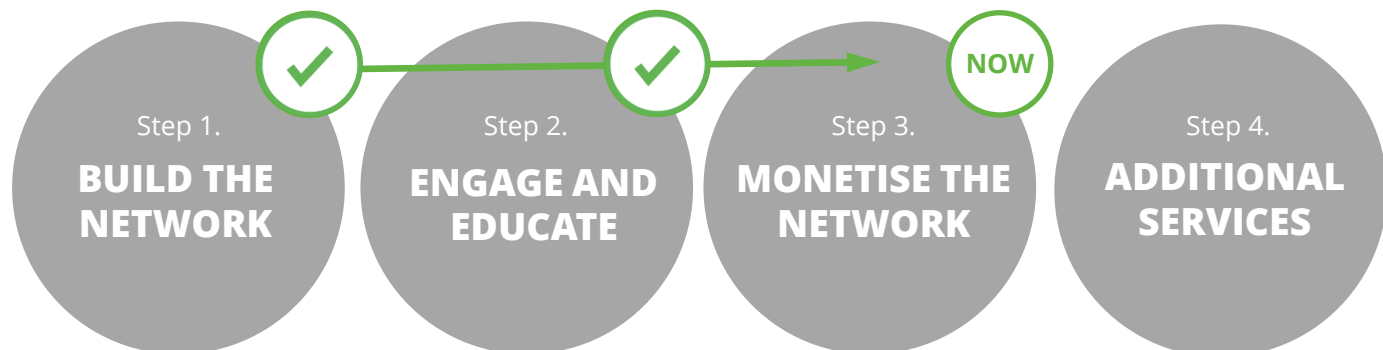
Through a bottom up business development approach Rewardle is developing dominant market positions across a variety of industry sectors, positioning the business to be a leading player as the worlds of social media, marketing, mobile and payments converge to transform how we connect, share and transact.

Continuing to execute stated strategy, growth and engagement continue as monetisation commences

The Curves Channel Partnership is part of the Company’s ongoing strategy of focussing on Merchant and Member Network growth while monetisation commences.

Implementing Channel Partnerships with leading industry players across sectors validates the Rewardle Platform and augments the existing business development efforts of the Company to drive Merchant and Member Network growth and engagement.

Management is competently executing a simple and proven plan to success



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.

For more information please contact:

Ruwan Weerasooriya (Founder and Managing Director)

Email: ruwan@rewardle.com

Mobile: 0412448769