

Rewardle Holdings Limited

(ASX:RXH)

Morgan Stanley Micro-cap Conference, 14th October 2015



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Due to rounding, numbers presented throughout this and other documents may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures.





Hello world, we are Rewardle

A marketing and transactional platform
designed for a connected world



Corporate information

DESCRIPTION	SHARES	OPTIONS (MAJORITY @ 20C)	PERFORMANCE OPTIONS (MAJORITY @20C)
Currently on issue	131,389,015	28,305,000	13,816,500
Market Cap (@ \$0.24 – undiluted)	~\$31M		
Cash	~\$4.8M (as at 30 June 2015)		
Enterprise Value	~\$26M		
Board Ownership	~67%		


BOARD OF DIRECTORS

Jack Matthews – Chairman

Ruwan Weerasooriya – Managing Director

Brandon Munro – Independent Director





**Rewardle is a social network
that connects consumers and local businesses
based on transactions**



Social networks explained with coffee



I like coffee



Watch me drinking
coffee



I am drinking a
#coffee



Here is a vintage
picture of my coffee



My skills include
drinking coffee



Here is my collection
of coffee pictures



Social networks explained with coffee



I like coffee



Watch me drinking
coffee



I am drinking a
#coffee



This is where I buy coffee

Here is a vintage
picture of my coffee



My skills include
drinking coffee



Here is my collection
of coffee pictures



Simple mechanics and network effect driving rapid growth

Step 1.

Grab card or
download app



Approaching
1.5m Members

Step 2.

Tap screen, scan to
Check-in



Approaching
5,000 Merchants

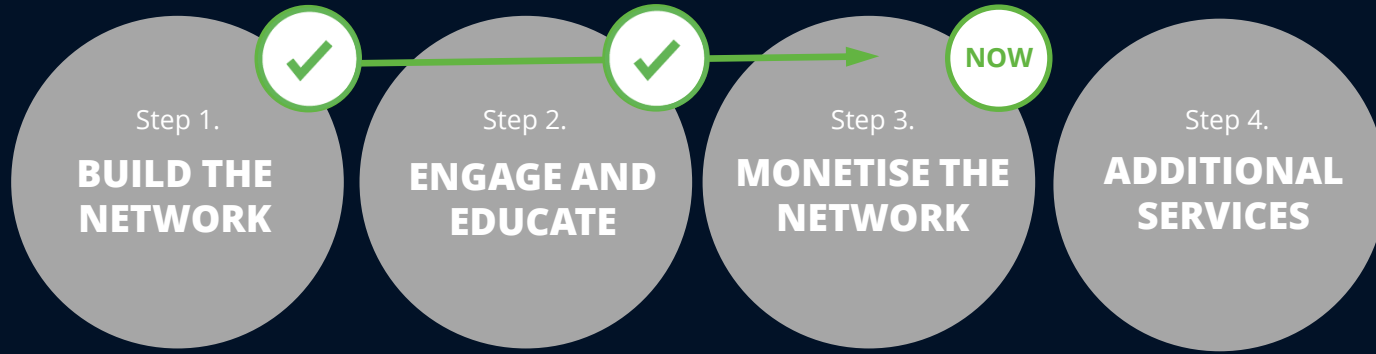
Step 3.

Register points and/or
redeem rewards



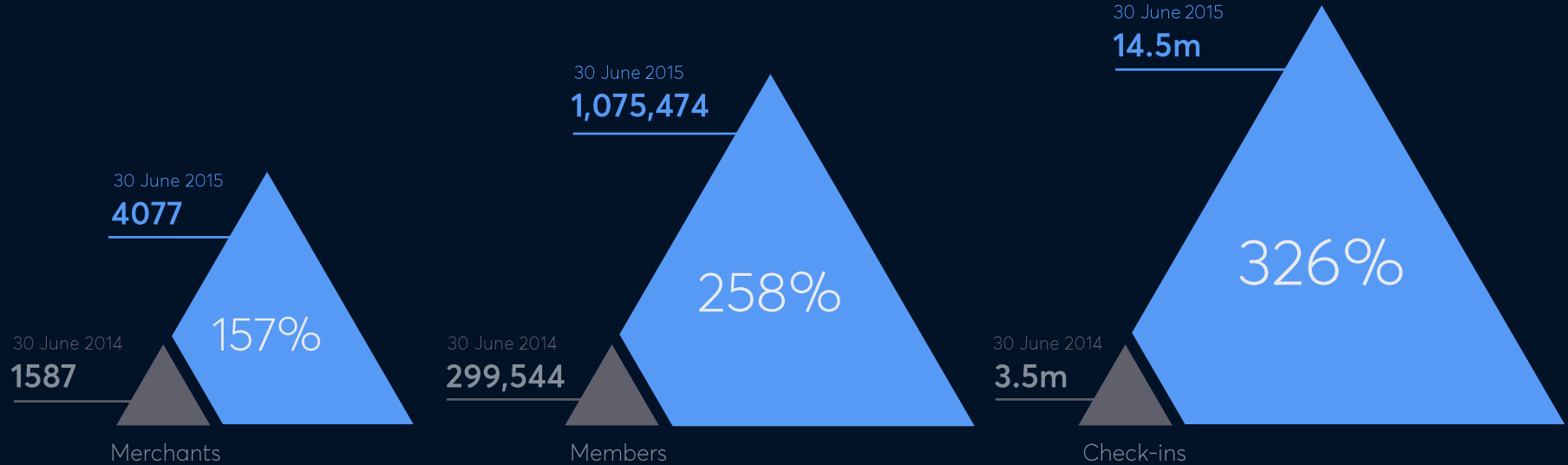
Approaching
20m Check-ins

Management is competently executing a simple, proven strategy



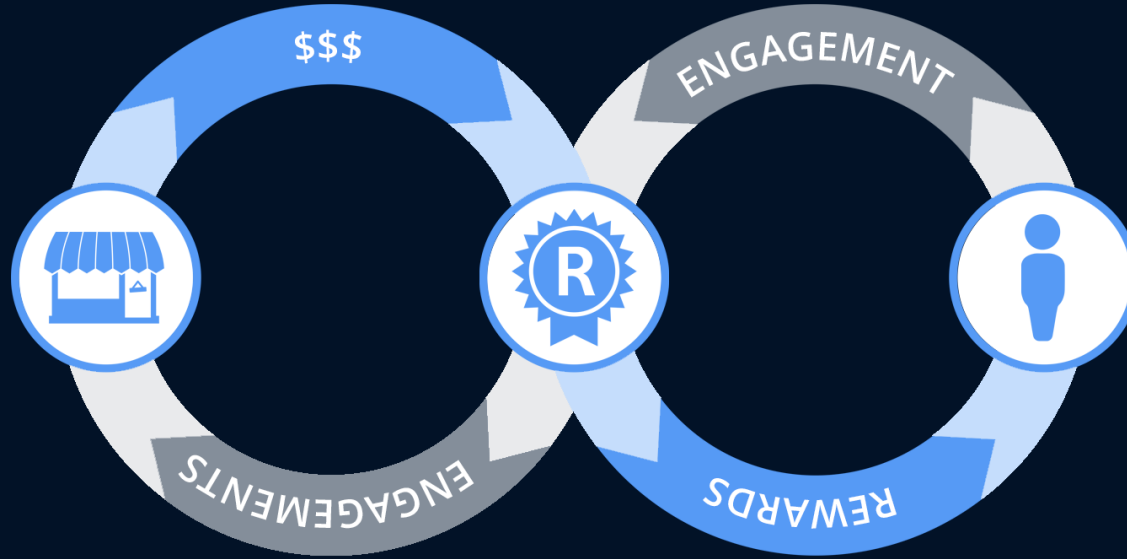
Hitting milestones early: 1m Members hit early June ahead of expectation due to Network Effects inherent of model. Accelerated Member growth allowed management to initiate Network monetisation, initially via Brand Partnerships

Key YoY growth and engagement metrics



Network effects powering growth: Merchants growing fast, Members growing faster, Check-ins growing fastest.

Merchant and Member value proposition

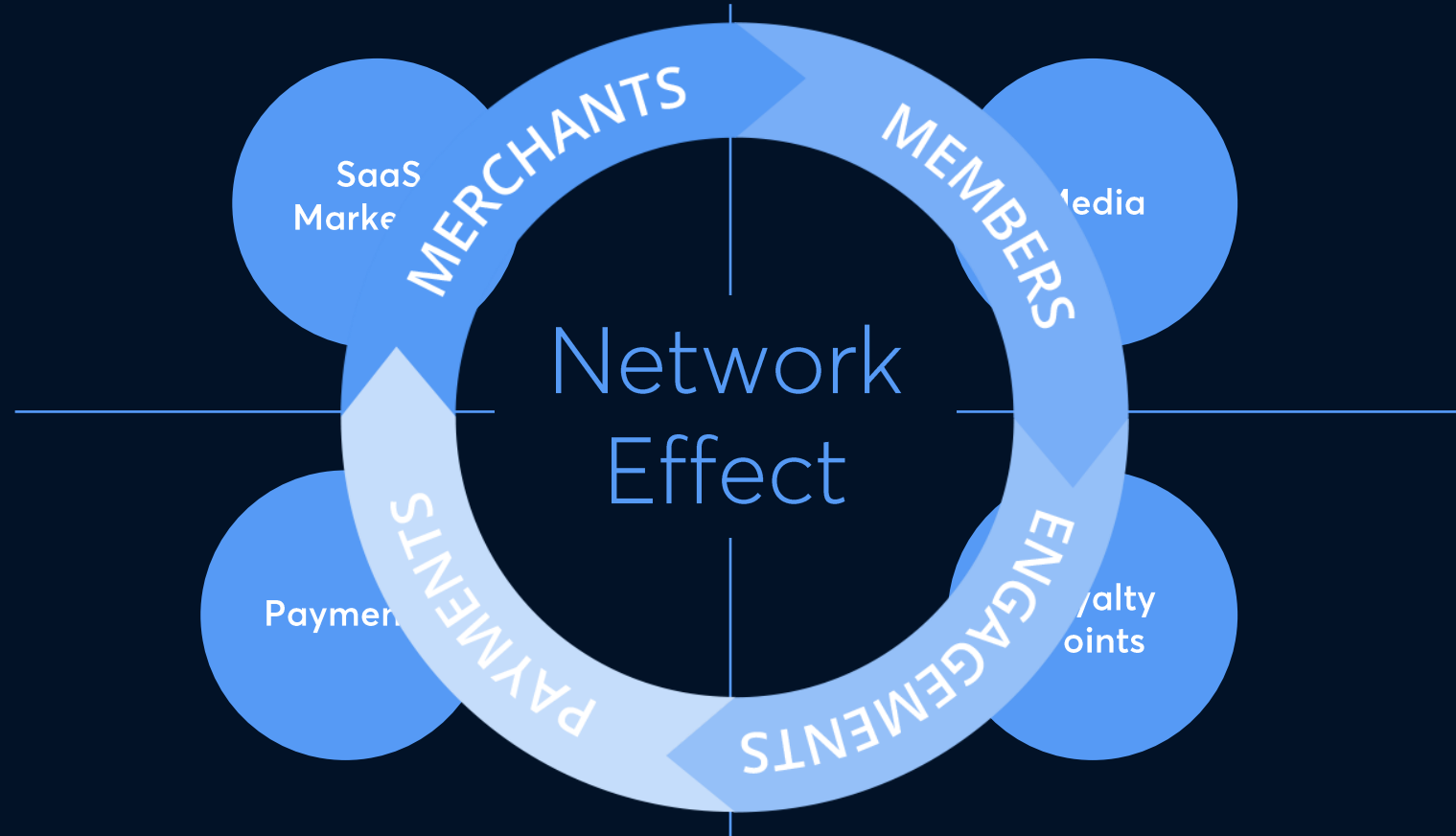


Everyone wins: An elegantly balanced exchange of value designed to attract, engage and amplify

SaaS Network effect acts as a growth flywheel



SaaS Network effect acts as a growth flywheel



Model sits between valuable multi-billion dollar sectors

SMEs IN SECTORS WHERE REWARDS PROGRAMMES ARE COMMONLY OFFERED

Up to 200,000

TOTAL ADVERTISING IN AUSTRALIA FORECAST

\$16.4b by 2019

TOTAL SALES OF THE RETAIL INDUSTRY, CAFES, RESTAURANTS AND TAKE-AWAY FOOD SECTORS

\$264b

COMBINED REPORTED VALUES OF QANTAS FREQUENT FLYER AND VIRGIN VELOCITY FREQUENT FLYER PROGRAMS

\$3b



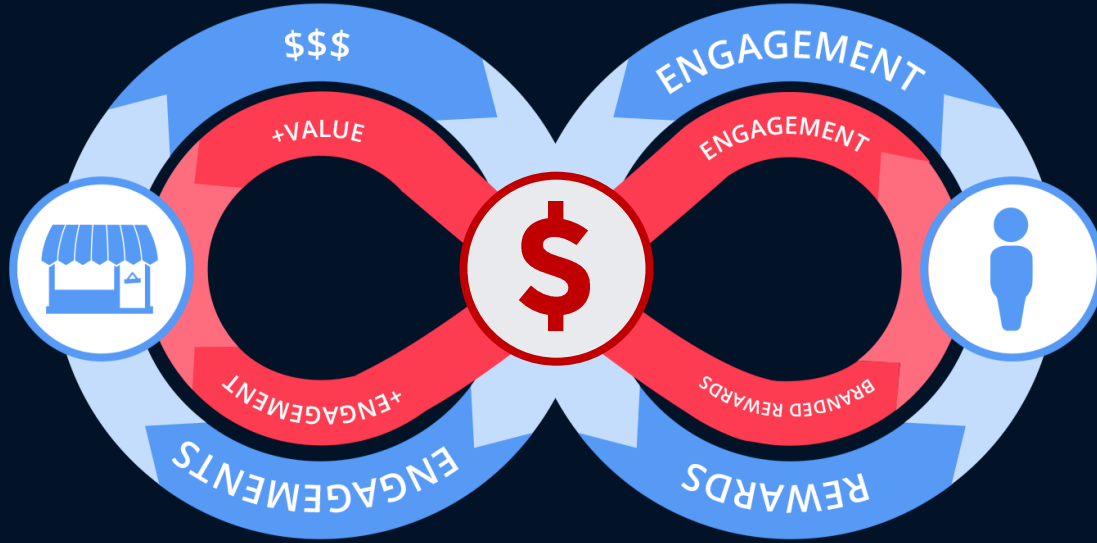
Step by step: Each sector is complimentary to the Rewardle business model but have unique key requirements for successful entry

Initial monetisation via Brand Partnerships



1m Members milestone achieved early: Established a commercially viable media business model which is gathering traction

Brand Partnerships strengthen the commercial bonds of the Rewardle Network



Revenue PLUS engagement: Brand Partnerships are driving revenue for Rewardle while adding value to participation for Merchants and Members

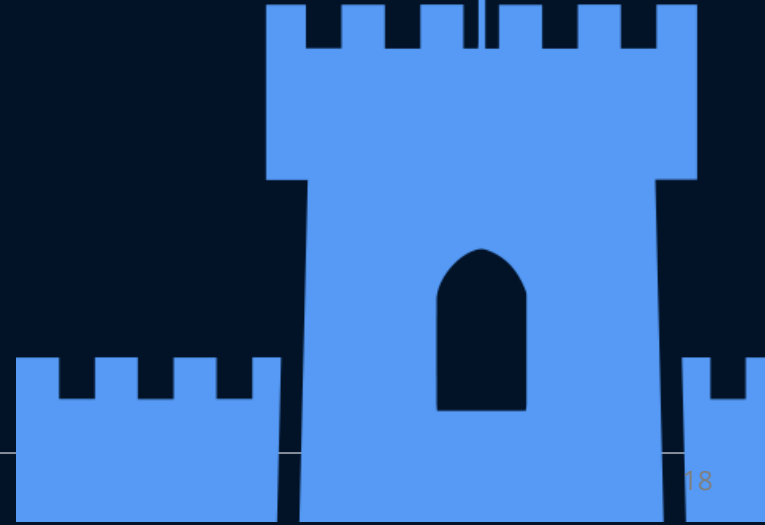
Share price performance vs Merchant Network Growth



Competent execution of strategy: Growth of the Rewardle Network and multiple Brand Partnerships

" Tell 'im he's dreamin' "

- Darryl Kerrigan



Sometimes, the little guy wins



Thankyou, questions

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