

Shares:	131,389,015	Merchants (as at 30 Sept 2015):	4,721
Market cap (@ \$0.23):	\$30.2m (Approx)	Members (as at 30 Sept 2015):	1,330,326
Cash (as at 30 Sept 2015):	\$3.2m (Approx)	Check-ins (as at 30 Sept 2015):	18.8m

Record growth and monetisation continues

Fastest
100,000
Members

Fastest
1,000,000
Check-ins

Fastest
\$100,000
Prepaid credit
added, used, held

Nestle Brand Partnership
\$100,000+
Commercial value



4721
Merchants



1.33m
Members



18.8m
Check-ins



\$2.3m
Prepaid Added

\$1.8m
Prepaid used

\$531,724
Prepaid held

- Record growth continues across key metrics, fastest Membership, Check-in and Prepaid growth in September quarter
- Monetisation momentum continues with Nestle Brand Partnership
- Experienced management in place to drive future monetisation, initially via Brand Partnerships
- Channel Partnerships continue progressing, assisting Rewardle to establish dominant Merchant scale across key sectors
- Consistently accelerating growth supports accelerated development of the Rewardle business model

Record growth continues across key metrics, fastest Membership, Check-in and Prepaid growth in Sept quarter

The increasing scale of the Rewardle Merchant and Member Network is enhancing the influence of the Rewardle Platform's inherent Network Effects which continues to drive consistently accelerating growth across key metrics.

During the September quarter new records were set for the fastest 100,000 Members, the fastest 1m Check-ins and the fastest \$100,000 across all prepaid credit metrics.

These records continue to be achieved while management controls Merchant growth rates to permit the allocation of greater resources towards Merchant education and engagement in preparation for conversion of free trials to paying subscriptions in the future.

The continued acceleration in the growth across these key metrics demonstrates the growing influence of the Rewardle Platform's inherent network effects and their ability to drive highly cost effective organic growth.

Having consistently delivered accelerating growth against key network metrics over the course of the 2015 calendar year management expects that as per previous corresponding periods the December and March quarters will experience a seasonal slowdown across key metrics due to the Christmas holiday season and the associated changes in day to day routines.

Monetisation momentum continues with Nestlé Brand Partnership

During the September quarter, Rewardle established a Brand Partnership with Nestlé, one of Australia largest advertisers with a reported annual advertising spend of approximately \$60M.

The Nestlé Brand Partnership covers an initial test and learn burst of activity involving the KitKat brand that represents over \$100,000 of commercial value to Rewardle in the form of a cash fee for access to the Rewardle Network and the retail value of product that will be offered to Rewardle Members through the Merchant Network.

The initial activity will involve less than 10% of the Rewardle Merchant and Member Network and serves to demonstrate the potential value of total Rewardle Network that is continuing to grow strongly on the back of powerful Network Effects inherent in business model.

The Nestlé Brand Partnership went live in early October and is seeing KitKat chocolate bars offered to Rewardle Members via Merchant's Rewardle programs. KitKat chocolate bars will feature as a "Branded Reward" in participating Rewardle Merchants reward programs where they can be selected and redeemed by Members during their local shopping routine.

The Brand Partnership activity with KitKat is developing a valuable case study for Rewardle to demonstrate it's unique offering that will have broad appeal to marketers working across a variety of sectors, particularly those in other Consumer Packaged Goods categories.

In conjunction with previously announced six figure Brand Partnerships with AirAsia and Quickflix the Brand Partnership with Nestlé demonstrates the growing momentum in the initial monetisation of the Rewardle Network via Brand Partnerships.

Due to the scheduling and implementation timing of the AirAsia, Quickflix and Nestlé Brand Partnership activity, the revenue along with their impact on Network growth and engagement will be realised in subsequent reporting periods.

The Company is currently engaged in discussion with a number of potential Brand Partnership opportunities and updates with respect to these will be announced as they are formalised.

Experienced management in place to drive monetisation, initially via Brand Partnerships

To support the Company's ongoing business development efforts, particularly with respect to Brand Partnerships, Rewardle appointed Mr Michael Johnstone as Commercial Director. Mr Johnstone commenced in the role at the start of October.

Mr Johnstone brings 20 years of media and marketing industry experience, including seniors sales leadership roles in Television (Nine Network, MTV) and Out of Home (APN Outdoor and oOh!Media).

In joining Rewardle, Mr Johnstone is reuniting with founder and Managing Director Ruwan Weerasooriya and Chief Technology Officer Jason Potter who he joined in their previous venture, CafeScreen, a leading digital out of home media company that operates a network of digital screens and free WiFi hotspots in approximately 400 cafes around Australia.

The team successfully worked together in building the CafeScreen business (at founding a globally original digital media concept) into multi-million dollar media business that was sold to leading out of home media company oOh!Media.

As Commercial Director, Mr Johnstone is responsible for the development of opportunities associated with the commercialisation of the Rewardle Merchant and Member Network. In particular, He will apply his experience in commercialising new digital media formats along with his extensive media industry knowledge and professional network to develop Rewardle's Brand Partnership revenue.

Mr Johnstone is a proven sales leader with a strong track record of success across traditional media and launching new digital platforms whose capability is well known to Rewardle management.

Continued progress with Channel Partnerships assists in establishing dominant Merchant scale across key sectors

During the September quarter Rewardle established Channel Partnerships with Curves Fitness Centers, the operators of approximately 200 fitness centers and Dimattina Coffee, a leading specialty coffee roaster with over 1000 café and restaurant wholesale clients.

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.

Rewardle's network of independent cafes is already substantially larger than the largest branded café chain in Australia. The Dimattina Coffee Channel Partnership will serve to further enhance Rewardle's dominant position in this sector.

According to Frost & Sullivan, there are up to 200,000 merchants operating in sectors where rewards programs are commonly offered representing Rewardle's addressible domestic market.

While Rewardle continues to make great strides in Network growth management remains focused on executing its winner takes all strategy focusing on network growth and engagement initially with monetisation to follow once critical mass is achieved.

Channel Partnerships support the growth of the Rewardle Network and assist in developing dominant positions in key industry sectors. The Company has an active pipeline of Channel Partner opportunities and will report on their progress as they are formalized.

Consistently accelerating growth supports accelerated development of the Rewardle business model

As demonstrated in the progress being made on Brand Partnership business development, the consistently accelerating growth of the Rewardle Merchant and Member Network is allowing management to execute on the development of Rewardle's business model significantly earlier than expected at the time of IPO.

In recognition of the accelerating development of the business model, late in the June and during the September quarter management undertook a significant software development project that involved the re-architecture and extension of the Rewardle Platform in preparation for the launch of new features.

Due to the once of nature and scope of the work the Company elected to engage external contractors to augment Rewardle's in-house technical resources in completing the development project.

The contracted components of the project represented a once of investment of approximately \$300,000 which is now complete with all costs reflected in the June and September quarterly cashflow reports. Ongoing management and enhancements of the Platform will be undertaken by Rewardle's in house technical resources which have been moderately expanded in preparation for future growth.

Subject to the ongoing growth of the Rewardle Network and progress of commercial discussions, the elements of Rewardle's business model associated with the enhancements to the Rewardle Platform are expected to be released at various times during 2016.

About Rewardle Holdings Limited

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.

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