

Shares:	131,389,015	Merchants (as at 30 Sept 2015):	4,721
Market cap (@ \$0.20):	\$26.3m (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

# Franchise chains join the Rewardle Network

## Three Beans chain joins the Rewardle Network

Three Beans is a coffee franchise concept established by two brothers, one with extensive experience in establishing hospitality venues and the other who held a number of senior executive roles with McDonalds restaurants in the UK. Three Beans offers franchisees extensive operational support via a low overhead structure. The first Three Bean outlet was opened in Sydney in 2007 and the chain has since grown to over 20 outlets across metropolitan Sydney.

Rewardle has established a Service Agreement with the franchise operator to roll the Rewardle Platform out across all Three Beans outlets to support their delivery of an industry leading digital marketing and payments solution to franchisees.

## Charlie Lovett chain joins the Rewardle Network

Charlie Lovett is a coffee/bakery franchise concept where outlets roast coffee and bake bread and pastries on site. After opening an initial outlet in Sydney in 2009 the chain has grown to 12 outlets across Sydney, Melbourne and the Gold Coast.

Rewardle has established a Service Agreement with the franchise operator to roll the Rewardle Platform out across all Charlie Lovett outlets to support their delivery of an industry leading digital marketing and payments solution to franchisees.

## Effective execution of winner takes all strategy

Rewardle is uniquely positioned based on its approach of combining digital marketing and payments into a single cloud based platform powered by Big Data analysis coupled with the substantial early mover advantage of amassing almost 5000 local Merchants and 1.5M Members who are have engaged with the Rewardle Platform during more than 20M transactions.

This combination of product depth and consistently accelerating traction across High St communities is proving to be a unique and increasingly compelling proposition for local business operators.

The Three Beans and Charlie Lovett franchise chains are representative of a new breed of franchise business models that are being developed by operators with a sophisticated understanding of the benefits of leveraging existing networks and cloud based platforms rather than trying to develop proprietary solutions.

Franchise chains are an efficient method of scaling the Rewardle Merchant Network and establishing Service Agreements with Three Beans and Charlie Lovett serves to validate the Rewardle Platform to other franchise operators.

By establishing a substantial independent Merchant Network that is many times larger than the footprints of Australia's largest chains Rewardle offers franchise operators the comfort of working with a highly experienced operator with deep learnings and a platform that has been significantly battle tested.

Establishing Service Agreements with franchise operators supports the strategy of initially focusing on growth and engagement of the Merchant and Member Network which is the basis of the Company's commercial model.

These Service Agreements demonstrate management's continued execution of the Company's stated strategy of initially focusing on growth and engagement of the Merchant and Member Network with initial monetisation via Brand Partnerships which management believes has the potential to fund the operations of the business.

The early mover advantage established through the aggressive scaling of Rewardle's Merchant and Member Network is now being leveraged by management and the Company has developed an active pipeline of opportunities across network growth initiatives and Brand Partnerships. Updates on the progress of these discussions will be made as they are formalised.

## 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.

**For more information please contact:**

**Ruwan Weerasooriya (Founder and Managing Director)**

Email: [ruwan@rewardle.com](mailto:ruwan@rewardle.com)

Mobile: 0412448769