

# Rewardle Holdings Limited


## (ASX:RXH)

Company overview and update: November 2015



A marketing and transactional platform  
designed for a connected world





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

# Simple mechanics and network effect driving rapid growth



Step 1.  
Grab card or  
download app



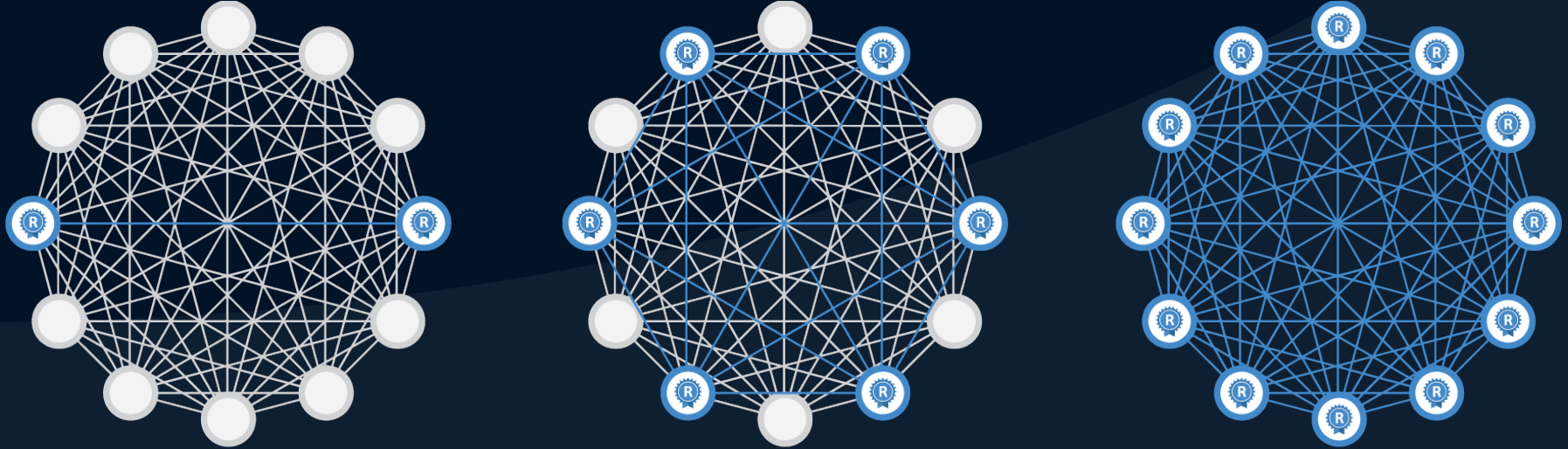
Step 2.  
Tap screen,  
scan to Check-in



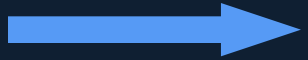
Step 3.  
Register points and/or  
redeem rewards



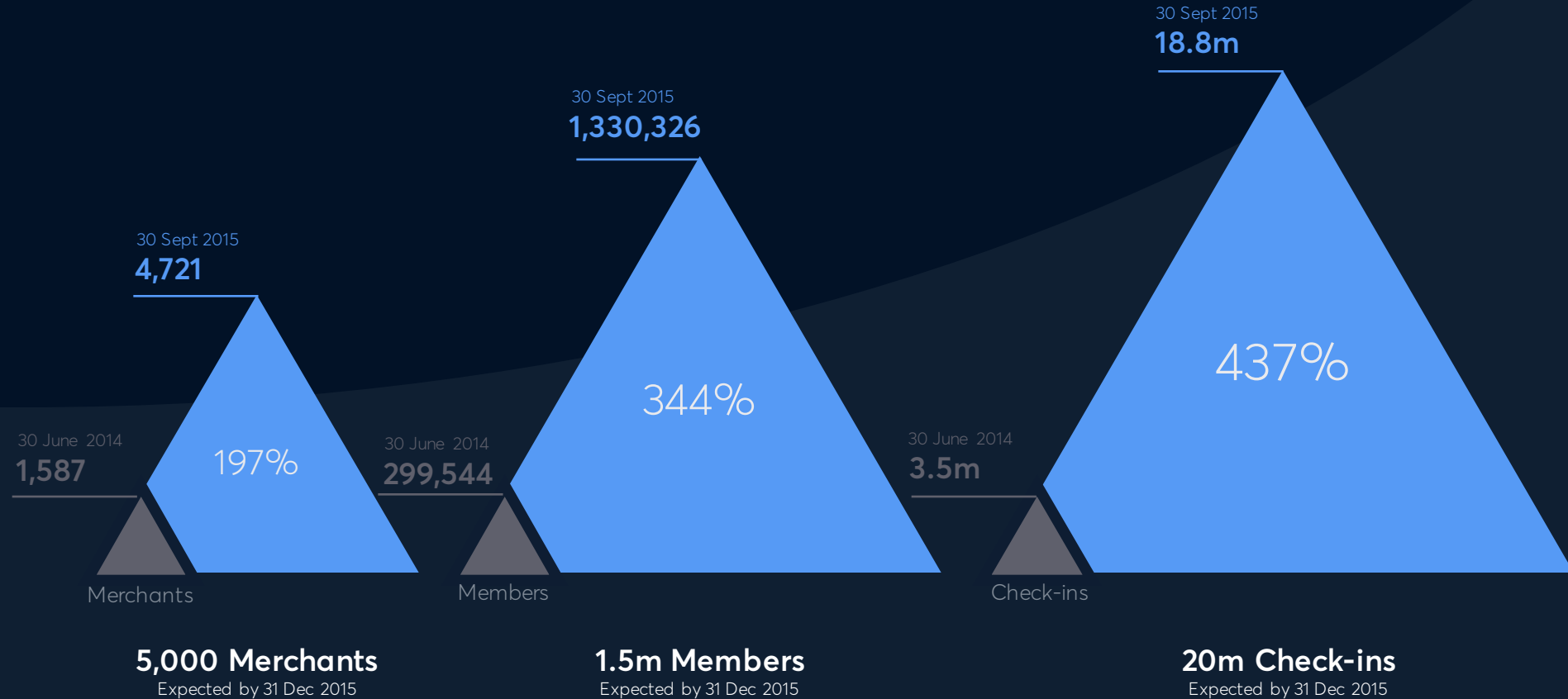
# Simple mechanics and network effect driving rapid growth



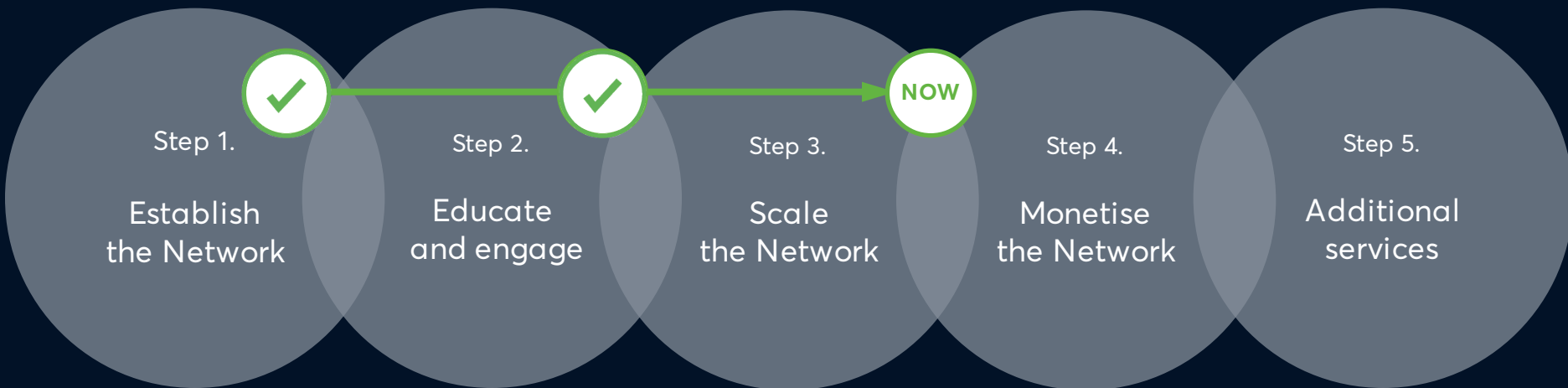
As the network grows the value and utility increases exponentially for users



# Key growth and engagement metrics since IPO @ \$0.20

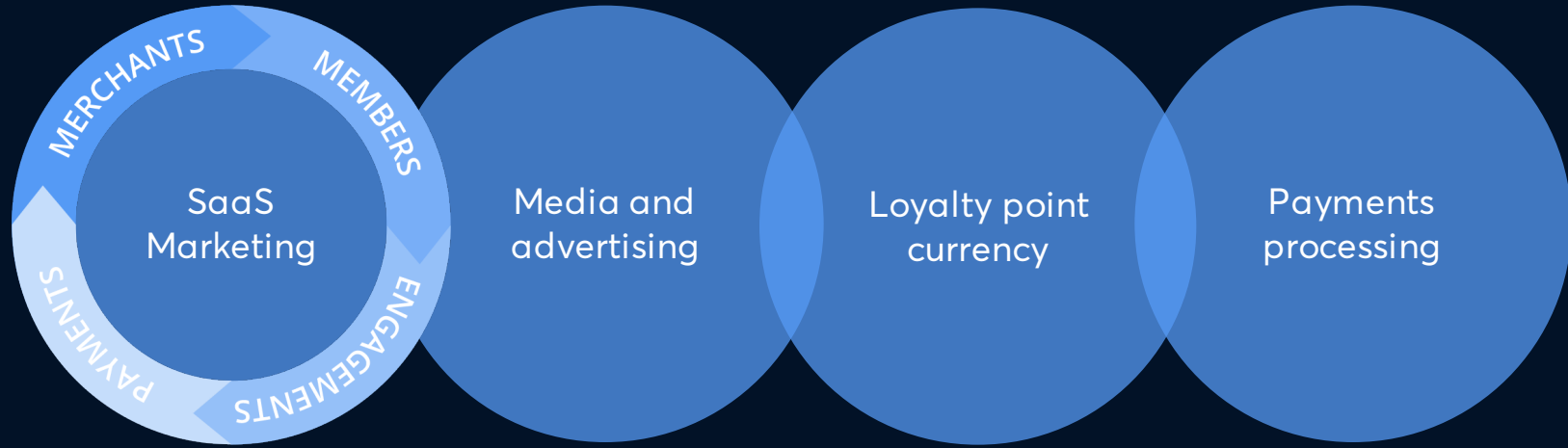


# Management is competently executing a simple, proven strategy



**Hitting milestones early: 1m Members hit early June ahead of expectation due to Network Effects inherent of model**

# Network scale underpins multiple commercial opportunities



**The Rewardle business model:** consists of multiple, complimentary revenue streams that act to reinforce the inherent Networks Effects of the business model

# Rewardle model draws revenue from large existing markets

SMEs IN SECTORS WHERE REWARDS PROGRAMMES ARE COMMONLY OFFERED

Up to 200,000

TOTAL ADVERTISING IN AUSTRALIA FORECAST

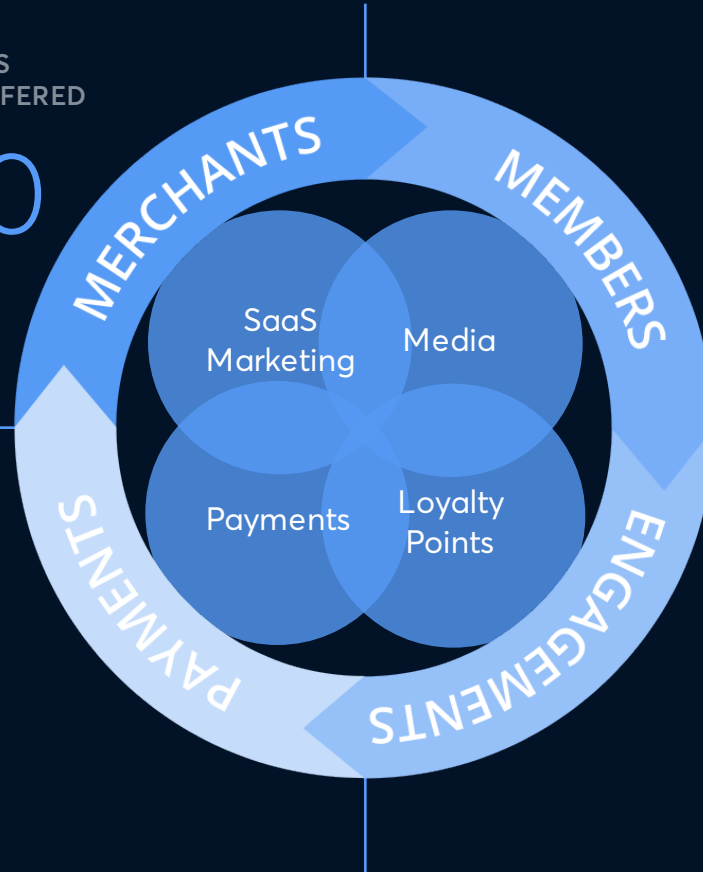
\$16.4b by 2019

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

\$264b

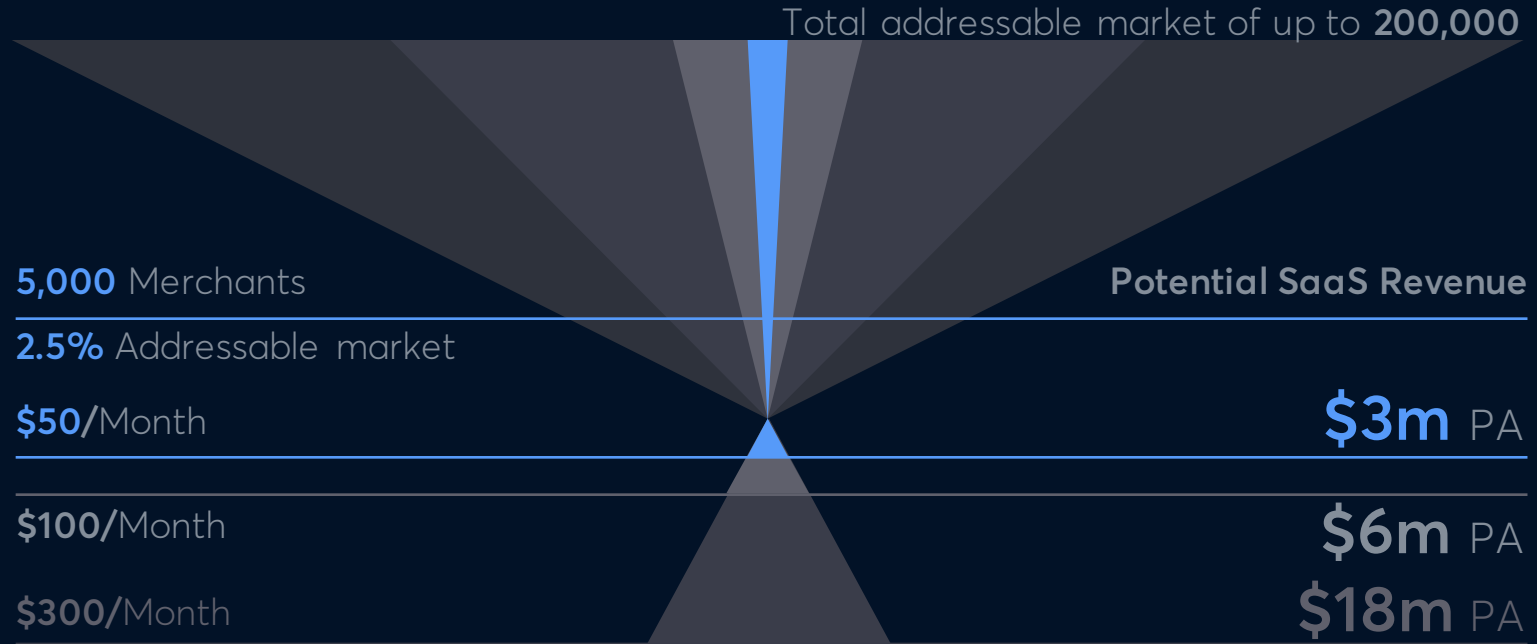
COMBINED REPORTED VALUES OF QANTAS FREQUENT FLYER AND VIRGIN VELOCITY FREQUENT FLYER PROGRAMS

\$3b





# Potential SaaS value of Merchant Network building



**Captured a substantial early mover advantage: latent potential SaaS revenue grows as the Rewardle Network grows**

# Owning the independent market trumps leading chains

Corporate  
chain



McDonalds

900+  
Stores



Priceline

330+  
Stores



Dominos

580+  
Stores



Gloria Jeans

350+  
Stores

Rewardle  
Network  
4,721+  
Merchants



5x



14x



8x



13x

Addressible  
market of  
independent  
Merchants

Up to

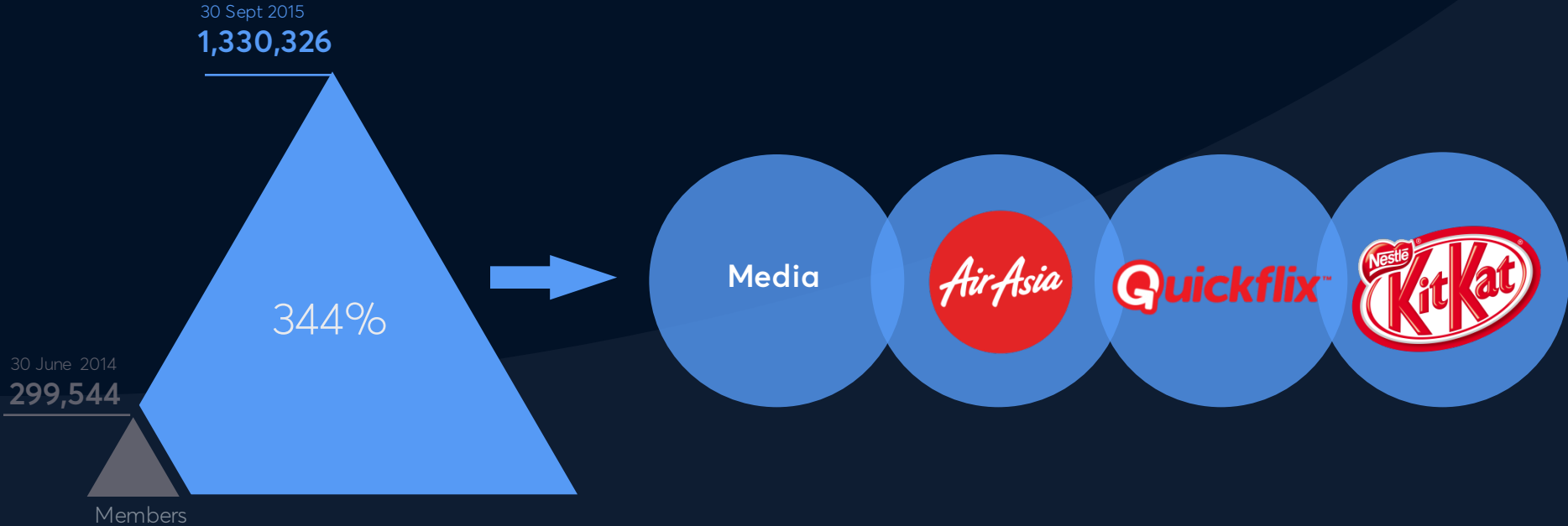
200,000



...

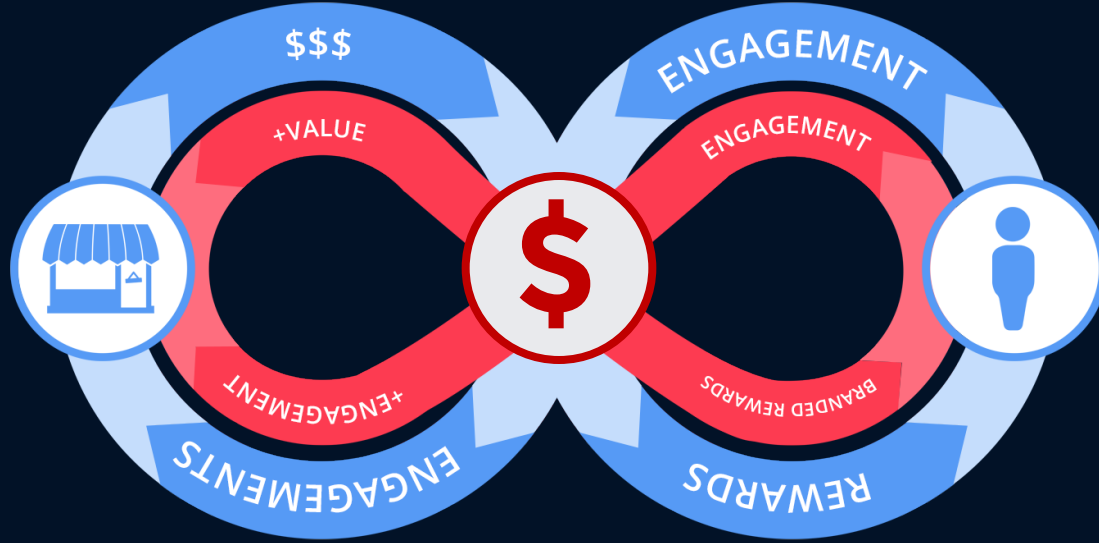
**Established an early mover advantage:** with substantial scope for further growth by rolling up the long tail of independent Merchants

# Initial monetisation via Brand Partnerships



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

# Brand Partnerships drive revenue and engagement



**A unique media model: brand activity positively adds value to the platform for Merchants and Members**

# Corporate information

DESCRIPTION	SHARES	OPTIONS (MAJORITY @ 20C)	PERFORMANCE OPTIONS (MAJORITY @20C)
<b>Currently on issue</b>	131,389,015	28,305,000	13,816,500
<b>Market Cap (@ \$0.175 – undiluted)</b>	~\$23M		
<b>Cash</b>	~\$3.2M (as at 30 Sept 2015)		
<b>Enterprise Value</b>	~\$20M		
<b>Board Ownership</b>	~67%		

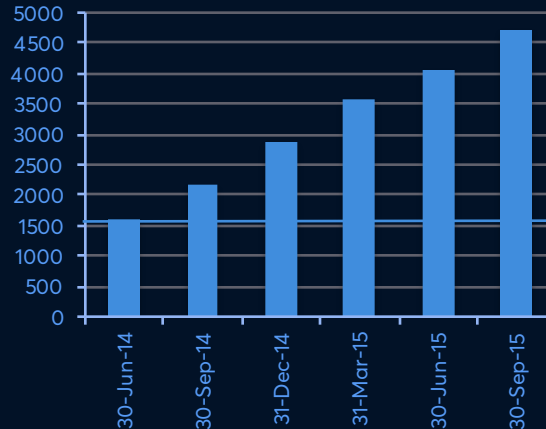
## BOARD OF DIRECTORS

Jack Matthews – Chairman

Ruwan Weerasooriya – Managing Director

Brandon Munro – Independent Director

Merchants



Share Price





Thankyou, questions

Ruwan Weerasooriya – Founder and Managing Director

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