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## ACTIVISTIC HIRES UK MARKETING AND BUSINESS DEVELOPMENT LEAD AS NEW UK OFFICE ESTABLISHED IN LONDON'S TECH CENTRE

### Highlights:

- **Activistic opens UK office, located near in heart of new tech commercial quarter, London's "Silicon Valley roundabout"**
- **Establishment of UK office will assist in developing charity app partnerships on the ground**
- **Appoints UK Marketing and Business Development Lead with digital and charity experience to manage Ralli launch in the UK**
- **UK Marketing and Business Development Lead will oversee launch marketing campaign for the Ralli App into the UK market in February**

**Perth, Australia (February 10, 2016)** Micro-donations platform provider Activistic Limited (ASX: ACU) ("Activistic" or "the Company") is pleased to announce it has opened a UK office in London and has appointed a UK Marketing and Business Development Manager.

Ralli is Activistic's global business-to-consumer branding for the Activistic platform, which enables the efficient and cost-effective collection of regular donations on a recurring basis, utilising the mobile phone network, and APP based technologies.

Mr. Felix Daniel will develop charity partnerships and will be responsible for the UK launch campaign of the Ralli app into the UK market to gain nationwide app downloads and donations.

Mr. Daniel joins Activistic with global experience in the digital and charity sector, having worked for number of digital marketing agencies across the UK and Australia, and commenting on the opportunity said: *"When I realised how many people, organisations and causes could be helped by the Ralli app, I was immediately excited. It's an easy-to-use smartphone solution for global giving. Users have financial flexibility and control over their donations, with no cold calls or the need to reveal financial details. It's just the type of innovative project I want to be part of."*

Activistic UK will be located in the capital's new tech start-up hub, Aldgate, part of a co-working office space WeWork, which is home to Uber's London headquarters and a number of other successful tech start-ups.

The Ralli app facilitates easy and simple donating with no need for credit cards or bank information. Fund raising through the Ralli app also provides significant cost savings to charities; with 85% of the donated amount remaining with the beneficiaries.

In addition to facilitating donations, the Ralli app is equipped with a powerful engagement tool, providing a highly efficient and impactful way of distributing key events, latest activities and results of fund raisings to build traction with the existing and prospective donor base for partner charities.

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### Company Information:

Activistic Limited  
ACN: 007 701 715  
ASX: ACU  
[www.activisticgroup.com](http://www.activisticgroup.com)

### Registered Address:

Suite 5, 71-73 South Perth Esplanade  
South Perth WA 6151  
Telephone: +61 8 6244 0333

### Board of Directors:

Peter Wall	Non-Executive Chairman
Kevin Baum	Non-Executive Director
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director

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**ABOUT ACTIVISTIC**

Founded in 2012, Activistic has developed a revolutionary micro-donation technology that seamlessly connects and engages the world's ~2 billion smartphone consumers with charities and causes.

Activistic's technology ensures the lowest possible cost to both the donor and the industry via an efficient collection technology that enables regular payments or contributions utilising a mobile phone network.

Activistic allows subscribers to donate with ease and simplicity to any cause in any region, with no need for credit cards or bank information. It provides significant cost savings to beneficiaries; with the nominated charity receiving 85% of the donated amount as opposed to ~32% in the traditional model, as traditional fundraising costs typically represent ~68% of proceeds raised.

Activistic solves issues that often hinder donation collection via its low cost, secure and streamlined payment technology.

In addition, Activistic's platform is equipped with a powerful engagement tool, providing a highly efficient and impactful way of distributing key events and results of fund raisings to build traction and increase transparency with a group's donor base.

Yours faithfully



Ramon Soares  
Joint Company Secretary

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