
ACTIVISTIC MOVES INTO FAITH BASED GIVING WITH SIGNING OF CHURCH ARMY TO RALLI APP IN UK

Highlights:

- **Activistic signs Church Army to Ralli app, providing a pathway to validate faith-based giving via the patent-pending technology that ensures lowest possible cost of fundraising.**
- **Church Army is a mission-focused community of people that transform lives and communities through the work of evangelists, staff and supporters. Church Army shares the Christian faith through words and actions in a variety of contexts across the United Kingdom and Ireland.**
- **Church Army’s President is the former Archbishop of Canterbury, Rowan Williams, while the Patron of the charity is Her Majesty Queen Elizabeth II.**
- **Church Army UK will be able to receive donations via the Ralli app, however Activistic is in discussions regarding a white label app for Church Army as a world-wide charity.**
- **The Church Army UK arm raised more than A\$8.715M in FY2015 and it is anticipated that Activistic will contribute additional donations while providing a powerful engagement tool, with a highly efficient and impactful method of communicating events and achievements with push notifications.**

Perth, Australia (March 10, 2016) Micro-donations platform provider Activistic Limited (ASX: ACU) (“Activistic” or “the Company”) is pleased to advise it has signed Church Army UK to its Ralli app, adding a sixth vertical of faith-based giving to the app and providing an entry into the significant church giving market.

Ralli leverages Activistic’s patent-pending technology to ensure the lowest possible cost of fundraising to both the donor and the industry via an efficient collection technology that enables regular payments via the giver’s phone bill.

Church Army is made up of eleven independent Church Army societies; in UK, Australia, Barbados, Canada (called Threshold Ministries), Denmark, East Africa, Jamaica, Malawi, New Zealand, USA, Ireland, and Vanuatu. These societies work in more than 20 different countries. Activistic and Church Army are in discussions about developing a white label app for the world-wide organisation, as it a significant sized charity with large reach.

Nigel Lee, Executive Chairman of Activistic Holdings said: *“The addition of Church Army UK to our Ralli app is a significant milestone as it not only adds to the credibility and noteworthy charities on the app itself, but represents our first foray into faith-based giving.*

“This vertical is very significant for us to enter into as it represented over US\$100 billion of donations in the US alone in 2014. We are looking forward to the soft launch of the Ralli app later this month complimenting the strong momentum being achieved in the US with Veterans Call.”

Ralli will have more than 80 charities on boarded and be able to receive donations once launched later this month, with at least five top UK charities per cause including animal welfare, disaster relief, health and research, and poverty. The addition of Church Army provides an additional vertical of faith based giving to the Ralli app.

Company Information:

Activistic Limited
ACN: 007 701 715
ASX: ACU
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

Ralli allows donors to give with ease and simplicity to any cause on the app, with no need for credit cards or bank information. In an industry that requires growing transparency, the app provides significant cost savings to beneficiaries, with the nominated charity receiving 85% of the donated amount as opposed to an average of 32% in the traditional model.

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

For more information contact:

Nigel Lee

Non-Executive Director
Chairman of Strategic Advisory Board
nigel@activisticgroup.com

Simon Hinsley

Investor Relations
+61 401 809 653
simon@nwrcommunications.com.au

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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