

Shares:	131,389,015	Merchants (as at 31 Dec 2015):	5,022
Market cap (@ \$0.075):	\$9.8m (Approx)	Members (as at 31 Dec 2015):	1,537,098
Cash (as at 31 Dec):	\$1.8m (Approx)	Check-ins (as at 31 Dec 2015):	22.9m

Brand Partnership update

- **Brand Partnerships executed with a top tier telecommunications company, "Big Four" bank and a variety of partners operating in the retail, entertainment and hospitality sectors.**
- **The increasing flow of marketing investment, now including leading telecommunications and banking brands, continues to validate Rewardle's unique media offering.**
- **Brand Partnerships directly drive short term revenue and also support the development of Merchant Services (SaaS) revenue by adding value for Merchants through sponsored promotional activity.**

Rewardle Holdings Limited ("Rewardle" or the "Company") is pleased to update the market on Brand Partnership activity.

The Company has executed Brand Partnerships with a top tier telecommunications company, a "Big Four" bank and a variety of partners operating in the retail, entertainment and hospitality sectors.

At the request of the Telecommunications and Banking partners the Company has agreed not to identify their brands as the campaigns are not yet active. Both these campaigns will be live and visible to the public in coming weeks. In addition, the Company has undertaken Brand Partnership activity as outlined below:

- **Cellarmasters**, an online wine retailer owned by Woolworths, provided Rewardle Members with the opportunity to use points to redeem an exclusive \$50 discount offer.
- **Brisbane Lions AFL** team offered Rewardle Members the chance to use points to redeem a 50% discount on tickets to the North Melbourne home round.
- **Little Shop of Horrors**, a musical theatre production, has used the Rewardle Network to promote the show and provided Members with the chance to win tickets.
- **The Emporium Hotel** in Brisbane is using Rewardle to raise awareness with Brisbane locals for business stays and weekend escapes and is also providing Rewardle Members with the chance to win accommodation packages.

Rewardle founder and Managing Director, Ruwan Weerasooriya said:

"Our rapidly growing Merchant and Member network is increasingly attracting the attention of advertising partners, big and small, across a variety of sectors. As a new media format every early campaign contributes new insights and supports subsequent business development activity."

"As a mobile, Cloud based marketing and payments platform, we consider engaging with top tier telecommunications and banking brands to be a very positive, strategic development for the business."

"Brand Partnerships have dual commercial drivers in our business model. The advertising component drives short term revenue and the promotional activity engages Members, adding value for our Merchants and supporting our case for Merchants to pay for access to the Rewardle Network."

"We're delighted with the response from our Merchants, Members and partners to the activity we have run to date and look forward to new campaigns going live in coming weeks."

"Having demonstrated the value of Brand Partnerships to Merchants over a number of campaigns we are well positioned to drive conversion of Merchants from free trials to paying for access to the Rewardle Platform."

About Rewardle Holdings Limited

Rewardle is a social network that connects over 1.5 million Members with over 5,000 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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