



Dear fellow shareholders,

Welcome to the first edition of Activistic's investor newsletter. We are delighted to give investors an overview of the business and highlight several recent activities with a particular focus on marketing and development of the Veterans Call application in the US.

Activistic has developed revolutionary micro-donation technology that seamlessly connects and engages the world's smart phone users, which totals about two billion people, with charities and causes. In the US alone the total giving to charitable organisations was estimated to be US\$373.25 billion in 2015, and Activistic is providing these organisations with the opportunity to bank a much larger share of every dollar donated to put toward the intended cause.

Our technology enables regular charitable contributions via mobile phone networks. At the same time it also ensures the lowest possible cost to both the donor and the charity. We achieve this by tapping into existing telco billing systems, thereby avoiding the problems and costs associated with credit card or direct giving methods.

It also enables donors to stay connected to their chosen charities by providing regular updates and news via optional alerts and text messages sent to their phone.

Our Veterans Call application, or "app", is the first veterans' giving app using Activistic's patent-pending technology that allows people to make small, secure donations that are added to their monthly phone account. Fundraising through the app supports a range of leading veterans' organisations, such as the National Military Family Association, the Intrepid Fallen Heroes Fund, Soldiers' Angels and The New England Center and Home for Veterans, that provide vital support to returned military service people, as well as their families.

Our Ralli app allows Britons to donate to their chosen charities, with contributions as little as 50 pence added to their monthly phone accounts, providing a simple, secure and hassle-free way to enable loose change to create global change. Ralli's charity partners include Emmaus, Church Army, Arc and Scotty's Little Soldiers.

We have also developed our app as a white label product that charities can use to drive their fundraising activities, with the micro-donation platform making giving accessible to anyone with a smart phone. We have partnerships with many major telecommunications companies across the globe, which we hope will help attract charities in search of much-needed funds.

The Company plans to make shareholder updates such as this a semi-regular occurrence, giving investors insight on both non-material developments in the business and developments disclosed to the Australian Securities Exchange.

Regards,

Nigel Lee  
Executive Chairman  
Activistic Holdings



## 4TH OF JULY DOUBLE DONATION CAMPAIGN

To coincide with Independence Day celebrations in the USA, Activistic's app Veterans Call launched a Double Donation initiative to help provide greater support to veterans, active-duty military and their families.

During the week of 27 June to 4 July, Activistic doubled every donation made through Veterans Call up to US\$50,000.

Veterans Call partnered with US Marine Combat veteran, actor/producer and philanthropist J W Cortes to highlight the importance of supporting organisations that provide for US military service members and their families.

"Having served nearly 13 years in the US Marine Corp, I'm excited to partner with Veterans Call to raise awareness and funding for America's veterans, service members and their families," he said.

The app also engaged a range of prominent social media influencers to help spread the message and reach potential campaign contributors. Charity partners, mobile advertising and organic and paid social media activity also played a part in the campaign.

Activistic hope to announce the final fundraising amount towards the end of July. [Click here to see J W Cortes speak about Veterans Call.](#)



## SPORTSBLOG MARKET PARTNERSHIP

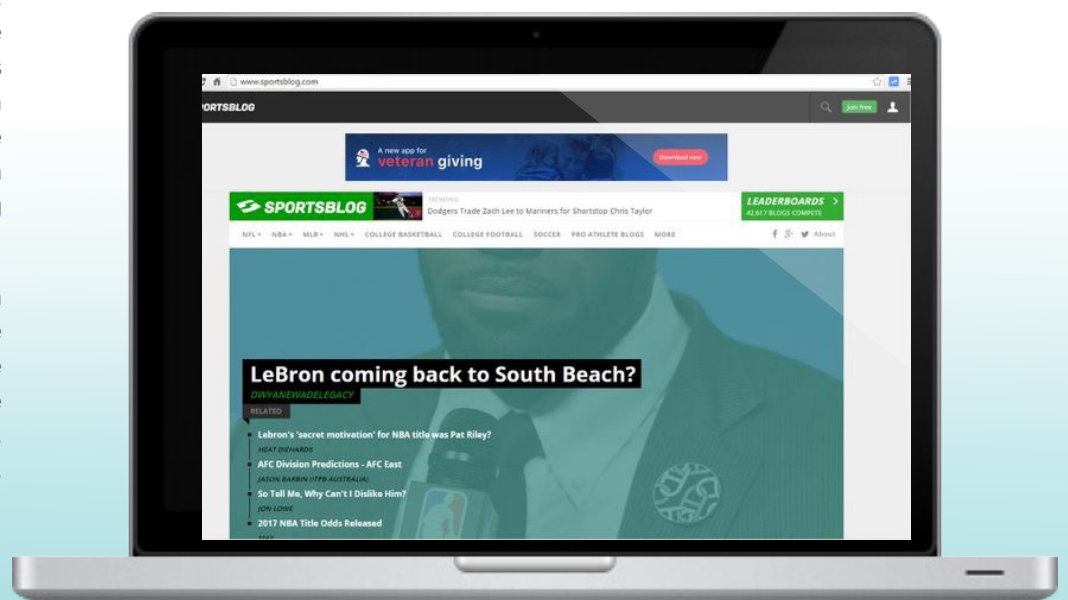
Last month, Activistic announced a new partnership with US-based online platform SportsBlog as part of an initiative to promote the Veterans Call app to a wide audience of sportspeople and fans.

SportsBlog engages fans, media, students and athletes to participate in international sports conversation via a blog platform. Founded in 2011, SportsBlog now powers more than 35,000 SportsBloggers on its proprietary platform and attracts 14 million unique visitors per month, with a percentage of its advertising revenue paid to the bloggers.

The partnership with SportsBlog aims to promote the Veterans Call app to the millions of subscribers to the site through digital marketing, email and social media,

reaching those who have a strong empathy with veterans' issues.

Activistic will also work to create a blog on the platform that will give a voice to veterans achieving and recovering through sport. [Read an endorsement of Veterans Call on SportsBlog by seven-time NBA champion Robert Horry.](#)



# MICRO DONATION & MACRO STYLE

WIN A SWORD & PLOUGH PRIZE PACK

## SWORD & PLOUGH COMPETITION

During June, Activistic teamed up with socially conscious brand Sword & Plough with a competition that aimed to boost donations via the Veterans Call app. The competition gave donors the chance to win a prize pack just by supporting their chosen charity.

Sword & Plough works with American manufacturing companies that employ veterans, and repurposes military surplus by recycling fabric and incorporating it into bag designs, with 10 per cent of profits donated to veterans' organisations.

Entrants in the competition were required to download the Veterans Call app and make a donation to a partnered charity before 30 June to be eligible to win Sword & Plough products including a field pack, camo mini tote bag and other items to the value of US\$260.

Activistic is pleased to partner with Sword & Plough, and management is looking forward to connecting to more donors and helping more veterans' organisations through this relationship.

## TECHNICAL UPDATE

Activistic recently released an update to its Veterans Call app, with a focus on eliminating friction points previously included in the sign up process for users as they entered the app. Activistic's technology is agile and provides an advantageous ability to make regular improvements to the app, almost in real time.

The new version of Veterans Call, now available on both the App Store and Google Play, has eliminated the registration process requiring users to enter personal details including phone number and email address. Veterans Call is still able to retrieve the required information without this manual input.

As expected, by removing this hurdle the download to engagement rate has increased dramatically from 14% to approximately 90%. Similarly, Activistic expects the conversion rate for donations to increase substantially with new statistics around this engagement level to be provided in due course.

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## ACTIVITIES/NEWS COMING UP

- Pipeline of additional partnerships with a large number of discussions with major US charities ongoing
- New white label verticals expected to be announced in the very near term
- UK beta launch this month with new branded app occurring in conjunction with key charity partners



## ACTIVISTIC "IN THE NEWS"

- [Activistic sign five year partnership with GOT YOUR 6 – FinFeed](#)
- [Activistic partners with Team Rubicon – news.com.au](#)
- [Deal done for ACU as it focuses on engagement – FinFeed](#)