

## ACTIVISTIC AND SPORTSBLOG FINALIZE AGREEMENT FOR PROMOTION OF VETERANS CALL



### Highlights:

- Activistic has formalised a contract with SportsBlog following Letter Of Intent (LOI) signed in May 2016
- SportsBlog is one of the top digital sports news properties in the U.S with more than 35m subscribers, 40,000 bloggers and over 14m unique visitors every month
- Promotion of the Veterans Call App to the SportsBlog community is underway with advertisements being placed in time for the July 4 Independence Day celebrations
- The partnership leverages the reach of SportsBlog and the linkage of veterans in sport, and their supporting charities
- The relationship will take advantage of the updated version of the Veterans Call App, with 80% of those downloading, also entering the App

**Perth, Australia:** Micro-donations platform provider Activistic Limited (ASX: ACU) (“Activistic” or “the Company”) has signed a contract with premier U.S sports blogging platform SportsBlog, reinforcing the LOI signed in May, which is aimed at generating additional visibility, distribution, downloads and engagement for Veterans Call.

Under the legally binding contract, Activistic and SportsBlog will work together on a number of dimensions, including direct outreach through email and social media to subscribers. This will be achieved through advertising real estate on the digital properties and more strategic projects, such as veterans-related blog areas and engaging veterans and sports celebrity bloggers.

SportsBlog is one of the most frequented U.S digital sports news channels with more than 35 million subscribers, 14 million unique visitors per month and more than 40,000 bloggers contributing to the site.

Advertisements highlighting Veterans Call have commenced on the SportsBlog website and mobile site (examples below) and are expected to draw on the values of the digital savvy sporting public, many of whom hold a strong interest in veterans’ issues.



### 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

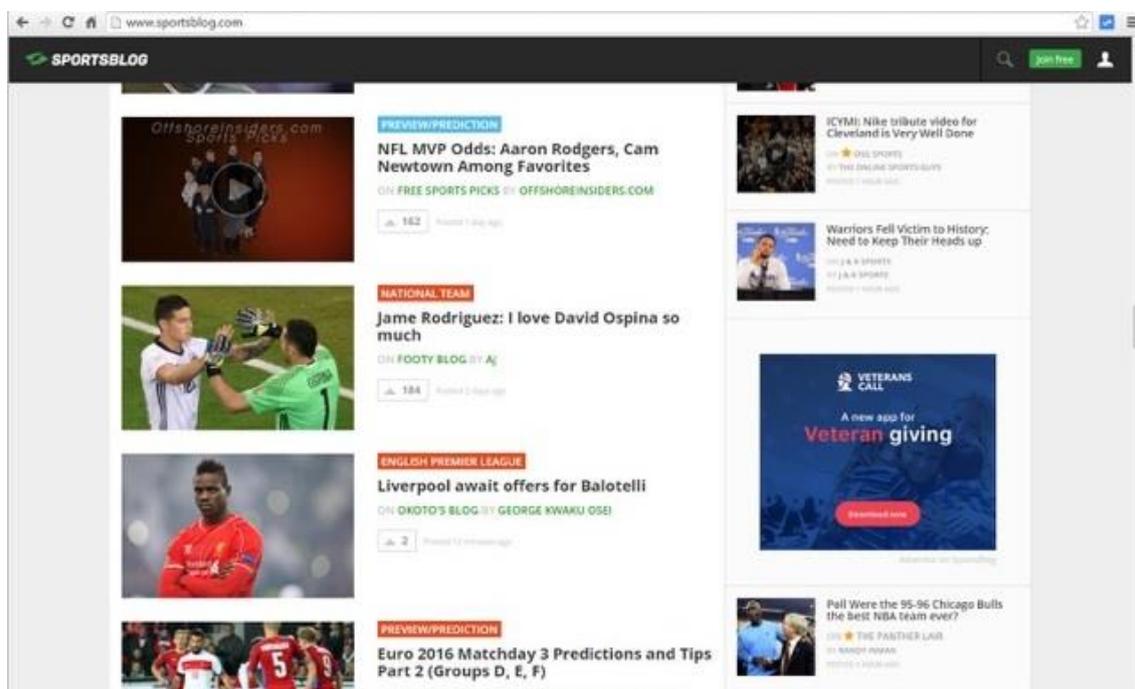
### Board of Directors:

Peter Wall	Non-Executive Chairman
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director
Michael Hughes	Non-Executive Director

Nigel Lee, Executive Chairman of Activistic Holdings said: “We have made a number of moves recently aimed at improving the uptake and conversion rate to donations for Veterans Call. Now, around 80% of people who download the App enter it and engage. We are confident this will significantly improve the conversion to donations ratio and drive revenue and traction. SportsBlog is a terrific partner who have already moved quickly by getting Veterans Call branding and advertisements up on the site. We look forward to reaping the benefits of this partnership in donations for our charities, revenue for us and our partners and therefore value to shareholders.”

Activistic recently announced significant improvements to the Veterans Call app designed to eliminate friction points in the previous version as part of the sign-up process. This is expected to lift the download to engagement rate from 14% to up to 90% with very positive early indications since the release of the app update.

### Advertising Examples



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Michael Hughes 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 through 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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