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## **COLLABORATE LAUNCHES CO-BRANDED DRIVEMYCAR WEBSITE WITH RACV IN VICTORIA**

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- + DriveMyCar launches co-branded website with RACV for Victorian market
- + Co-branded website will target RACV's 2.1 million members and new customers
- + Launch to be supported by significant RACV marketing campaign.

Following strategic investment from RACV in April 2017, Collaborate Corporation Limited (ASX:CL8) (**Collaborate** or the **Company**) is pleased to announce that its DriveMyCar business unit has launched its first product in collaboration with RACV in Victoria. RACV DriveMyCar, which went live today, is a co-branded website targeted at RACV's 2.1 million members, Victorian residents and those planning to visit Victoria.

RACV DriveMyCar will be supported by a significant marketing campaign leveraging RACV's own channels including Royal Auto and will also include online advertising, PR and search marketing. As part of the offer RACV members will receive attractive benefits for an introductory period and customers who are not already RACV members will receive free personal membership of RACV for one year. A superior Emergency Roadside Assistance product provided by RACV will also be available for eligible vehicles in Victoria.

A RACV DriveMyCar mini site has been developed and any customers who visit [www.DriveMyCar.com.au](http://www.DriveMyCar.com.au) and search for or list a vehicle in Victoria will automatically be re-directed to the co-branded proposition. The launch will be supported by a consumer marketing campaign which is scheduled to roll out in September 2017.

Elizabeth Kim, RACV General Manager of Mobility said "One of RACV's key goals is to improve the mobility experience for Victorians, by providing access to a range of options that enable our members, residents, commuters and visitors to get around. To this end, we are excited to partner with Collaborate to launch RACV DriveMyCar to our members and the wider Victorian community."

Chris Noone, Collaborate CEO said 'We are delighted to be delivering the first of what we hope to be many products with RACV. There are strong synergies between our businesses and we foresee that the trusted position that RACV holds in Victoria and its substantial marketing capability will significantly increase DriveMyCar's presence and market share in Victoria.

**Authorised by:**

**Chris Noone**  
**CEO and Director**  
**Collaborate Corporation Limited**

**About Collaborate Corporation Limited**

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia's leading listed company focused on 'collaborative consumption', 'peer-to-peer' or 'sharing economy' businesses. Collaborate currently has two core business segments: [www.DriveMyCar.com.au](http://www.DriveMyCar.com.au) Australia's leading peer-to-peer car rental business and [www.MyCaravan.com.au](http://www.MyCaravan.com.au) Australia's leading peer-to-peer caravan rental business and will launch [www.Mobilise.com](http://www.Mobilise.com) in 2017, a rental marketplace for under-utilised assets. Through our proprietary trust and reputation platform, [www.peerpass.com.au](http://www.peerpass.com.au) we create 'trust' between individuals and make it possible for people to safely transact with each other in the sharing economy.

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