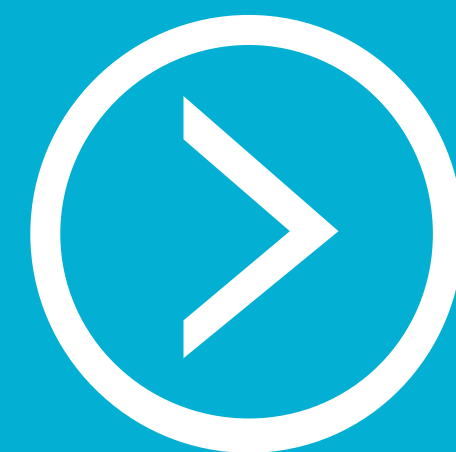


(ACU.ASX)

A MICRO-PAYMENTS PLATFORM FOR LOW COST RECURRING DONATIONS



Activistic



INVESTOR PRESENTATION
OCTOBER 2015

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Innovative, Defensible Mobile Giving Solution



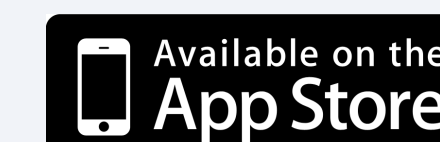
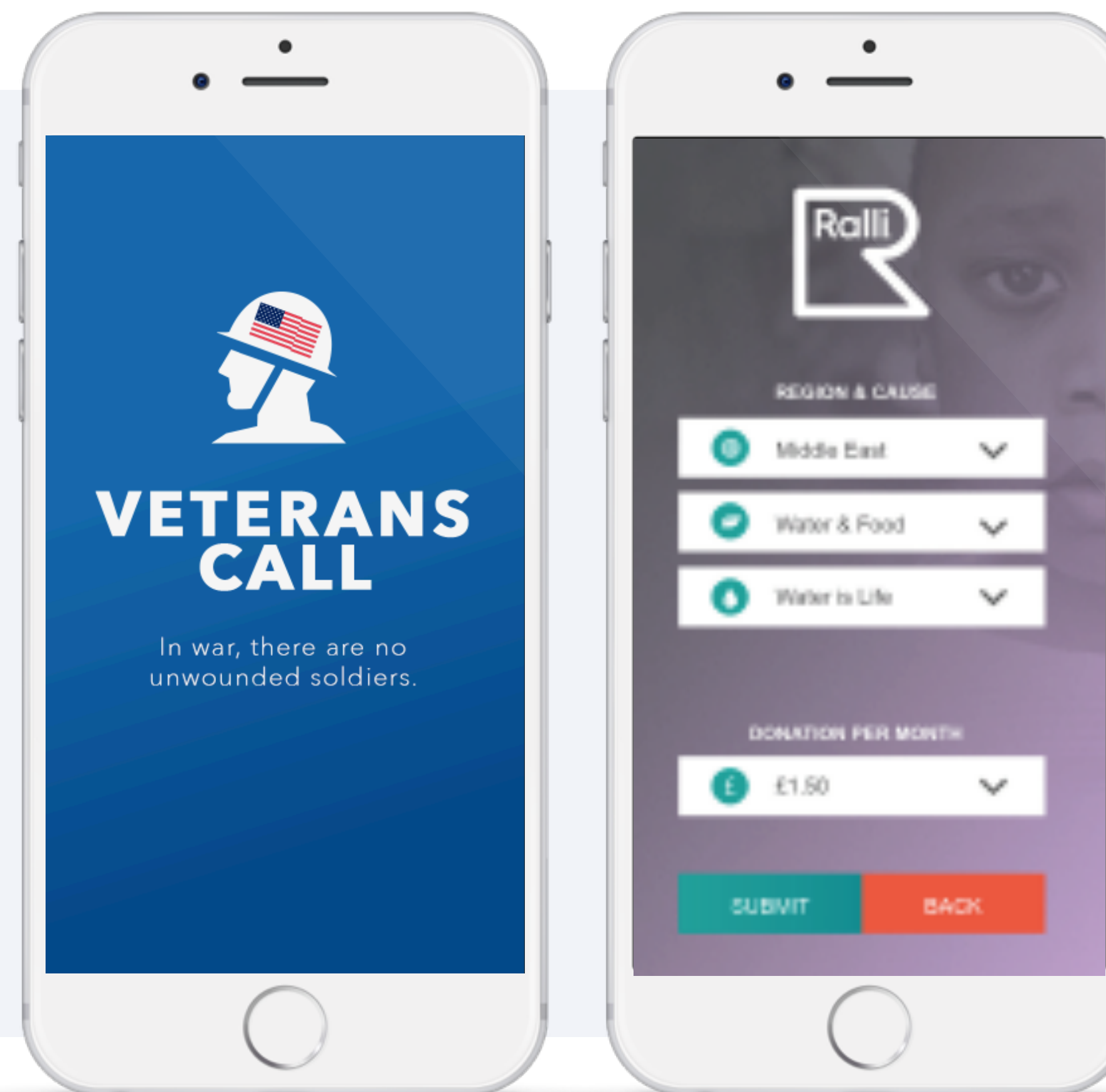
Activistic is a micro-payments platform company providing a seamless micro-donation experience via mobile phones



Open to everyone — uses Direct Carrier Billing to enable small monthly donations without the need for credit cards, bank accounts or complications.



Transparent and effective — enables the lowest cost of raising funds and donating is truly simple and creates 1-1 engagement using 21st century technologies.



The Problem with Donating

LACK OF
TRANSPARENCY

INCONVENIENCE

HIGH ADMIN COSTS

USUALLY ONE
OFF PAYMENTS

OVER 90%
OFFLINE¹

LACK OF
ACCOUNTABILITY

1. Source: Blackbaud Charitable Giving Report 2013, published in February 2014.
Analysis based on U.S. data analysing trends from more than \$12.5 billion in fundraising revenue in 2013.

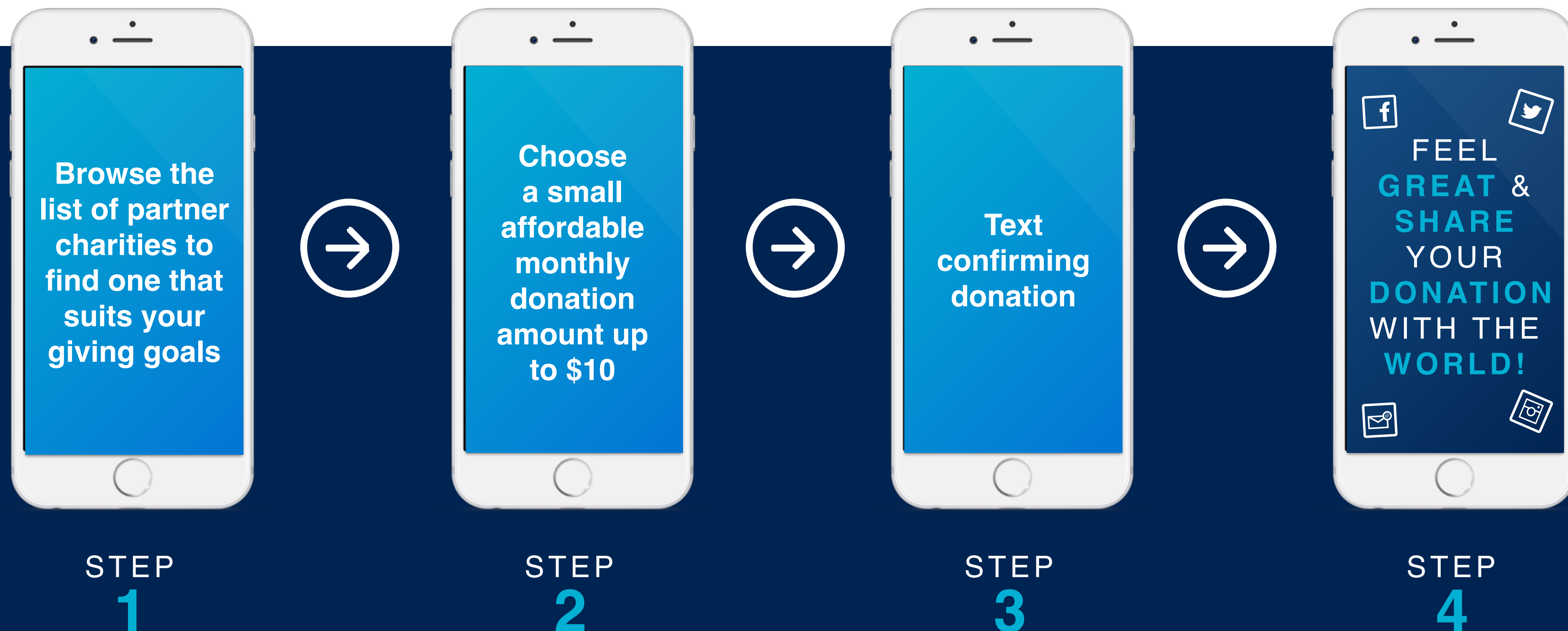
The Solution

Activistic is changing the landscape of a multi-billion dollar industry by providing a seamless and efficient alternative to the status-quo

Providing users with:

- Accessibility
- Low barriers to entry
- Convenience
- Engagement

The Solution



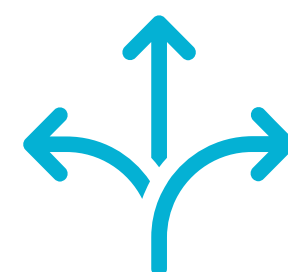
Attractive Solution for Donors and Beneficiaries

Advantages to donors



Simple

Ease and simplicity of donating – 2 minute set up time



Flexible

Complete flexibility in cause choice or donation amount



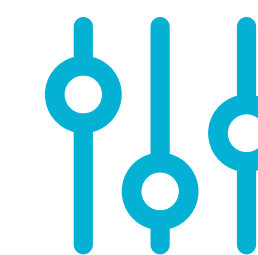
No Ties

No contracts or fixed commitment, credit cards or bank information



Alerts

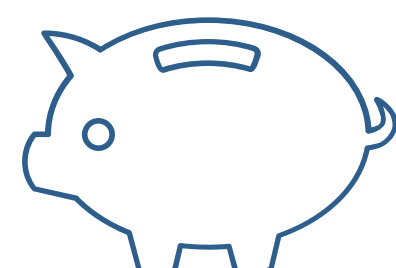
Donors receive alerts when their chosen cause is funded



Options

Ability to donate to any cause and any region

Advantages to Beneficiaries



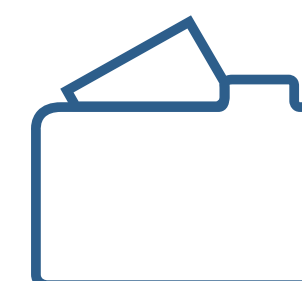
Savings

beneficiary receives a minimum of 85% compared to in a majority of cases ~32% in the traditional model¹



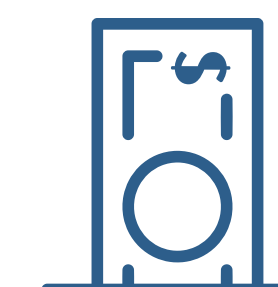
More Donations

Recurring nature of donations through Activistic platforms



Less Admin

Reduced need for fundraising administration



Free

100% free to use for charity partners



Ease

Simplified gateway process makes it easier for worthwhile charities to receive funding

¹. Traditional fundraising costs represent ~68% of proceeds raised
Source: charitywatch.org

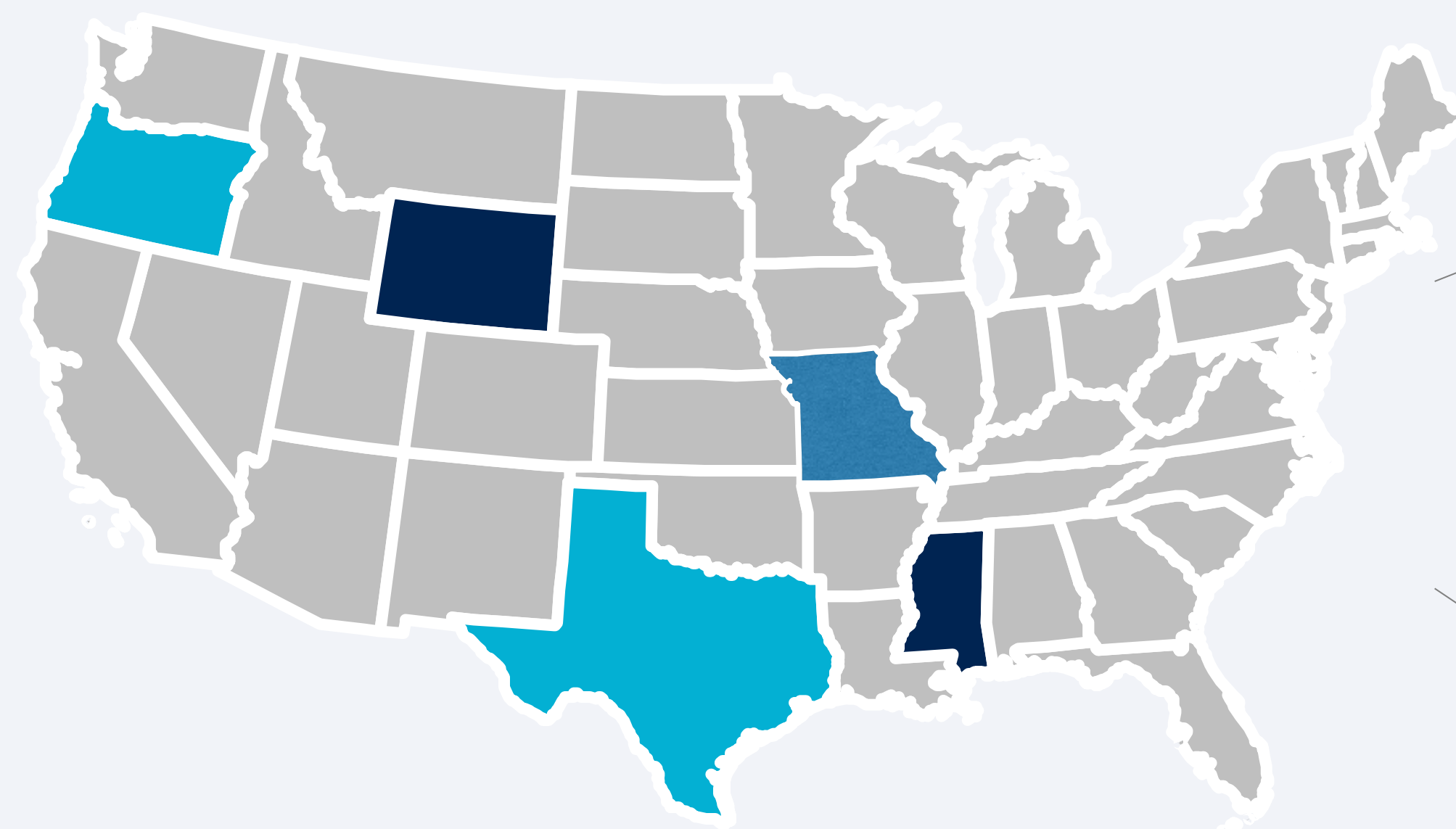
Giving Market – USA

+\$358 Billion

total giving to charitable organisations in 2014 – increase of 5.5% from 2013

+\$240 Billion

donated by individuals in 2013 4.2% increase over 2012



32% of all giving

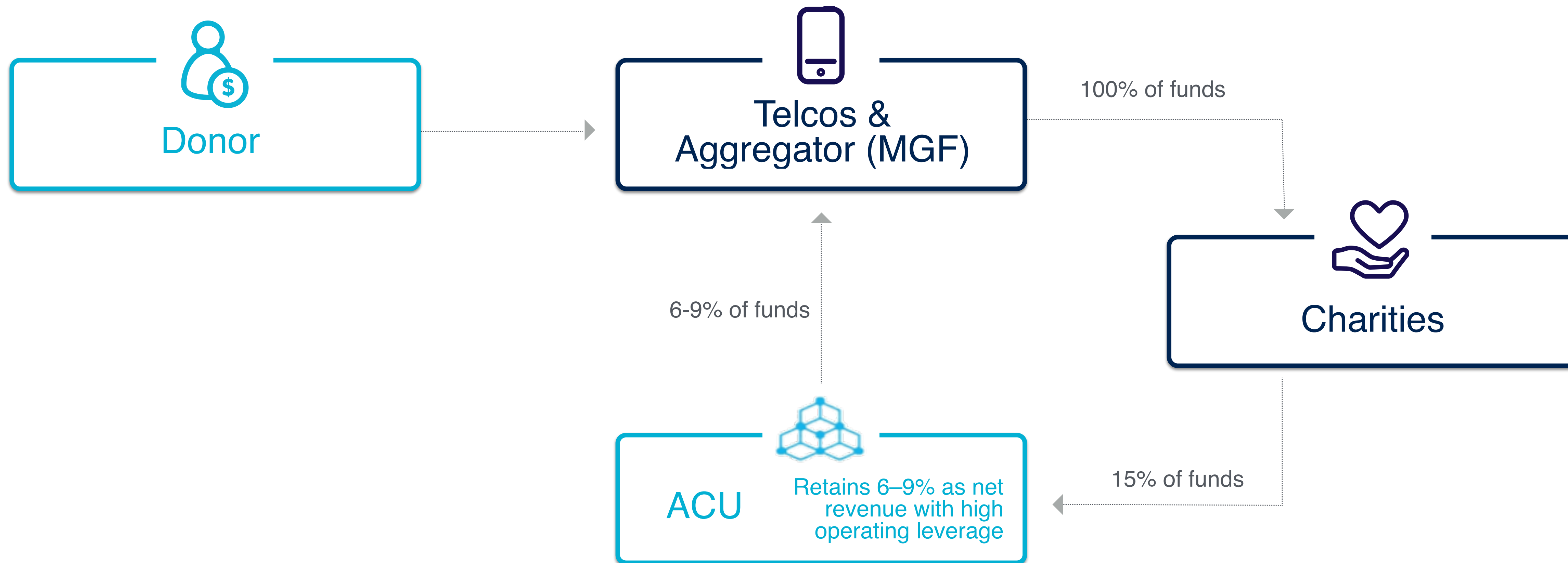
in the US went to religious organisations

60% of all donations

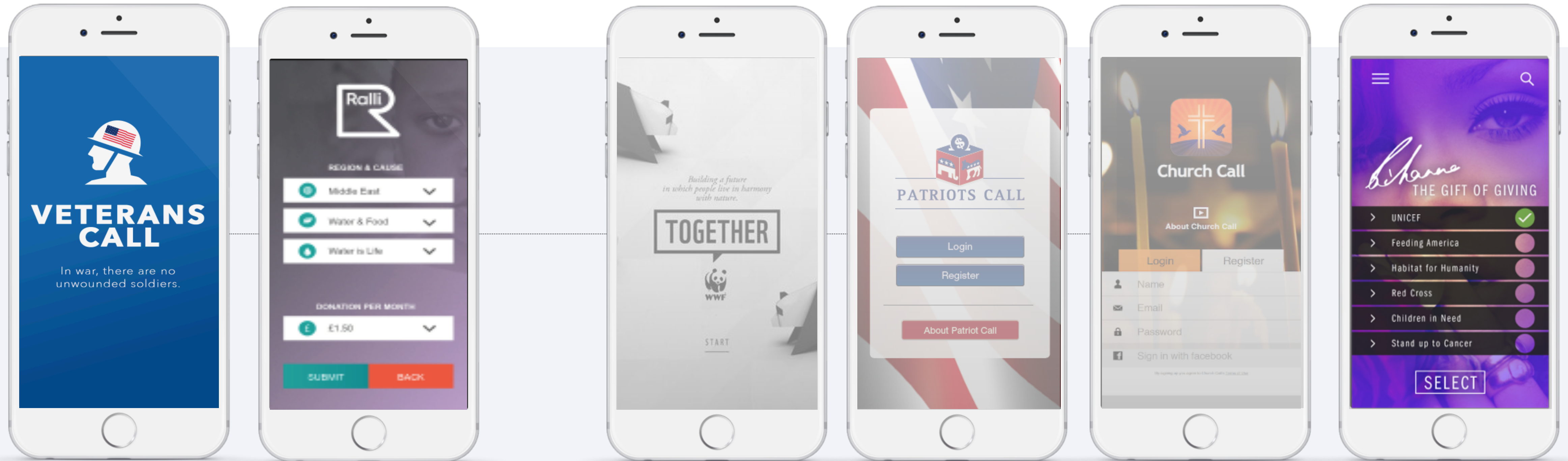
go to Religion, Education and Human Services

Source: Giving USA Foundation | GIVING USA 2015

Attractive Business Model



Activistic Today



\$1.6 Billion in 2011 to veterans

Ability to partner with charities across the globe

White label for large charities

US 2012 Election - Over \$750M raised through Grassroots methods

+\$100 Billion donated annually in the US alone

Turning huge Gen X and Y fan bases into 21st century donors

Now

Future



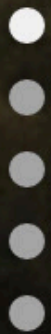
VETERANS CALL

In war, there are no unwounded soldiers.

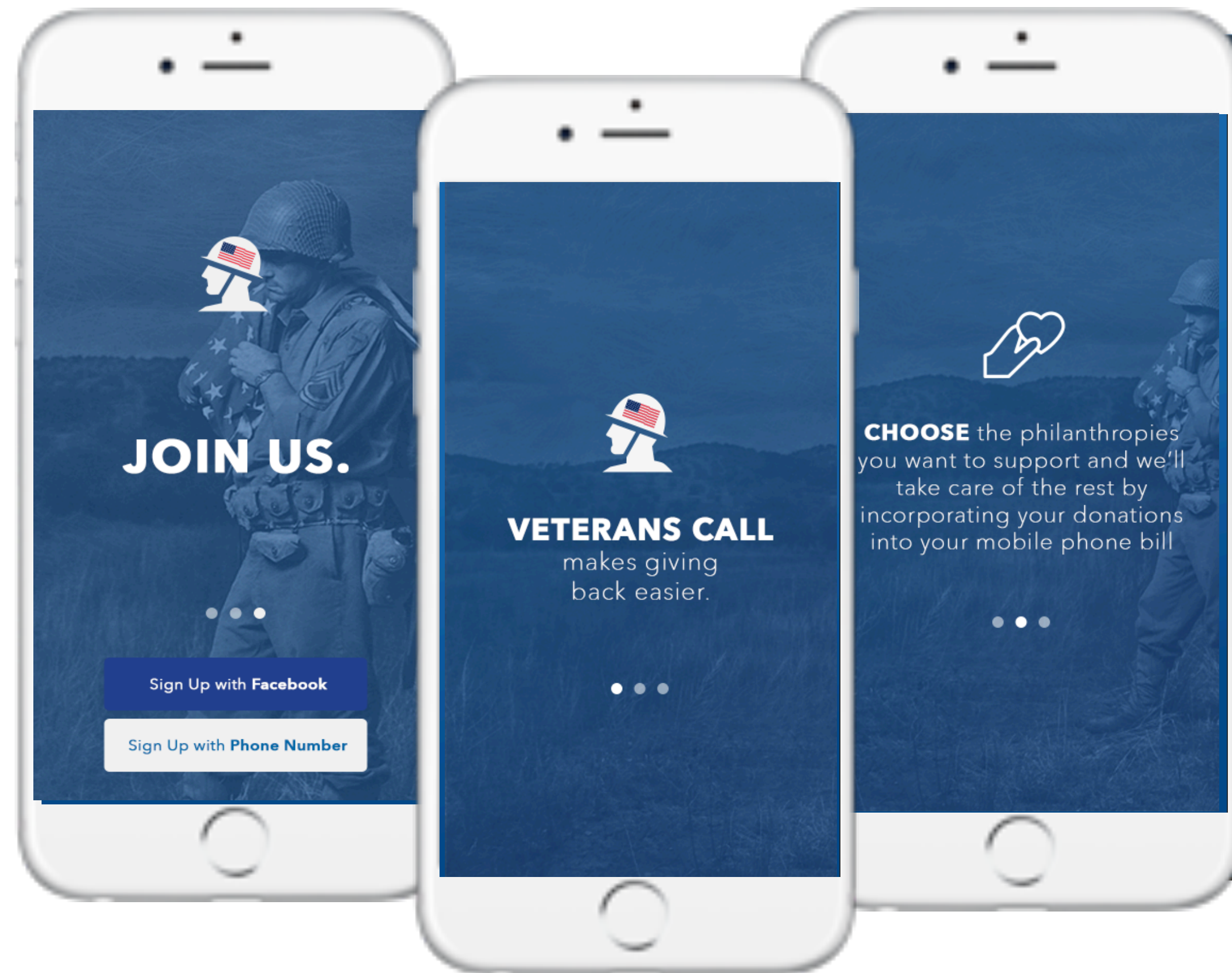
Veterans Call is a mobile app that empowers millions of Americans to support various accredited charities working to improve the physical, mental, and social lives of veterans.

With just the tap of a finger and a few dollars each month, you can make a sustained and lasting difference for the country's servicemen and women.

 [Join Us](#)



Veterans Call



- | Large sector of the giving market
- | Huge visibility and media reach
- | Website launched
- | App soft-launched with 3 charities
- | PR agency / social campaigns engaged
- | Preparing for Veterans Day 11/11
- | Scaling through December

Partners:



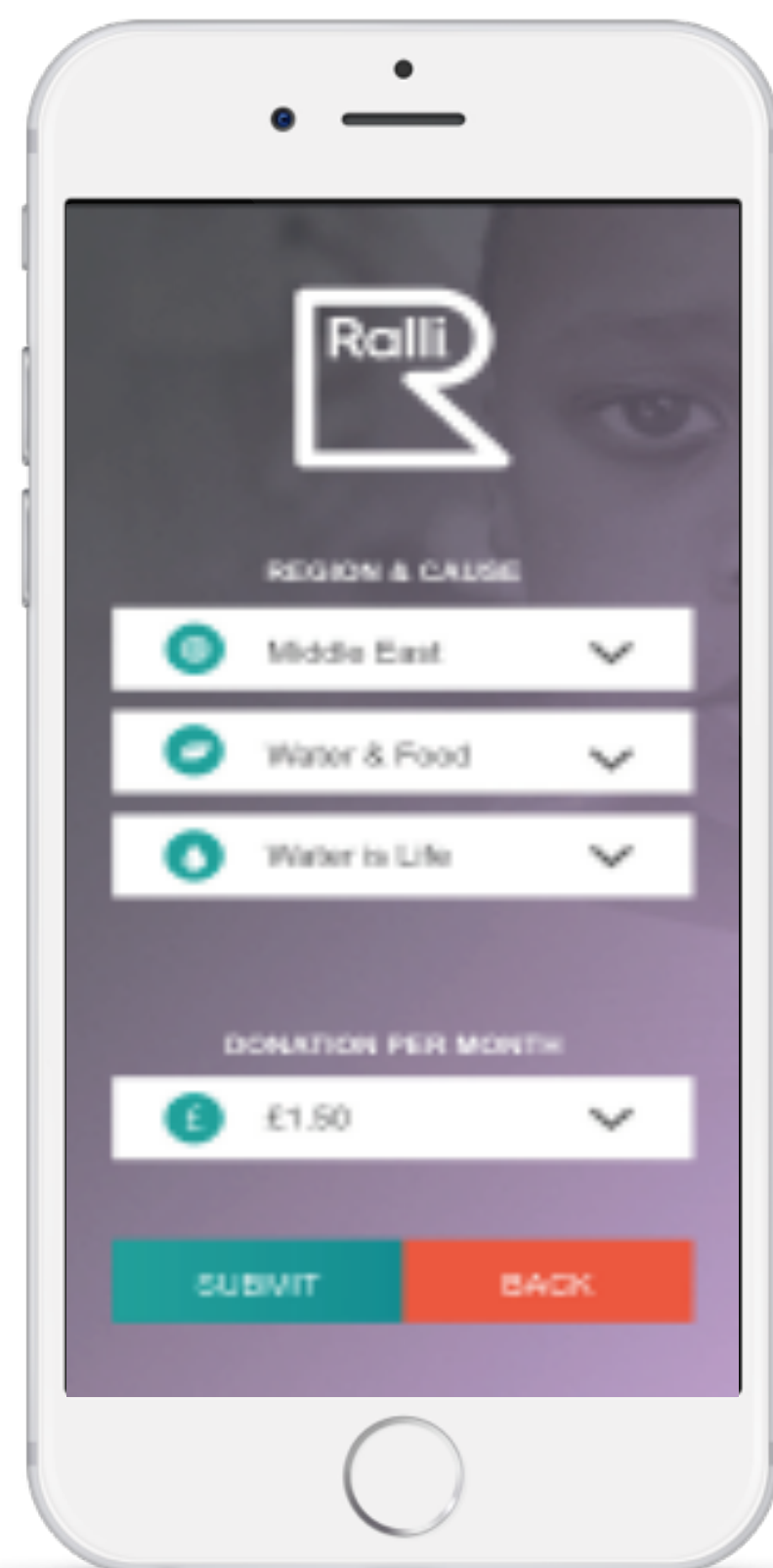
About Ralli

With a vision to transform the future of giving, the team behind Ralli is a group of socially minded professionals that is determined to make a real and lasting difference.

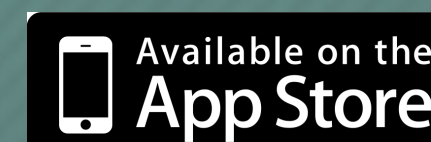
Accessible + Affordable = Powerful

Ralli is a transformative technology. By matching the basic human need to help with a platform that employs existing billing systems, Ralli has removed the obstacles to giving. Because all collected funds are aggregated, even very small donations matter.

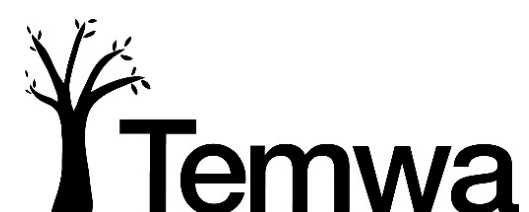
Ralli



- | General charity app
- | PR company engaged
- | Website launched
- | Beta-launch with circa 10 charities
- | Gearing up for Christmas giving
- | On boarding charities through December



Partners:



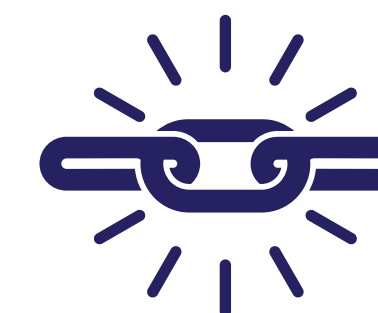
Competitive Advantage



High defensibility
MGF, TxTNation contracts



Patent pending protection
US,UK,AUS, Europe



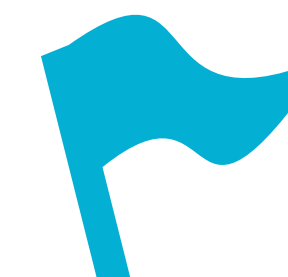
Strong IP
developed over 4 years



Stickiness
– once downloaded on the handset the seamless nature of the app ensures high retention %

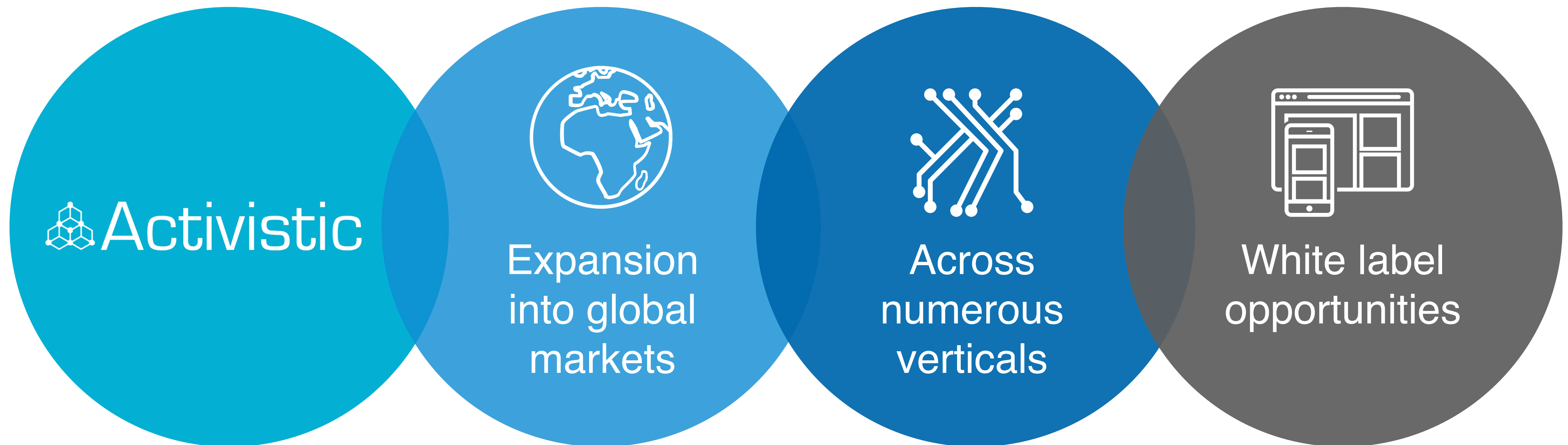


Scalable
low capex/high margin
business model with mass
market appeal

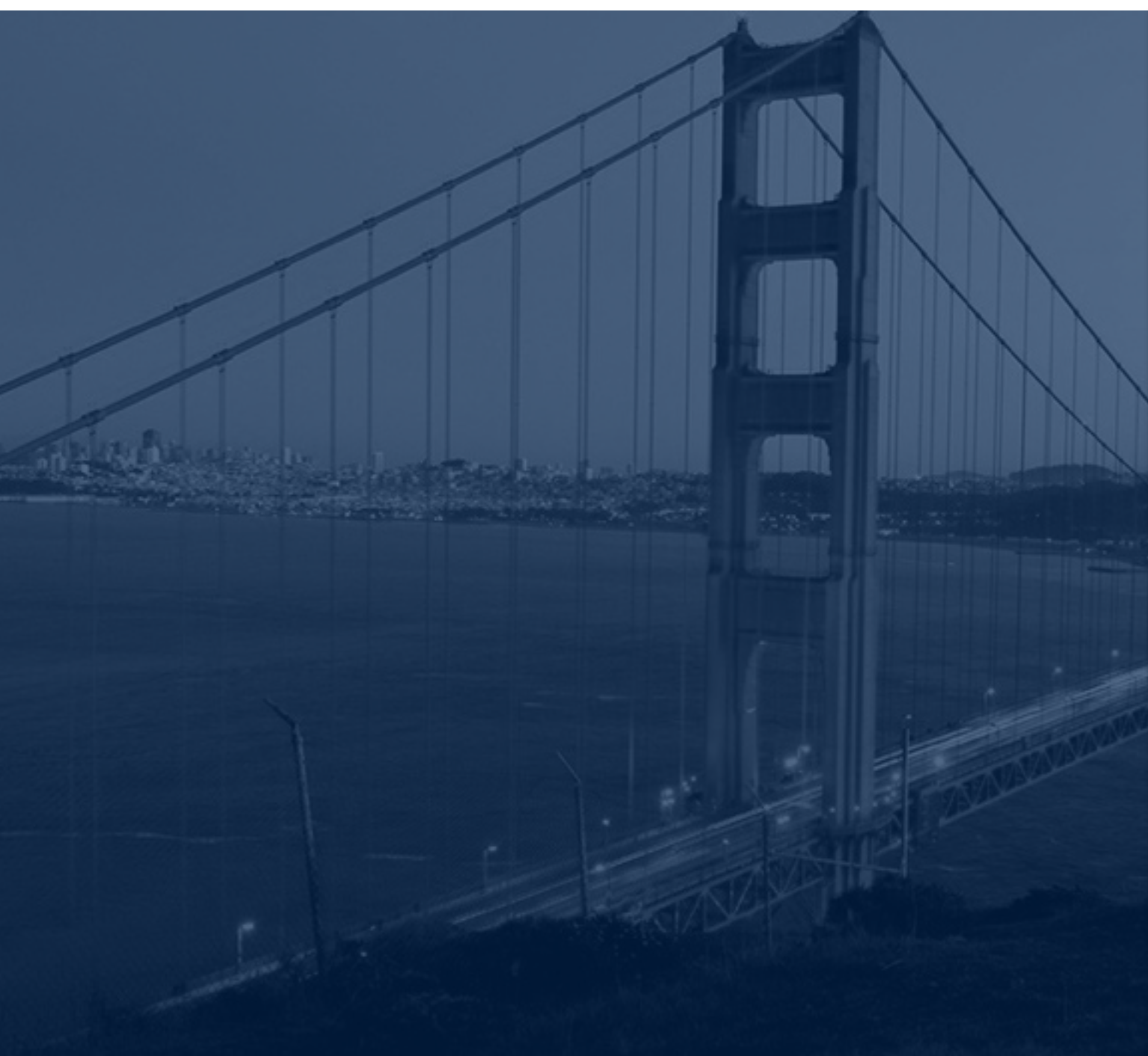


First mover advantage
with key relationships
already in place

Activistic Tomorrow



Activistic Summary



- Creating a simple, efficient and engaging donation relationship
- Attractive for donors and beneficiaries
- Makes commercial sense for stakeholders
- The addressable market is huge and 90% offline
- Our products can address every sector
- We are in the US and the UK today
- Protected, commercially ring-fenced, positioned for growth

Corporate Snapshot

Trading Information

ASX Ticker	ACU
Share Price	\$0.135
Shares on issue	143.5M
Performance Shares	49m
Options	41m
Market Cap (fully diluted at \$0.135/share)	\$31.5m

as at 16 Oct 2015

Board of Directors

Peter Wall – Non-Executive Chairman
Kevin Baum – Non-Executive Director
Evan Cross – Non-Executive Director
Nigel Lee – Non-Executive Director

Share Price Performance Since Listing



