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QUICKFLIX AND REWARDLE TO PARTNER.

Quickflix (ASX: QFX) and Rewardle (ASX: RXH) to partner in innovating customer acquisition and engagement with local merchants through distribution of streaming entertainment rewards via Rewardle's growing network of local merchants and members.

The Companies have announced a marketing partnership to drive customer acquisition for Quickflix while adding value and increasing engagement of Rewardle's merchants and members.

Rewardle is a leading, next generation membership, points, rewards and payments platform operating as the modern-day digital version of traditional local merchant "get-one-free" loyalty card programs.

Rewardle's platform, which represents over one million members, is used by approximately 4,000 local businesses around Australia including sectors such as cafés, grocery stores, newsagencies, gyms and fast food outlets. Under the agreement Rewardle will integrate special offers for Quickflix streaming entertainment as rewards that will be made available to members for redemption via its platform.

The partnership is expected to drive customer take-up and engagement in both Companies' services. Rewardle's fast growing network represents an attractive channel for Quickflix to cost effectively acquire new customers, while the provision of Quickflix premium movie and TV content as a targeted reward, adds value to Rewardle's merchant and member proposition.

Commenting on the partnership Quickflix CEO Stephen Langsford said "Rewardle is enjoying rapid growth and represents an exciting new channel to reach our target audience. Quickflix has established a great streaming platform and is bolstering its subscription streaming content in partnership with Presto. We'll also be unveiling our new UI in the coming months. The next exciting phase is growing our customer base through innovative acquisition marketing and Rewardle will assist in that."

Rewardle Managing Director Ruwan Weerasooriya said "Movie and TV streaming entertainment serves as a fantastic, high-value member reward and incentive. It is an exciting new category for Rewardle to participate in and we are delighted to be





partnering with Quickflix which shares our spirit for innovation and being at the forefront in driving new consumer behaviour.”

Quickflix and Rewardle are exploring additional opportunities for collaboration.

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About Quickflix

Quickflix (ASX: QFX) is a leading TV and movie streaming company operating in Australia and New Zealand. It offers subscription and transactional streaming to a wide range of devices including Smart TVs from Samsung, Sony, Panasonic and LG, game consoles such as PlayStation and Xbox, TiVo, desk tops, laptops, tablets and a range of mobiles and other devices like Google Chromecast. In Australia, Quickflix is also the leading subscription online DVD rental service.

