



Activistic

(ACU.ASX)

*A MICRO PAYMENTS PLATFORM PROVIDING LOW COST
AND RECURRING DONATIONS*

ASX Investor Presentation

May 2015

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Activistic Summary

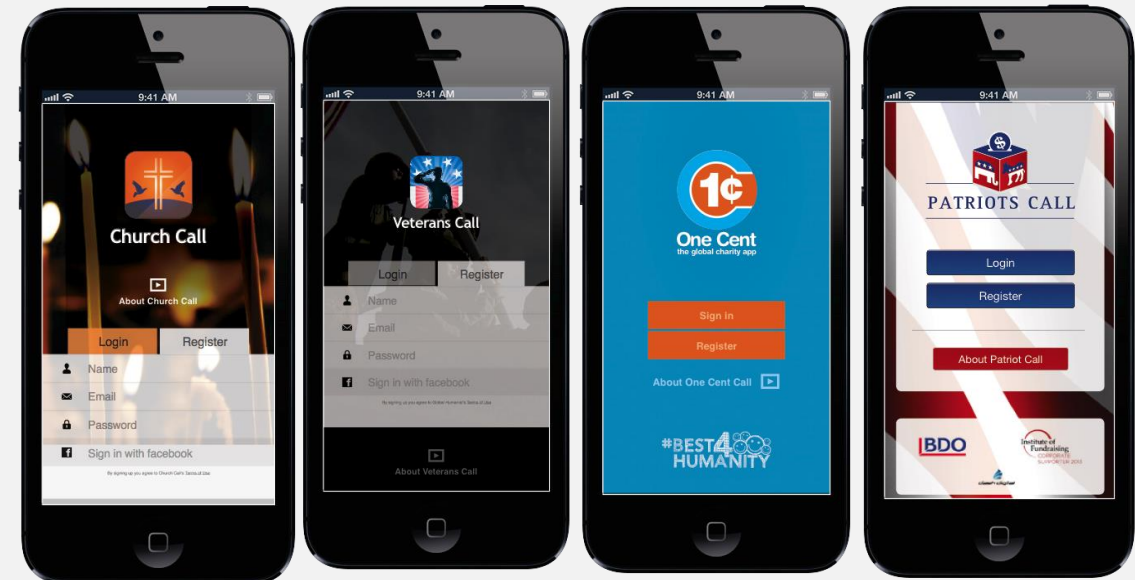
- Unique **micro donation** platform with **huge commercialisation** potential
- Disrupting an industry worth **+\$1 trillion** dollars globally, ripe for disruption (*+90% of giving is offline and often not recurring donating*)
- Significant competitive advantage in funds raising with a **minimum of 85%** reaching beneficiaries compared to **~60%¹** via traditional methods of giving
- Low **operating costs** and **highly scalable**
- **Proven business model** and concept with **wide ranging patents** pending
- Pivotal **first mover advantage** with agreements in place with direct billing aggregators allowing global coverage to all major countries and facilitating rapid rollout for new partner agreements
- Through Mobile Giving Foundation, Activistic is the **only player in US market** due to its agreement and pending patents
- **Highly experienced** management team
- Key **business partners** across various countries

¹Charitywatch.org

Overview of Activistic

Activistic has created a revolutionary micro-payment platform for the donations industry that has the capacity to seamlessly connect the world's consumers to their chosen charity or cause via mobile phone, providing the lowest possible cost to both the giver and receiver

- Activistic is a micro-payments platform company providing a seamless micro-donation experience via mobile phones
- Unique platform utilises Direct Carrier Billing with no lock in contracts (no credit cards, no bank details)
- Donations comprise a broad suite of payment areas including charitable giving, church groups, political donations, Veterans Affairs and sporting groups
- Activistic's platform allows users the **lowest recurring donation entry point and transparency** into their cause of choice, all through their most accessible technology – their smart phone



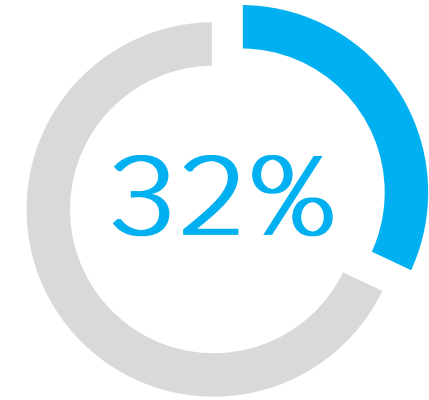
Giving Market – USA



Total giving to charitable organizations in 2013 (about 2% of GDP). increase of **4.4%** from 2012.

+\$240 Billion

donated by individuals in 2013
4.2% increase over 2012.



Of all giving in the US went to religious organisations

4 Causes have reached or surpassed all-time high giving levels since the recession ended in mid-2009.

Education was up **8.9%** to **\$52.07b**

Health charities experienced an increase of **6%** to **\$31.86b**

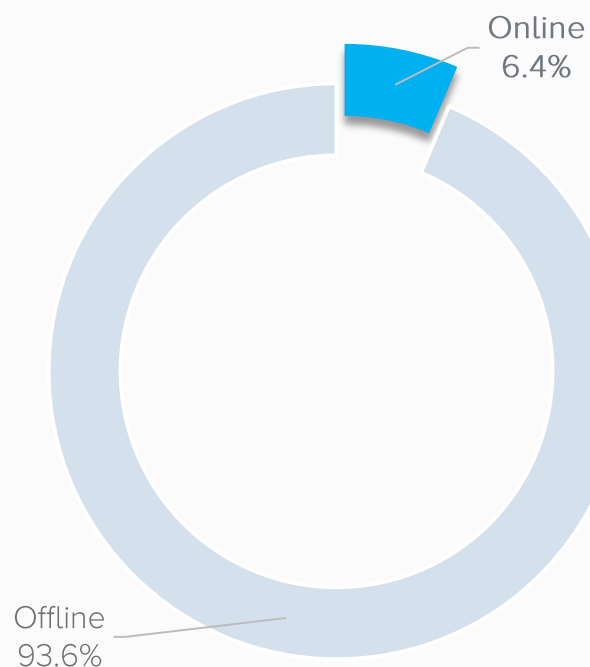
Donations to Human Services charities were up **2.2%** to **\$41.51b**

Charities that focus on the Environment and Animal Welfare saw an increase of **7.5%** to **\$9.72b**

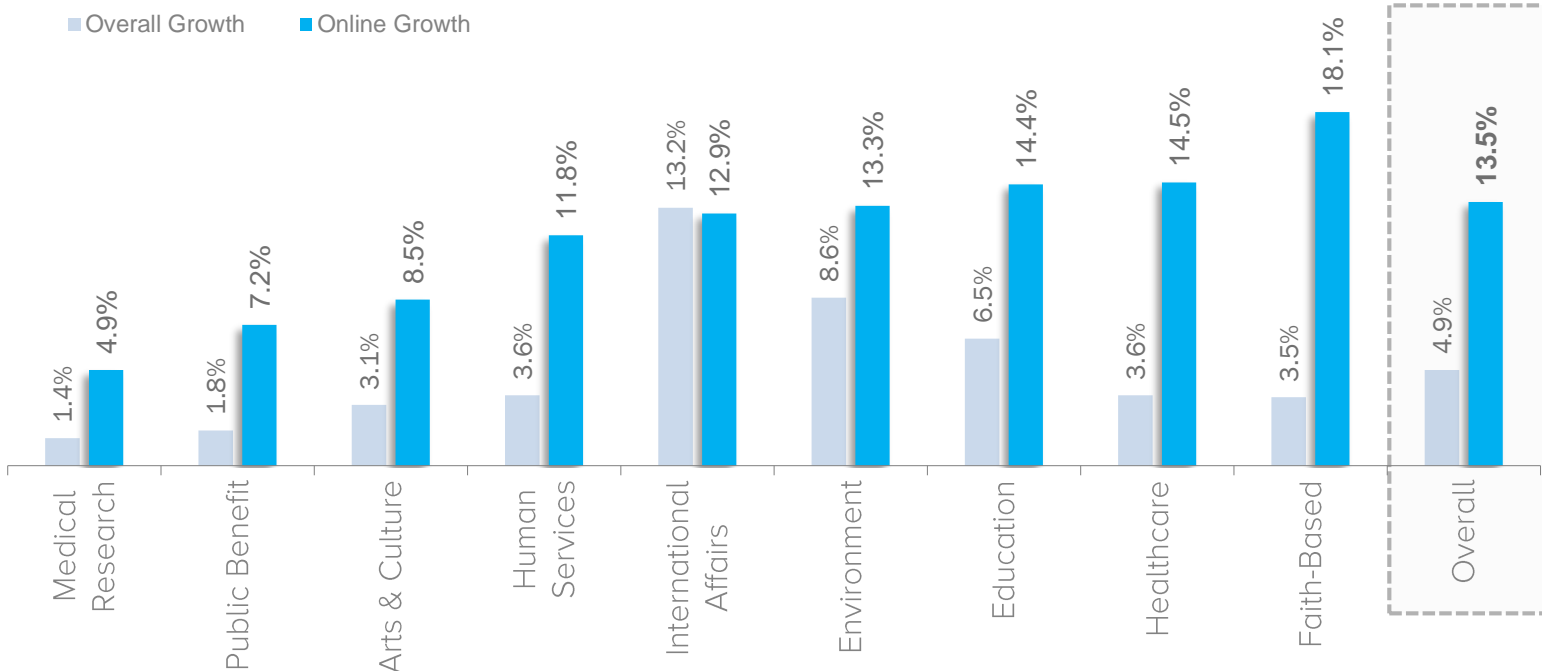
Rapidly Growing Market

In 2013, online giving represented only 6.4% of overall giving; however, online giving grew at over 13% in 2013, rapidly outpacing overall giving growth of less than 5%

Charitable Giving by Platform



Charitable Giving Growth by Sector



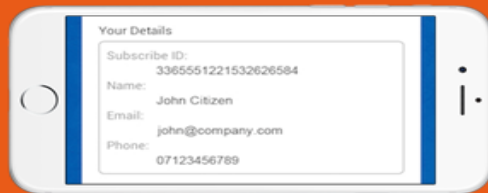
How Activistic Works

The Activistic process allows for up to 100% of each donation to be passed through to the aggregator and with minimum administration and handling

OUR UNIQUE DONATION PROCESS

Step 1

Subscriber Registers



Step 2

Funds Aggregated



Step 3

Distribution to Beneficiary

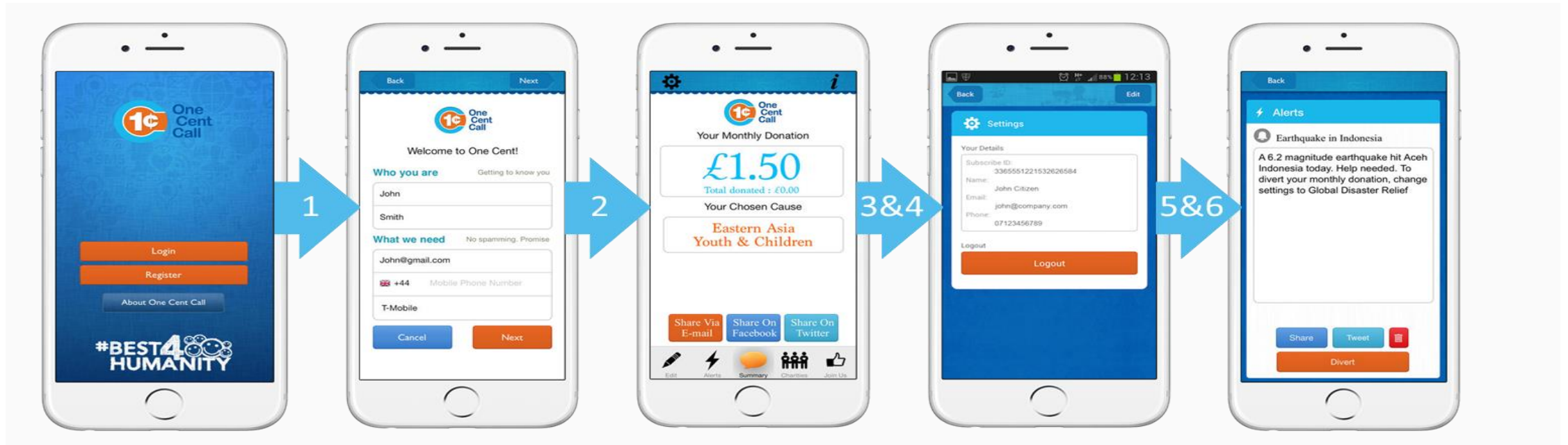


- User downloads app on their smartphone from App Store or Google Play
- User completes a simple 2 minute registration process, including the region and cause they want their donation directed to
- User authorises a small recurring monthly donation, which can be modified at any time

- Activistic, via a local aggregation service provider, charges the user's phone account each month
- The user's Telco collects and transfers typically 100% of donated proceeds to Activistic via the appointed aggregator

- Activistic distributes a minimum of ~85% collected proceeds to beneficiaries
- Remaining ~15% of proceeds represent revenues to Activistic and covers the transaction costs of donation

Donating via the One Cent App



1. User downloads the app direct to their phone or uses web portal
2. A simple two-minute registration captures name, phone and email details
3. Charitable region and cause are confirmed, together with chosen monthly amount
4. Subscriber authorises their telco to charge this amount to their pre-paid or post-paid account
5. Password is provided for future access to their account
6. Subscriber is directed to social media links to share their donation activity
7. Seamless direct carrier billing allows subscriber to pay via phone bill and receive communications.

Attractive Solution for Donors & Beneficiaries

Advantages to Donors




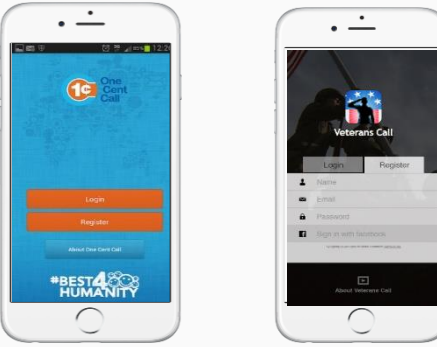
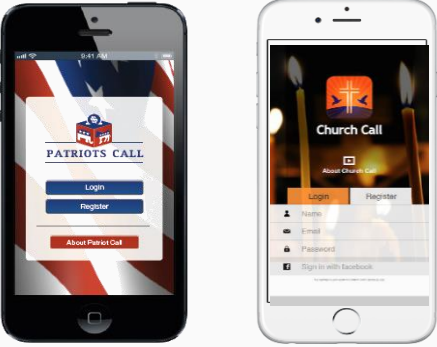
- ✓ Ease and simplicity of donating – 2 minute set up time
- ✓ Ability to donate to any cause and any region
- ✓ Ability to change donation cause at any time
- ✓ No contracts or fixed commitment
- ✓ No need for credit cards or bank information
- ✓ Donors receive alerts when their chosen cause is funded
- ✓ Complete flexibility in cause choice or donation amount

Advantages to Beneficiaries



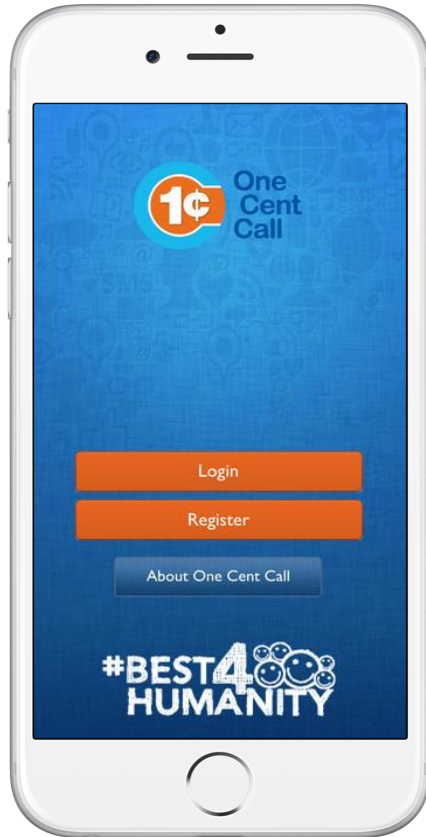
- ✓ Significant cost savings – beneficiary receives a minimum of 85% compared to in a majority of cases ~32% in the traditional model (traditional fundraising costs represent ~68% of proceeds raised)
- ✓ Recurring nature of donations through Activistic platforms
- ✓ Reduced need for fundraising administration
- ✓ 100% free to use for charity partners
- ✓ Simplified gateway process makes it easier for worthwhile charities to receive funding

Activistic Product Offering

| Our Product Offering | Managed Services | Custom Services |
|---|---|--|
|  | <p data-bbox="980 392 1516 428">One Cent Call & Veterans Call</p>  | <p data-bbox="1719 392 2178 428">Patriots Call & Church Call</p>  |
| Description | <ul style="list-style-type: none"> • Global Direct Carrier Billing (DCB) donation platform | <ul style="list-style-type: none"> • Multi-sector donation service |
| Customer Value Proposition | <ul style="list-style-type: none"> • Seamless donate & forget process • Local & global donation options • Low cost entry • No credit cards, bank details or contracts • Process transparency • Valuable engagement tool to members and donors | <ul style="list-style-type: none"> • Built on existing platform • Industry centric options • No infrastructure investment • Custom branded • Easy integration • Valuable engagement tool to members and donors |
| Time to Implement | <ul style="list-style-type: none"> • 2-6 weeks depending on telco | <ul style="list-style-type: none"> • Standard integration 6-8 weeks |
| Pricing / Revenue Model | <ul style="list-style-type: none"> • 15% (6-9% post transaction costs), minimum of 85% to beneficiary | <ul style="list-style-type: none"> • License fee & royalty |

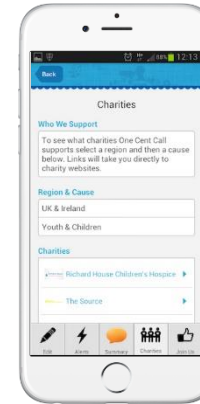


Case Study: One Cent Call



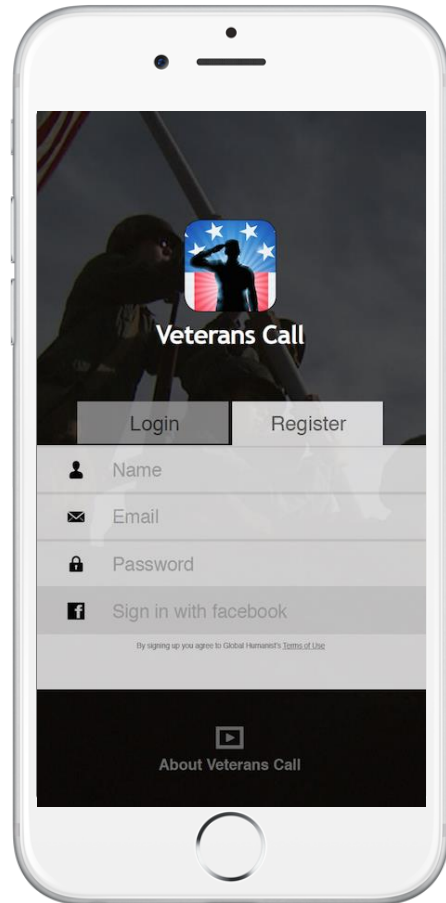
App Description:

- One Cent Call (“OCC”) is the Activistic global brand for Charitable Giving
- Users are encouraged to give as part of normal mobile phone usage and can contribute to any worthwhile cause that they wish to be part of - Child Abuse, Cancer Research, Mental Health, Education, Animal Welfare, Water, Food, or any other major issue affecting the planet
- OCC enables micro donations by giving the public control over how much they want to donate, which region they want their money to go to and what cause they want to benefit
- One Cent Call features:
 - A platform available to everyone
 - Easy for anyone to donate in an affordable manner
 - Donation appears on your phone bill – no credit cards or bank details
 - 100% free service for all charities to use
 - Ensures charities are held accountable for how they spend funds
 - Provides total transparency to the administrative process
 - Independently audited at all levels
 - Removes the need for many charities to spend money raising money





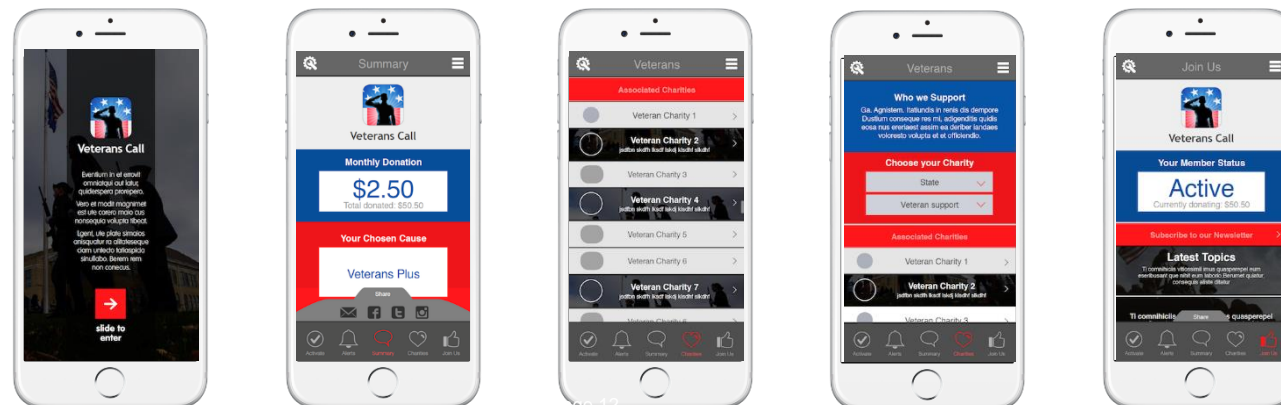
Case Study: Veterans Call



App Description:

- Veteran affairs groups have the largest media coverage & sector exposure in the US
- Research has shown the majority of people would willingly give to assist returned soldiers and veteran affairs in general
- Veterans Call would allow any member of the public to donate between 50c and \$25 per month to high quality veteran affair projects
- Veterans Call features:
 - Political and celebrity support
 - Simple three-step registration process
 - Direct message feedback on contributions to beneficiaries
 - Beneficiary directory for users
 - Full social media integration
 - Accumulative donation calculator
 - Newsletter subscription service
 - Veteran's affairs yearly calendar

| Market Example | |
|--------------------------------------|----------------|
| Donors | 5m individuals |
| Amount | \$2.50/month |
| Time | 1 year |
| Total turnover = \$150m | |
| ACU's Revenue Share at 15% = \$22.5m | |

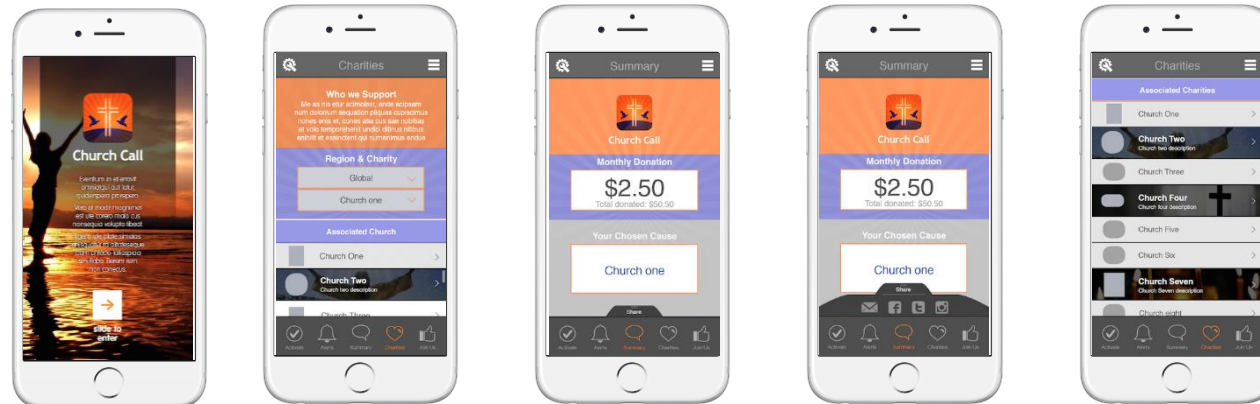


Case Study: Church Call



App Description:

- There are approximately 65 million participating Catholics in America, together with various evangelical groups that boast memberships of between 500,000 and 18 million people
- Church Call is a religious giving app assisting religious groups in securing regular monthly donations to combat falling revenue since 2009
- Religious giving in USA is more than US\$100 billion per year
- The vast majority of electronic religious giving is via credit card or PayPal
- Church Call features:
 - Set and forget monthly donation
 - Church newsletter sign up option
 - No credit card or bank details required
 - Daily, weekly or monthly communication sign up direct with church provider
 - Integrated Christian calendar
 - Custom branded for any church group
 - Provides religious institutions a communication channel with younger audience
 - Greater financial security and planning capability for church groups

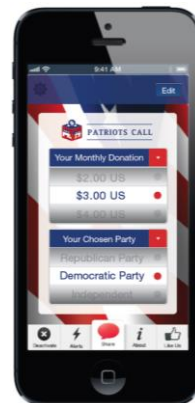
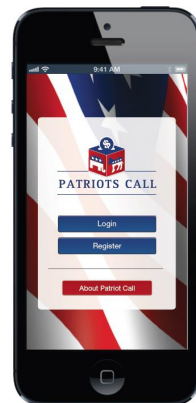


Case Study: Patriots Call



App Description:

- 130m Americans voted in 2012, with new highs of political engagement
- Republicans and Democrats are desperate to achieve a tech edge, improving on Quick Donate & Victory Wallet (circa \$750m) in last election. Both systems relied on credit card/bank details.
- Potential to be used for local, state & federal campaigns
- Built-in communication messaging allows subscriber to receive information, updates & calls to act (e.g. early voting)
- Patriots Call features:
 - Party specific donations
 - Recurring donation price point options (monthly)
 - Participation at local, state and federal level
 - Newsletter integration
 - Social media directly linked to user activity
 - Accumulative donation calculator
 - Flexibility of donation and cause change for user
 - Easy opt-out and 'hold' facility



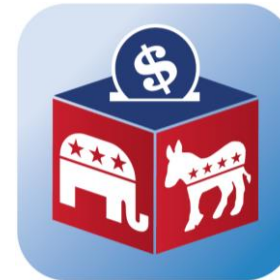
Market Opportunity Indicators

One Cent Call



- Any market with mobile phone coverage is applicable
- Growth will be assisted through key corporate and commercial partnerships
- Patent covers 1c charges through alternative platforms (online purchases, credit cards, shopping, etc.)
- 0.72% take up in US, UK & Australia only would deliver turnover of approx. \$143m, including \$21m revenue to Activistic

Patriots Call



- 130m Americans voted in 2012, with new highs of political engagement
- Republicans and Democrats are desperate to achieve a tech edge, improving on Quick Donate & Victory Wallet from previous elections
- May be used for local, state & federal campaigns: Provides National communications, info, updates & calls to act (early voting)
- If 10% of voters subscribed to donate \$3 per month, it could raise over \$468m per year (\$30.4m in recurring fees on a 6.5% royalty)

Veterans Call



- Veteran affairs groups have the largest media coverage & charity sector exposure in the US
- Research has shown the majority of people would willingly give to assist returned soldiers and veteran affairs in general
- Veterans Call would allow any member of the public to donate between 50c and \$25 per month to high quality veteran affair projects
- Just 1% public take up at \$2 per month would raise approximately \$66m per annum including \$9.8m in revenue for Activistic

Church Call



- Approximately 65 million participating Catholics in America (example group)
- Religious giving in USA is over \$100 billion per year
- Securing just 5% of Catholic donors at \$20 per month would raise approximately \$780m per year and \$50m per year in revenue for Activistic

Why Activistic is Unique

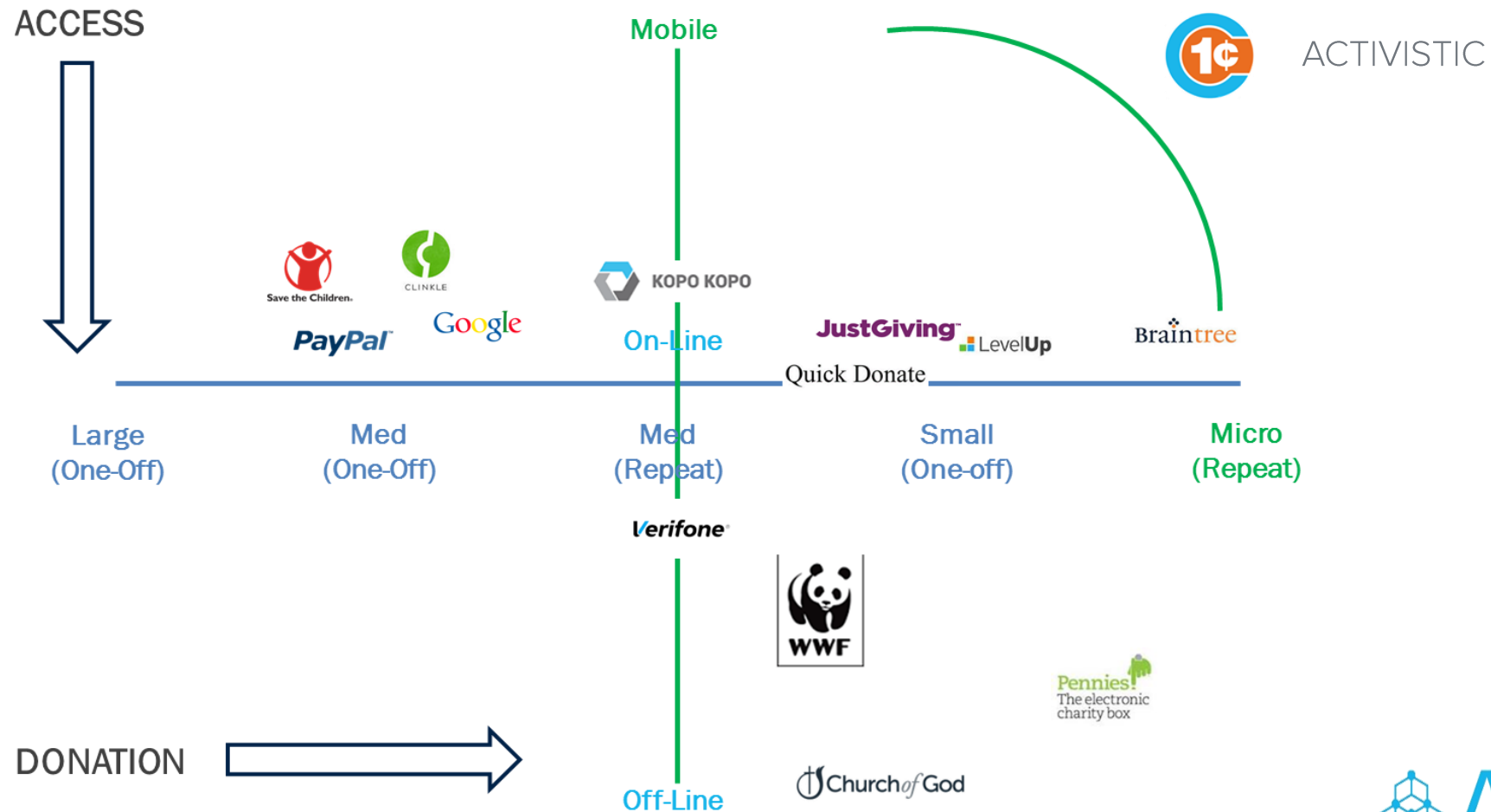
Intellectual Property and IP Protection

- Activistic's technology has been developed **over 4 years** by an international team of marketing, charity, software and programming experts
- In May 2012, Activistic filed for an international patent on the business method of micro-fundraising via **mobile or 'electronic means'**, patent pending in US, UK, Europe and Australia
- Patent on Business Method Patent process has been advanced in Australia and the United States as of November 2014, with further lodgements for Europe and Asia in December 2014
- Patent is broad reaching in **electronic, incremental micro-giving, covering recurring subscription based donations.**
- Agreement with Mobile Giving Foundation means Activistic is the **only player in US market** due to its agreement and pending patents

Why Activistic is Unique






Competitive Landscape and 21st century giving

Whilst there are current enablers for “giving” Activistic is unique in the eco-system by providing **repeated micro-giving via mobile**



A Differentiated Product

Activistic has a unique and differentiated mobile offering, making it a simple and necessary partner for charitable organizations in modern mobile times

| |  Activistic |  PayPal™ |  JustGiving™ |  Save the Children® |  Church of God |
|-------------------------|---|---|---|--|---|
| Smartphone capability | ✓ | ✓ | ✓ | ✓ | ✗ |
| Micro-payments | ✓ | ✓ | ✗ | ✗ | ✗ |
| Push MSG capability | ✓ | ✗ | ✓ | ✗ | ✗ |
| Flexible price entry | ✓ | ✓ | ✗ | ✓ | ✗ |
| Direct carrier billing | ✓ | ✗ | ✗ | ✗ | ✗ |
| Recurring charge | ✓ | ✗ | ✗ | ✗ | ✗ |
| White label flexibility | ✓ | ✗ | ✗ | ✗ | ✗ |

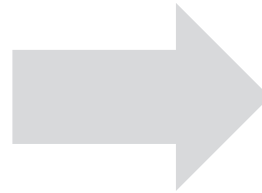
Mobile Giving Foundation (MGF)

- ✓ Agreement executed with Mobile Giving Foundation (US mobile billing aggregator)
- ✓ MGF has 501(C)(3) charitable status and grants Activistic access to this status
- ✓ Allows Activistic to introduce multiple micro-donation services into the US
- ✓ MGF the only gateway for charitable donations via mobile phones in the US
- ✓ Agreement will connect Activistic's 'Veterans Call' app to **millions of prospective donors**
- ✓ MGF partnered with Better Business Bureaus to promote transparency and accountability in the giving industry
- ✓ Activistic is the only organisation in the US and World with the capability to facilitate recurring micro-donations via direct carrier billing (charged directly to the mobile phone – pre and post paid)

Live and Ready for Expansion

As at Q1

| |
|--|
| Technology fully developed |
| System live In UK |
| UK, US & AU billing agreements |
| European, Asia Pacific & African markets initiated |
| Strategic commercial partnerships |
| Planned media and marketing roll-out |
| Registered UK charity for trust funds and incorporated in the US |
| Activistic technology is market-ready |



Current Status







| |
|--|
| One Cent V3 released, Veteran's Call Prototype, RFD and Church Call designed |
| Planned Campaign for Q2 / Q3 |
| Mobile Giving Foundation Agreement signed and active |
| TxtNation work in Africa complete - pending Nigeria Church Group contracts |
| In discussion / negotiation of line-extension agreements for Veteran's Call, White Label Charities (UK and AU) |
| Focus group testing of Veteran's Call in US. Planning social marketing pre-roll-out for Q2 |
| Trust status accessed in US and UK and via Charity partners in Australia |
| One Cent V3 as the basis for all product lines |

Global Network – Leading Aggregators

Together with the pending Patent, Activistic's key competitive advantage is the first mover agreements with direct billing aggregators that give global coverage to all major countries and facilitate rapid rollout for new partner agreements

Direct carrier billing provides the easiest platform for recurring contributions without invasion of privacy or personal banking information

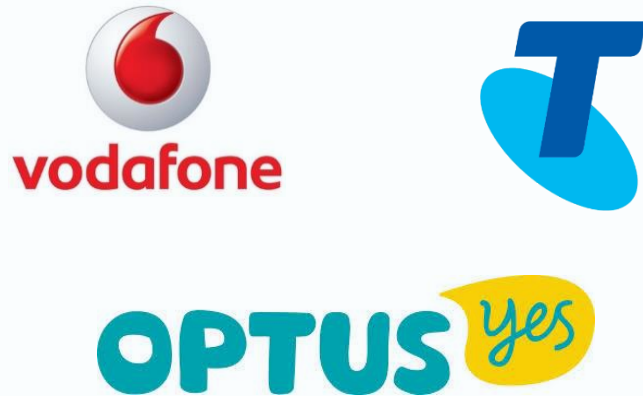
Billing agreements ensure full pass-through of funds without institutional fees and associated costs and independent reconciliation of transfer process

| | | |
|---|--|--|
|  MOBILE GIVING FOUNDATION | <ul style="list-style-type: none">• Founded in 2007• Gatekeeper to US direct carrier billing• Functions as a 501c (3) for Nth and Sth America (including Canada)• Monthly access fee and a per transaction cost - sliding scale volume based• Connected to all telecomm providers in North America for 100% coverage |  |
|  OpenMarket | <ul style="list-style-type: none">• Founded in 1994• Leading aggregator in Europe and Australia• Parent company is Amdocs (NASDAQ listed)• Per transaction cost – sliding scale volume based• Full independent reconciliation of transfer process |  |
|  txtNation | <ul style="list-style-type: none">• Founded in 2002• Regional aggregator for most international markets• Provides access to emerging mobile billing economies• Monthly access fee and a per transaction cost - sliding scale volume based• Full independent reconciliation of transfer process |  PhonepayPlus |

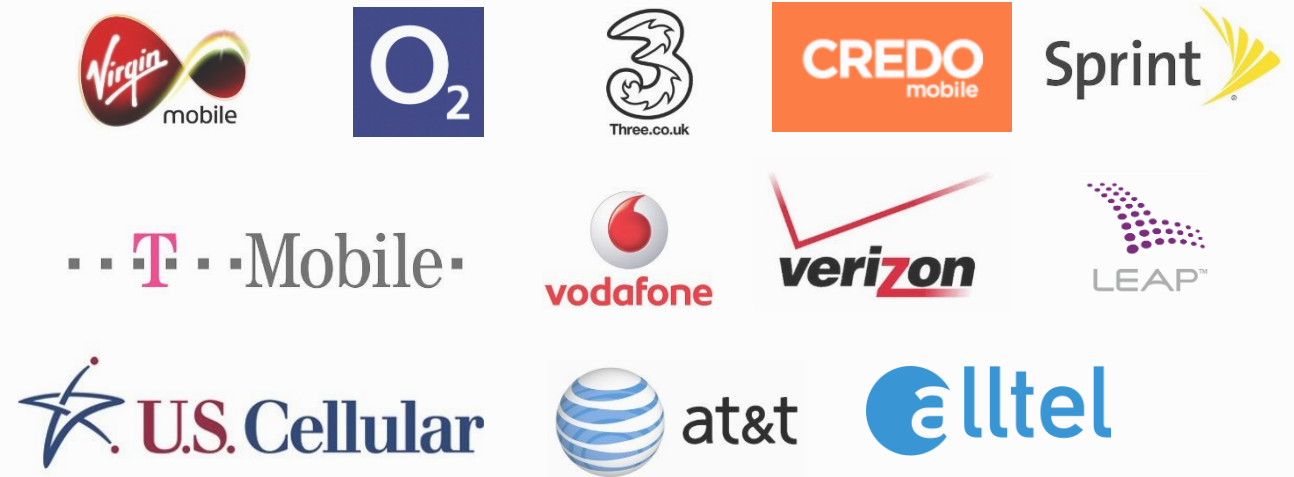
Our Telco Relationships

Activistic has relationships with major Telco's globally, allowing us to raise funds from users across the world:

Australia



International



Our Beneficiaries

Sample of Current Charities

One Cent's beneficiary relationship base includes well over 200 charities, including:

AUSTRALIA

"At a time when small charities are struggling to raise funds, One Cent Call is offering an exciting, new and simple way to attract more donations from a wider donor base"

Andrew Swallow – Small Charities Coalition



INTERNATIONAL

"One Cent Call marks an exciting step forward in charitable giving that we are thrilled to be a part of..."

Chris Brown – Grassroots Suicide Prevention



Activistic Key Management



Nigel Lee
Chairman of Advisory Board

- Former VP & GM for AMEX International payment options in Asia & Latin America
- Former EVP for MoneyGram with operations in over 140 countries
- Board member of YuuZoo Corporation (AFC.SI)
- Highly experienced with background in payments, ecommerce, strategy, management and new product growth



Matt Hornibrook
One Cent Co-Founder

- Significant experience with charitable organisations and government at all levels
- Established and managed a global construction technology company
- Former CEO of first private company to construct a large school project in Southern Sudan
- International media and marketing experience



Shahab Zeinoghli
One Cent Co-Founder
Chief Technology Officer

- Extensive computer and IT experience
- Highly involved in his family's charity, which cares for Iranian children
- Former operation and engineering management professional
- Established and was Director of a non-profit company in information and communications technology



Vlado Bosanac
Advisor

- Over 20 years experience in venture capital and corporate advisory
- Founding partner of Greenday Corporate Pty Ltd
- Experience in management of Health Care, Mining and IT organisations
- Entrepreneur, advisor and business consultant

Corporate Snapshot

Trading Information

| | |
|--|--------|
| ASX Ticker | ACU |
| Share Price | \$0.18 |
| Shares on issue | 143.5M |
| Performance Shares | 49m |
| Options | 41m |
| Market Cap (fully diluted at \$0.18/share) | \$42m |

As at 18/05/2015

Board of Directors

Ian Murie – Non-Executive Chairman
Roland Berzins – Non-Executive Director and Company Secretary
Kevin Baum – Non-Executive Director

Summary





INVESTOR PRESENTATION
MAY 2015