INVESTOR OVERVIEW
SHIFTING FOCUS TO GROWTH

Rewardle Holdings Limited ASX | RXH

22nd DECEMBER 2021
**CORPORATE SNAPSHOT**

**WE’RE A NANO CAP COMPANY WITH LARGE CAP AMBITIONS**

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**Shareholder information (as at 20 Dec 2021)**

- Ruwan Weerasooriya (Founder & Exec Chairman): 75.4%
- Early investor & advisor: 4.9%
- David Niall (Non-Exec Director): 2.1%
- Jason Potter (CTO): 1.2%
- Management shareholding: 83.6%
- Tightly held Top 20: 87.9%

**Financial Information ($A)**

- Share price (as at 20 Dec 21): $0.015
- 18 month share price range: $0.001 - $0.059
- Shares on issue: 526m
- Cash and equivalents (as at 30 Sept 21): $0.1m
- Debt 1: ~$1.3m
- Market Cap (@ $0.015/share): $7.89m
- Enterprise value: $9.29m

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1. Based on Appendix 4C quarterly reports, excluding R&D rebates received.
2. Unsecured, interest free loan, repayable at Company’s discretion, from Executive Chairman, Ruwan Weerasooriya.

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**Quarterly cashflow shows successful execution of strategy to “Breakeven and Grow”**

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**Strong share price re-rating potential as strategy shifts into growth phase**

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**Years of investment in proprietary fintech platform and network is not reflected in current valuation**
REWARDLE IS A HIGH GROWTH FINTECH OPPORTUNITY

**Cash flow positive monthly operations achieved**
Key inflection point and re-rating trigger as focus shifts to growth after cash flow positive monthly operations in September quarter.

**Large addressable market, high growth sectors**
Set to benefit from accelerated migration of local businesses to digital marketing and payment solutions due to COVID-19.

**Leadership in local rewards, hard to replicate**
Proprietary fintech platform + thousands of merchants + millions of members + rich data = high barrier to entry.

**Highly scalable, platform based business model**
Readily exportable business model generates increasingly profitable additional revenue due to largely fixed operating cost business model.

**VC style growth exposure via partnerships**
Developing a portfolio of transactional, licensing and equity positions in high growth, complementary businesses.
Rewards are fuel for digital marketing and payments

Rewardle is a software business undertaking the development, operation and commercialisation of its proprietary Business to Business to Consumer (B2B2C) software platform (Rewardle Platform).

Rewardle's Business to Business to Consumer (B2B2C) technology platform business model offers multiple opportunities to generate highly profitable additional revenue and grow by leveraging existing operating resources and capabilities.

The Company is lead by an experienced, entrepreneurial team and well positioned to grow as the worlds of social media, marketing, mobile and payments converge to transform how consumers connect, share and transact.
OUR STRATEGY

WE’RE SUCCESSFULLY EXECUTING AND STARTING TO TAKE OFF

“Breakeven and Grow” strategy background

Growth Services revenue (professional services plus software licensing fees), recurring merchant SaaS fees and R&D rebate funds combine with the Company's efficient, low operating cost model to ensure the Company can operate and grow without additional funding.

Generate “Growth Services” revenue for stability
Leverage existing resources, capabilities and IP to generate professional services and licensing fees from strategic partners/clients.

Align with accelerated trends for future growth
Position for growth via platform development and partnerships that align with trends that have accelerated due to COVID-19.

Merchant network growth as conditions improve
Return resources to merchant sales activity using new sales process and packages developed pre-COVID-19 when conditions permit.
Cash flow positive operations = Growth runway

Positive cash flow for August and September and substantial reduction in net cash outflow for recent quarter to $12k represents a key inflection point.

While fluctuations in operating cash flow are expected, the Company is confident that the business can operate and grow without the need for additional funding.

Strategy is on track and building momentum

Cash flow positive trend is expected to accelerate as growth initiatives drive additional cash payments from existing cost base.

FY21 R&D rebate will support growth initiatives

FY21 R&D rebate submission being finalised, anticipated cash rebate of circa $400,000 which will support growth initiatives.

Key inflection point and strong re-rating potential

Management focus shifting from breakeven to opportunities that drive growth by leveraging resources and capabilities.

1. Based on Appendix 4C quarterly reports, excluding R&D rebates received.
LEVERAGING OUR PLATFORM, NETWORK AND OPERATIONAL CAPABILITY

GROWTH

Multiple high growth opportunities

Rewardle’s Business to Business to Consumer (B2B2C) technology platform business model offers multiple opportunities to generate highly profitable additional revenue and grow by leveraging existing operating resources and capabilities.

Generate cash flow positive merchant sales
New sales process, product offering & pricing transform merchant sales from negative to positive cash flow.

Launch high margin, features and services
Ongoing investment in platform features and functionality to launch new, high margin digital services for merchants & members.

Explore geographic expansion opportunities
The Rewardle Platform is a cloud/app based solution designed to operate globally with minimal, incremental operating costs.

Create VC style portfolio of strategic partnerships
Develop a portfolio of transactional, licensing and equity positions in complementary partner businesses to create VC style exposure.
GROWING VIA MERCHANTS

WE KNOW HOW TO SCALE UP OUR MERCHANT NETWORK

MERCHANDANTS GROWTH

Cash flow positive Merchant network growth

Learnings from use of free trials to launch and build scale have been applied to develop a new sales process, product proposition and pricing strategy that result in a cash flow positive sales model. As COVID-19 disruption passes, resources are being reallocated to Merchant Network business development activity which will result in additional, cash flow positive contribution.

We know who needs what we do
A high quality, proprietary data base of over 200,000 listings has been amassed through a process of data collection, cleansing and enrichment during 8+ years of operation.

We know how to connect and close
During late 2019 a new, sales process was developed to improve efficiency. It was successfully trialed but the roll out was paused due to the impact of COVID-19 restrictions on local businesses.

We know how to package our services
Pre-COVID-19, key learnings were used to revise product proposition and pricing. Market tests delivered superior sales and cash flow results, but roll out was paused due to impact of COVID-19 pandemic on merchants.

We know how to increase lifetime value
Experience from onboarding 8,000+ merchants has been applied to develop, set up and support procedures that ensure merchant success and reduce churn.
WE’RE EXTENDING OUR PLATFORM TO DEVELOP GROWTH OPPORTUNITIES

Aligning with trends accelerated by COVID-19

Software development resources are being focussed on building and enhancing features that align with the acceleration in digital adoption by local businesses and their customers.

Local media and advertising
Developing advertising revenue by applying learnings to create unique local and national advertising opportunities that leverage our network of merchants and members.

Mobile ordering and payments
Developing new merchant services revenue opportunities by upgrading and extending our existing mobile ordering feature.

Points and rewards
Developing new revenue opportunities by enhancing our existing points and rewards services.

Platform integration
Developing new revenue opportunities by developing 3rd party integrations and partnerships that create enhanced merchant and member experiences.
GROWING VIA OS EXPANSION

WE’RE EXPLORING OVERSEAS EXPANSION OPPORTUNITIES

OVERSEAS GROWTH

Expansion into overseas markets

Rewardle has developed a globally unique, proprietary membership, points, rewards and payments platform. The Rewardle Platform is a cloud/app based solution that is designed to operate globally with minimal, incremental operating costs.

UK market access via existing partnerships

Leveraging operations of strategic partnerships with Beanhunter and SplitPay allows Rewardle to expand into the UK market in a low risk, high reward manner.

Increases addressable market

Entering new international markets increases Rewardle’s addressable market and allows the business to leverage its proprietary platform and operations to generate high margin additional revenue.

Applying domestic learnings to new markets

Learnings from operating in Australia can be applied to develop unique propositions for new international markets that is differentiated from existing solutions.

Cloud, mobile first platform is designed to scale

Rewardle’s cloud/app based membership, points, rewards and payments solution is designed to operate globally with minimal, incremental operating cost.
WE’RE BUILDING A PORTFOLIO OF GROWTH OPPORTUNITIES

VC style exposure through strategic partnerships

Rewardle is leveraging its operational capabilities, expertise and IP to create VC style growth exposure by building a portfolio of transactional, licensing and equity positions in partner businesses.

**Pepper Leaf Meal Kits (Jun 19)**
Deal: Options for shares @ $1.25m valuation within 4 yrs.
RXH position: 54% shareholding on fully diluted basis.
Services: Strategy, software development, customer support and marketing/advertising.
More detail: www.rewardle.com/ASXrelease/pepperleaf

**Beahunter Coffee Community (Aug 19)**
Deal: Options for shares @ $350k valuation within 3 yrs.
RXH position: 51% shareholding on fully diluted basis.
Services: Strategy, marketing/advertising, software development and sales.
More detail: www.rewardle.com/ASXrelease/beanhunter

**SplitPay UK Buy Now, Pay Later (Apr 21, Oct 21)**
Deal: Earning equity for professional services.
RXH position: Earning ~$10,000/month in SplitPay equity.
Services: Technology and commercial strategy.
More detail: www.rewardle.com/ASX/SplitPayOct

**Cardiac Rhythm Diagnostics MedTech (Aug 21)**
Deal: Software licensing and professional services.
RXH position: Software licensing and Professional services fees ~$30,000/month (3yr term).
Services: Corporate strategy, software, sales and operations.
More detail: www.rewardle.com/ASX/CRDmedtech
JOIN OUR JOURNEY

ASX : RXH

Strong share price re-rating potential as strategy shifts into execution of growth initiatives

Get the latest RXH news and insight

Rewardle invites investors to follow our progress and commentary via the ASX platform and social media channels.

ASX watch list
Add RXH to your watch list

Twitter
Follow @ASX_RXH

Investor newsletter
Subscribe at investor.rewardle.com

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Follow www.linkedin.com/company/Rewardle
ADDITIONAL INFORMATION
WE’RE BUILDING AUSTRALIA’S LEADING
DIGITAL REWARDS WALLET

Rewards connect digital marketing and payments

Rewardle is a software business undertaking the development, operation and commercialisation of its proprietary Business to Business to Consumer (B2B2C) software platform (Rewardle Platform).

The Rewardle Platform operates at the fast growing intersection of local commerce, e-commerce and mobile commerce, providing local businesses with technology tools to help them attract, engage and transact with customers.

The Company is lead by an experienced, entrepreneurial team and well positioned to grow as the worlds of social media, marketing, mobile and payments converge to transform how consumers connect, share and transact.
THE LOCAL LANDSCAPE

COMMERCING IS BECOMING INCREASINGLY DATA-DRIVEN

Consumer data powers digital services
As consumers use websites and apps, data generated is collected and used to improve the service.

E-Commerce & apps = customer data
Online and mobile applications auto-generate and collect valuable data as consumers browse and buy.

Local commerce = zero data
Tap and cash payments at local businesses don’t generate or capture rich consumer data for analysis or marketing.

Missing data = missed opportunity
Local businesses without data pay high digital service fees to data-rich platforms to service their own customers.

PRESSURE

Local businesses are under increasing pressure
Local businesses struggling to keep pace and compete with the digital customer experiences and sophisticated digital marketing techniques of well resourced brands and tech platforms.

HERALDп
LOCAL BUSINESSES
WE HELP LOCAL BUSINESSES COLLECT AND USE CUSTOMER DATA

WHAT WE DO

Rewardle is a mobile replacement for loyalty cards

Our proprietary, membership, points, rewards and payments platform is the foundation of our business.

More rewarding for customers
- Quick, easy and fun to use
- Choice of rewards
- Points account stored safely in the cloud
- Single app, multiple memberships

More rewarding for merchants
- Flexible solution that is easily customised
- Easily builds a rich, local dataset
- Communicate directly with customers
- Valuable insight and feedback
LOCAL REWARDS IS A MASSIVE FINTECH OPPORTUNITY

TOTAL ADDRESSABLE MARKET (AUS)

Local businesses in sectors where rewards programs are typically offered.

U P T O

200,000

~66,000* Merchant upgrade opportunities
Approx 1/3 of market has set up a rewards program and is primed for a digital upgrade.

~133,000* Greenfield opportunities
Approx 2/3 of market can leap straight to the benefits of a digital rewards program.

+Millions of member opportunities
Aggregated membership of merchant programs creates audience for monetisation.

+Global market potential
Rewardle's cloud/app based membership, points, rewards and payments solution is mobile first and designed to operate globally.

Long growth runway in digital rewards adoption
We believe that the adoption of digital rewards programs will become standard practice for local businesses as they understand the value of using reward program data to attract, engage and keep customers.

**OUR BUSINESS MODEL**

**RECURRING MONTHLY FEES PLUS OPERATING LEVERAGE**

**Recurring merchant SaaS fees underpin our model**

$49 \times 12 = \$588$

Monthly SaaS fee  
Months/year  
Annual revenue

**Operationally breakeven at ~1% penetration**

Based on target operating cost base of $100,000 per month, breakeven can be achieved with approximately 2000 paying merchants or ~1% market penetration.

**Highly scalable, increasingly profitable platform**

Highly scalable, increasingly profitable revenue is generated from additional market penetration beyond breakeven due to largely fixed operating costs of the Company’s proprietary tech platform.

**Additional revenue via operating leverage**

In addition to Merchant SaaS fees, Rewardle’s Business to Business to Consumer (B2B2C) technology platform business model offers multiple opportunities to generate highly profitable additional revenue by leveraging existing operating resources and capabilities.

**Add on merchant services and subscription fees**

Leverage the existing merchant network by creating upsell/cross sell opportunities to increase average monthly subscription fees.

**Transaction services and commission fees**

Leverage digital platform and membership to develop transactional services and earn a “clip of ticket” for facilitating transactions.

**Digital advertising fees**

Use first party data to develop unique local and national advertising opportunities that leverage network of merchants and members.

**Growth Services opportunities**

Leverage resources and capabilities to build a portfolio of strategic partnerships with strong growth potential.
WE’RE AUSTRALIA’S LEADING LOCAL REWARDS PLATFORM

Proven traction in building and operating a large national network of engaged merchants and members

- **Merchants**: 8,000+ (Total lifetime acquired)
- **Members**: 3.5+m (Total lifetime acquired)
- **Rewards**: $30+m (Estimated total lifetime value redeemed)

Post COVID-19 active network to be determined

Thousands or merchants remain active and 500+ paying fees, but network repair and scaling up is required. Network rebuilding will be determined by the timing and speed of local businesses recovery.

Merchants introduce members to Rewardle ecosystem

No advertising or incentive costs are incurred for building massive membership. Millions of Members have been acquired at no cost as they join merchant reward programs powered by the Rewardle Platform.

Redemptions = Engagement = opportunity

Reward redemptions deliver value to members, building engagement with Rewardle and enhancing the potential for members to engage with new features and services.
**COVID-19 IMPACT**

**The Storm Has Created Waves of Opportunity**

Key macro-trends have accelerated due to COVID-19

Rewardle’s “Breakeven and Grow” strategy has allowed the business to position itself to benefit from the rapid acceleration in digital adoption by local businesses and their customers.

- **Local commerce**
  Locals have rallied to support local businesses that have learned the value of owning direct lines of communication with customers.

- **Mobile ordering & payments**
  The shift from cash to digital payments has accelerated due to convenience and reduced potential for COVID-19 transmission.

- **E-commerce**
  Adoption of e-commerce has accelerated and changes in consumer online shopping behaviour are expected to continue.

- **Local delivery and pick up services**
  Consumers are expected to keep using delivery and pick up services after trying and relying on them during the pandemic.
The information in this presentation has been prepared by Rewardle Holdings Limited (ABN 37 168 751 746), (Company).

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• a financial product, financial product advice or investment advice and does not take into account the financial position, objectives or needs of the reader.

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Financial data
All dollar values are in Australia dollars ($A) unless otherwise specified.

This presentation has approved for release by Executive Chairman, Ruwan Weerasooriya

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