

PROGRESS UPDATE:

SPLITPAY GROWTH SERVICES AGREEMENT

Executive Summary and Highlights

Rewardle Holdings Limited (ASX:RXH) (“Rewardle” or the “Company”) provides the following update with respect to the execution of a binding Terms Sheet to provide professional services to **SplitPay Group Holdings Limited (“SplitPay”)**, an Australian based Buy Now, Pay Later (BNPL) platform targeting the fast growing UK and European markets.

Rewardle will provide strategy and technical consulting services to assist in accelerating the growth and development of SplitPay’s business.

The work being undertaken is consistent with Rewardle’s strategy of leveraging its operations to secure equity positions in partner businesses and/or to generate professional services revenue.



Rewardle to provide consulting services to accelerate growth of SplitPay

Rewardle to provide a range of management consulting services to assist SplitPay in rapidly scaling up the business in the fast growing UK and European BNPL markets.



Long term partnership

Rewardle and SplitPay have agreed to an initial 2 Year term¹ in recognition of their mutual interest in exploring long term strategic partnership opportunities in addition to the short term support.



Significant contribution to 3rd party services revenue target

SplitPay and Rewardle have established that fees payable to Rewardle are expected to average \$10,000/month based on use of time and materials, with a \$5,000/month minimum retainer.

Rewardle’s Founder and Executive Chairman, Ruwan Weerasooriya, said;

“We’re looking forward to sharing our insight and learnings to help accelerate SplitPay’s growth.”

“While our consulting work with SplitPay will contribute towards our monthly professional services target, we’re most excited about collaborating with them on broader opportunities.”

“We’ve given a lot of thought to the role that points and rewards could play in the evolution of the buy now, pay later sector and we’re looking forward to exploring this with SplitPay.”

SplitPay’s Co-founder and CEO, Campbell Welch said;

“SplitPay is aiming to be a significant player in the UK and European buy now, pay later markets.”

“We’ve been live and operational in the UK since the start of the year and are quickly growing our network of merchants and users.”

“Rewardle has demonstrated their ability to build and manage a software platform servicing thousands of merchants and millions of members, we’re looking forward to their strategic and technical input to help us accelerate and manage our growth.”

1. Based on an agreed Term of 2 years, with provision for either party to terminate with 30 days notice after an initial 90 day period.

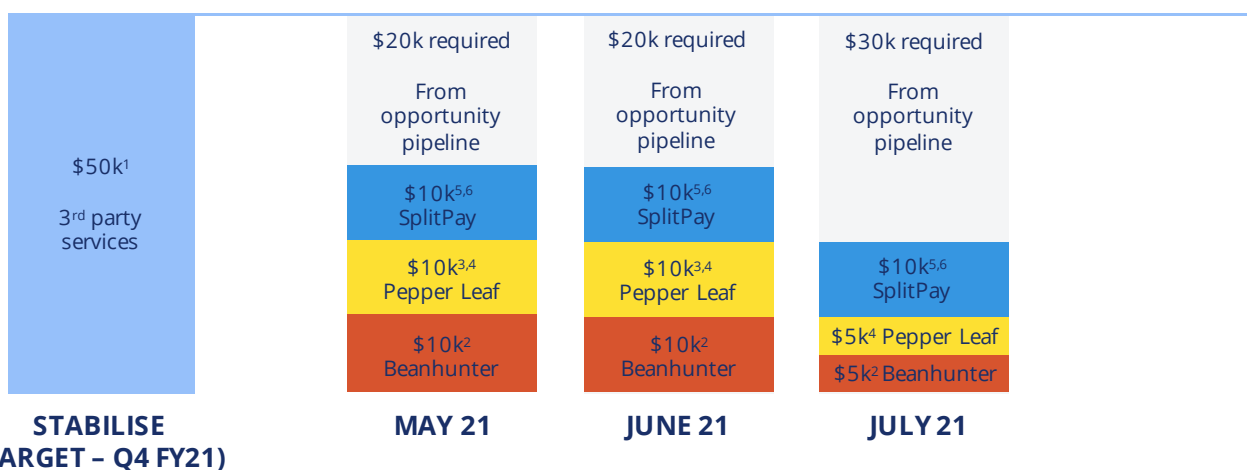
Contribution to 3rd Party Services component of breakeven target

A key component the Company's strategy is to leverage its resources to secure equity positions in complementary businesses and to generate 3rd party services revenue that supports maintaining Rewardle's team, intellectual property and operating capability.

For more information please visit www.rewardle.com/ASXrelease/marchpresentation (Slide 11)

As outlined below, consulting services being provided to SplitPay are expected to contribute 20% of Rewardle's 3rd party services target moving forward^{5,6}.

TARGET MONTHLY REVENUE FROM 3rd PARTY SERVICES



1. Based on trading history of up to \$6k in 3rd party service provision during FY20 to present with allowance for opportunity pipeline.
2. Based on anticipated billing and payment for services work.
3. Based on anticipated billing and payment for integration services work.
4. Based on agreed retainer fee for technical and customer support. After an initial 90 day period, the parties intend to review and may revise the retainer fee based on Pepper Leaf's use of Rewardle resources and ongoing requirements.
5. Based on agreed, estimated average fees payable by SplitPay to Rewardle of \$10,000/month, with minimum retainer of \$5,000/month.
6. Based on an agreed Term of 2 years, with provision for either party to terminate with 30 days notice after an initial 90 day period.

The Company is working on a pipeline of 3rd party services opportunities that create mutual benefit for Rewardle and partners by leveraging Rewardle's resources and expertise.

Management is pleased with the progress being made towards achieving the \$50,000/month 3rd party services revenue target and intends to continue building on the Beanhunter and SplitPay commitments moving forward. Other revenue components (primarily, Merchant SaaS fees and FY21 R&D rebate) remain on track.

Further updates with respect to the progress of individual opportunities will be provided as appropriate, taking into consideration the nature and potential impact on the business.

SplitPay Professional Services Partnership Background

A component of Rewardle's strategy is to secure equity positions in partner businesses and/or to generate fee for services revenue by leveraging the Company's operational team, platform and network merchants and members by providing the following services:

- Software development and/or licensing
- Sales and marketing
- 1st tier customer service/support
- Design and advertising
- Corporate/commercial strategy and fundraising support

As part of this strategy, Rewardle has entered a binding Terms Sheet with SplitPay to provide professional services. SplitPay is an Australian based buy now, pay later operator targeting the nascent, fast growing UK and European markets.

SplitPay business summary

SplitPay is a Buy Now, Pay Later (BNPL) business targeting the nascent, high growth UK and European markets. SplitPay's BNPL product enables merchants to offer customers the opportunity to pay for purchases in three or four equal monthly instalments.

SplitPay is an unlisted public company, co-founded in 2018 by Campbell Welch. The Company has raised over \$2,000,000 from investors and established a strategic partnership with Novatti Group Limited ("Novatti") (ASX:NOV).

Novatti is a Melbourne based specialist payments technology company that provides solutions for financial services companies worldwide. Novatti has taken a substantial, minority shareholding in SplitPay in return for developing the underlying software platform that SplitPay uses to deliver its payment service to customers.

BNPL is nascent in the UK but growing quickly. The UK is still in a land-grab phase with many Merchants not yet offering a BNPL solution. While SplitPay is not first to market and will compete for merchants and consumers with large, established BNPL companies such as Klarna, Afterpay (Clearpay) (ASX:APT) and Zip (ASX:Z1P), the rapid growth of these operators validates the opportunity.

SplitPay believes it can compete and capture market share due to the substantial size and diversity of the addressable market which will support multiple BNPL consumer propositions. This dynamic is being demonstrated by merchants electing to offer multiple BNPL options and SplitPay signing up merchants who are already using Afterpay (Clearpay) or Laybuy due to key differences in its BNPL offering.

Rewardle to assist in accelerating the development and growth of SplitPay

Rewardle's professional services engagement will assist SplitPay in the execution of its plans to develop its BNPL platform and grow the business.

Rewardle will support SplitPay by providing technical consulting services to accelerate the development of its technology platform along with input into strategy and operations.

Strategic partnership opportunities

In establishing the professional services agreement, both parties have acknowledged their interest in exploring the development of strategic partnership opportunities that can increase their respective addressable markets by extending platform capabilities or expanding the geographic operations.

This ASX announcement has been approved for release by Executive Chairman, Ruwan Weerasooriya.

About Rewardle Holdings Limited

Rewardle connects millions of Members with thousands of local businesses across Australia.

The Rewardle Platform is a marketing and payments platform that combines membership, points, rewards, payments and social media into a single cloud based platform powered by Big Data analysis.

Rewardle is positioned to be a leading player as the worlds of social media, marketing, mobile and payments converge to transform how we connect, share and transact.

As part of its long term strategy, Rewardle is seeks to secure equity positions in partner businesses by leveraging the Company's operational team, platform and network merchants and members.

The Company is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.

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