

ASX Announcement 14/2/2022

## My Rewards International Ltd Lists Shares On ASX

- My Rewards International Ltd (ASX: MRI) commenced trading of its shares on the ASX on Friday, 11 February 2022 at 12.30pm (AEDT) following the successful completion of its Initial Public Offering (IPO), which raised \$5 million.
- The listing follows My Rewards winning a global contract with one of the world's largest money transfer companies, Ria Money Transfer, for the roll-out of its own customer rewards program across an initial six countries, with gradual expansion into all of Ria's markets covering over 30 million customers.
- My Rewards plans to use the capital raised to expand its corporate programs beyond its more than 100 blue chip clients in Australia and New Zealand.
- My Rewards plans the launch a direct-to-consumer program with The Digital Wallet.

Leading fintech in the rewards, loyalty and engagement solutions market, My Rewards International Ltd (ASX:MRI), is pleased to announce its shares commenced trading last Friday (11/2/2021) on the Australian Securities Exchange.

The listing price of the shares was 20 cents a share and follows the \$5 million capital raising in the IPO late last year.

Backed by Barclay Pearce Capital Ltd as lead manager for the IPO, My Rewards plans to use the capital raised to expand its corporate programs beyond its more than 100 blue chip clients in Australia and New Zealand.

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My Rewards has also acquired Perx Rewards (trading as Infinite Rewards) of Melbourne, which generates annual revenue \$12.6 million.

My Rewards is being transformed into a technologically advanced marketplace built around an eco-system of buyers and sellers, delivering immediate discounts and cashback rewards to corporate members and consumers.

Chairman of My Rewards, Mr David Vinson said "We are keen to expand our proprietary artificial intelligence technology to deliver personalised offers and discounts to members through an easy purchasing experience."

“Our highly scalable platform, enabling each employee engagement and customer loyalty program to be fully customised, delivering personalised products and services to each member, will underpin My Rewards’ growth strategies domestically and internationally”, he added.

My Rewards will be expanding its e-commerce platform capabilities to include the My Rewards’ Digital Wallet, as well as launching a direct-to-consumer program. The Digital Wallet will allow My Rewards to monetise in-store transactions and contribute towards the growth of its business.

My Rewards expects to expand its B2B to a B2C model through the My Rewards app and website next month, with consumers to be able to directly purchase for themselves or as gifts from more than thousands of merchants, including, Catch.com.au, HP, Apple, Microsoft, The Iconic, Bonds, Noodle Box and Dan Murphy’s.

Originally a discount coupon supplier, My Rewards’ pivot to a two-pronged digital play will be accelerated as a result of changed consumer and employee behaviour amid the COVID-19 pandemic.

The announcement was authorised for release by the directors of My Rewards International Ltd.

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