

ASX Announcement

My Rewards Wins Contract with Major Asian Tourism Group & Post IPO Update

Melbourne, Australia: 23 February 2022 - My Rewards International Ltd (ASX: MRI) ("**My Rewards**") is pleased to announce that it has won a major tourism client in Asia, Wyndham Destinations Asia Pacific ("**WDAP**") and provide an update on other group activities.

New Contract with Major Asian Tourism Group - "Lifestyle by Wyndham"

My Rewards contract with **WDAP** is to develop and operate a customer rewards program. The **WDAP** rewards program, "Lifestyle by Wyndham" has been launched in Australia and New Zealand, with the roll-out to extend across China, Japan and Indonesia over the next year.

The 12 month rolling contract with **WDAP** allows My Rewards to explore new markets and onboard new customers in China, Japan and Indonesia and grow My Rewards' customer rewards offering. The customers of **WDAP** will access and engage with My Rewards to transact on the My Rewards Platform which will deliver subscription and transactional income to My Rewards and savings on everyday lifestyle purchases to **WDAP** customers. The total financial impact of this contract is yet to be determined.

Executive Chairman of My Rewards, Mr. David Vinson commented:

*"We are delighted to have secured another blue-chip client in **WDAP**. We are aggressively expanding our operations and My Rewards is in advanced discussions with several companies keen to customise their employee engagement and customer loyalty programs as they emerge from the Covid-19 pandemic."*

WDAP, a division of Travel + Leisure Co. ([NYSE: TNL](#) US\$5.1B market cap) is the world's leading membership and leisure travel company. With a portfolio of nearly 20 resorts, travel clubs, and lifestyle travel brands, WDAP sells to its customers vacation ownership interests and provides consumer financing to approximately 60,000 customers in Club Wyndham South Asia-Pacific region.

Ria Money Transfer International Rollout

The Ria Money Transfer contract continues from the track record of success in My Rewards winning global loyalty and rewards contracts with major global brands. Ria is one of the big four money transfer companies, who is in contract with My Rewards 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' Digital Wallet

The My Rewards team will soon launch the expansion of its e-commerce platform to include the My Rewards' Digital Wallet. The Digital Wallet will allow My Rewards to monetise previously unavailable, in-store transactions through a QR-code payment system. Once the technology is completed, company resources will focus on onboarding merchants to the platform for deployment into brick-and-mortar store locations.

Perx Rewards Integration

Following completion of the acquisition of Perx Rewards Pty Ltd ("**Perx Rewards**") as previously announced, My Rewards' attention now turns to the full integration of Perx Rewards into the My Rewards business including the onboarding of major clients such as Australia Post, Australian Catholic University, and Brightday.

Perx Rewards trading as Infinite Rewards, has been operating for over 15 years, providing its ~150,000 members with access to discounts on online retail, travel deals and exclusive access to events. Perx Rewards generated an annual revenue of A\$12.65m in FY21.

This announcement has been authorised for release by the board of directors of My Rewards International Limited.

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About My Rewards International Limited (ASX:MRI)

My Rewards is a fast growing global provider of rewards, recognition, and loyalty programs for corporates and consumers.

Since its incorporation in 2000, My Rewards has steadily grown to connect over 4.6 million members with more than 4,500 global, national and local suppliers.

My Rewards provides more than 100 corporates with Employee Engagement and Customer Loyalty Programs to help them retain, engage, and attract employees or customers. My Rewards' clients include some of the biggest household brands in retail, financial services, and telecommunications, including Telstra, Ramsay Health, MLC and AIG.