



My Rewards International Ltd

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ASX Limited
ASX Market Announcements Office
Exchange Centre
20 Bridge Street
Sydney NSW 2000

Dear Sir / Madam,

My Rewards International Limited FY22 Half Year Financial Results

The following announcements to the market are provided:

1. Appendix 4D and Half Year Financial Report
2. **H1 FY2022 Results Announcement**

Yours faithfully

Neill Whitehead

Chief Financial Officer & Company Secretary

(Authorising Officer)

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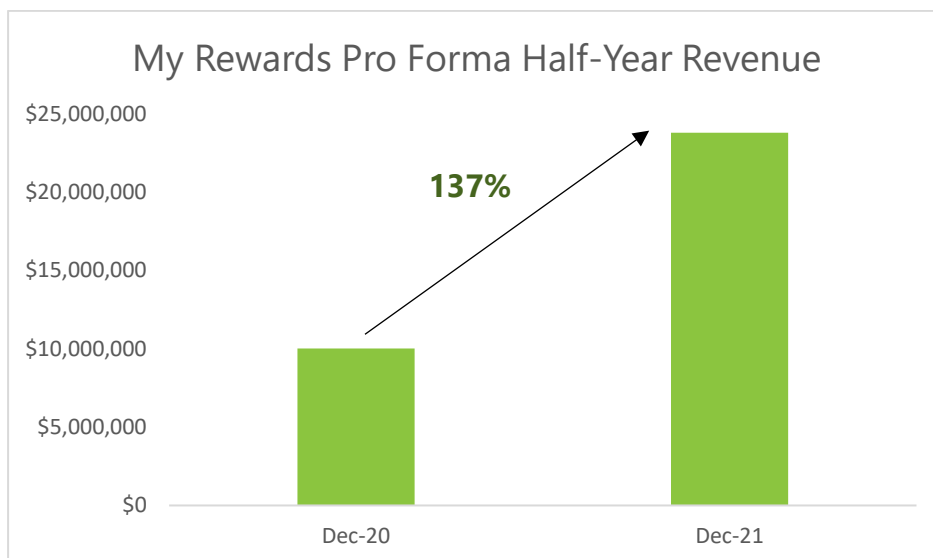
ASX Announcement

My Rewards delivers record revenue and customer growth in H1 FY22

Melbourne, Australia: 28th February 2022 – My Rewards International Limited (ASX:MRI) (“**My Rewards the Company**”) is pleased to announce its results for the half year ended 31 December 2021 (H1 FY22). The Company continued to deliver exceptional revenue growth building off its strong technology platform and growing a number of blue-chip clients. Over the past 12 months, My Rewards has invested significantly in customer experience improvements, technology, brand and marketing, reinforcing the Company’s global growth strategy. Taking into account the effect of the acquisition of Perx Rewards Pty Ltd (“**Perx Rewards**”), which was completed in February 2022 in connection with the Company’s IPO and ASX listing, the **pro forma revenue growth for H1 FY22 was 137% YoY, growing from \$10.03m** in H1 FY21 to \$23.8m in H1 FY22 for the now combined entities.

1H FY22 Financial Highlights

- Revenue growth of 56% YoY to \$9.5m for My Rewards.
- Revenue growth of 263% YoY to \$14.3m (unaudited) for the recently acquired Perx Rewards.
- On a pro forma basis, revenue growth of 137% YoY - from \$10.03m in H1 FY21 to \$23.8m in H1 FY22 for the now combined entities.
- Adjusted EBITDA (excluding once off listing costs and employee share options costs) of (\$1.5m) for My Rewards and (\$1.7m) on a pro forma basis.
- Successfully raised \$2.8m in pre-IPO capital during H1 FY22. A further \$5m was raised in February 2022 as part of the IPO.
- The Company welcomed 16 new corporate clients in H1 FY22 (5 in H1 FY21), a YoY growth of 220%. Total new members who have access to the My Rewards platform (on pro forma basis) increased by 1.25 million to 5.85 million, a growth of 27%.



1H FY22 Trading Highlights

- **Ria contract**

My Rewards is continuing the roll-out of the Ria Money Transfer contract. Ria is one of the big four global money transfer companies which 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.

The Ria Money Transfer contract continues the track record of success in My Rewards winning loyalty and rewards contracts with major global brands.

- **Digital wallet**

The My Rewards team has begun the expansion of its e-commerce platform to include the My Rewards Digital Wallet. The Digital Wallet will allow My Rewards to monetise in-store transactions through a QR-code payment system.

- **Wyndham**

In addition to the Ria Money Transfer contract, My Rewards has won a contract with Wyndham Destinations Asia Pacific ("**WDAP**"), a division of Travel + Leisure Co. (NYSE:TNL US\$4.9B market cap), 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.

- **My Rewards My Way**

The My Rewards consumer offering gradually accelerated during H1 FY22 as businesses reopen post Covid-19 lockdowns. The marketplace currently has 380,000 products, offers and services available, and allows My Rewards to provide all Australians with access to everyday savings across multiple consumer verticals including hospitality, fashion, financial products, automotive products and services and more.

Managing Director, Maitreyee Khire, commented on the growth outlook for My Rewards in Australia and internationally:

"The investment in customer experience improvements, technology and marketing over the last 12 months has prepared My Rewards to grow rapidly on a global stage. My Rewards has tremendous opportunities not only here in Australia, but overseas as well, as consumers emerge from lockdown fatigue. The My Rewards 360 degrees solutions will help unlock some of the challenges faced by companies and retailers as they look at loyalty, rewards and engagement platforms to revitalise their relationships with their employees and customers."

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 5.85 6m 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. Perx Rewards Pty Ltd ("**Perx Rewards**") boasts of having well-known Australian clients such as the Australian Catholic University, Australia Post, Diabetes Australia and the Australian Institute of Management.

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