



**My Rewards International Ltd**

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## ASX Announcement

### TWO4SEVEN SIGNS WITH MY REWARDS

#### Highlights

My Rewards secures agreement with TWO4SEVEN for loyalty, rewards and live stream commerce to be introduced to sporting clubs, corporate sponsors, entertainment ventures and advertisers

**Melbourne, Australia: 7<sup>th</sup> April 2022** – My Rewards International Limited (ASX:MRI) (“**My Rewards, Company**”) today announced another growth milestone as part of its strategy to scale its proprietary rewards platform via the contract signing with TWO4SEVEN, an events company servicing clients to provide sporting, travel and limitless experiences across globally. The team from TWO4SEVEN have an exclusive network which they have leveraged to curate exclusive entertainment and leisure packages on behalf of their clients.

The agreement with TWO4SEVEN is for an initial 12 month term with an option to extend, and will enable introductions to assist My Rewards in bringing their leading mobile technology and advanced e-commerce platform to the sports, hospitality, and entertainment industries. My Rewards’ proven platform (PaaS) can connect to existing technology ecosystems, facilitates e-commerce, and will deliver cutting-edge mobile-first experiences.

Via the white-labelled My Rewards app, any membership-based organisation can connect with their fan base via a rewards and loyalty program as well as offer them the ability to participate in events that offer opportunities to meet a player, receive limited edition signed items, or access exclusive money-can’t buy experiences with the team.

We want to give the clubs and clubs sponsors access to their loyal supporters and fans - on field and off-field.

#### MyTeamRewards Solution

The MyTeamRewards solution is offered to clubs as a white labelled solution that will allow for club membership growth, club fundraising, member benefits and can feature, Team and Event News, Community Updates, and the ability to access the Team Store to purchase merchandise. Going to the grassroots of Australian Sporting culture, My Rewards’ “MyTeamRewards” solution will assist sporting clubs and associations to connect with their member base, raise funds from local business and create communities of interest to support sporting ‘legends’ at all levels.

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## Benefits to My Rewards

In partnership with companies such as TWO4SEVEN, My Rewards will benefit from:

- Member growth via clubs and associations participating and interacting with the My Rewards Platform; and
- Path to profitability via member transactions and income from advertisers and sponsors.

TWO4SEVEN Co-Founder and CEO Jai Ayoub commented, “*We are excited to provide our extensive Australian network of clubs and organisations with an opportunity to utilise My Rewards’ platform. These organisations are always seeking new, innovative ways of connecting with their members, fans, and corporate partners, which My Rewards’ platform is well placed to provide.*”

**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 customised subscription-based marketplaces for corporates and consumers. My Rewards’ core solutions include Loyalty tech, Rewards and Customer Experience. Since its incorporation in 2000, My Rewards has steadily grown to connect over 5.8 million members with more than 4,500 global, national and local suppliers. My Rewards provides more than 120 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.