

## ASX Announcement

### LIVE STREAM E-COMMERCE AGREEMENT OPENS NEW MARKETS AND MULTIPLE ADDITIONAL REVENUE STREAMS

#### Highlights

- My Rewards has signed an exclusive licencing agreement with Energetik Solutions (**Energetik**), a leading software development company with a complete private label live streaming e-commerce solution
- The licensing agreement will also allow My Rewards to deliver exclusive content to its existing consumers and rewards members of its Corporate Clients, creating further revenue streams through revenue share of advertising fees, pay-per view and subscription fees
- The agreement with Energetik includes an option to purchase the platform within 3 months - if converted, this will provide an additional proprietary owned platform as a service (PaaS) offering

**Melbourne, Australia: 8<sup>th</sup> April 2022** – My Rewards International Limited (ASX:MRI) (“**My Rewards, Company**”) is pleased to announce the addition of a live streaming service to its proprietary rewards platform, to be named **MyRewardStream**. This new service will complement the existing loyalty offering and assist with the Company’s customer acquisition model by attracting customers into the My Rewards ecosystem, and generate increased profit streams. The service will soon be accessible to My Rewards Clients and Suppliers via a content management system portal (**CMS**), and can be streamed globally via the My Rewards app.

The **MyRewardStream** business model will initially offer the service as an additional managed service solution for the Company’s existing Corporate Clients as a premium tool for customer engagement and retention, and to new customers as a package offering.

Following the conclusion of a pilot period, the company plans to offer a “Vimeo” styled subscription model and service for B2B and B2C customers that offers the following benefits:

#### **Benefits for Corporates**

- Opportunity to reach customers, members and employees effectively with multiple content formats (video & audio, pictures) through a white-labelled streaming platform

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### **Benefits for Consumers**

- Ability to access exclusive content and other promotions that are customised to members interests

### **Benefits for Suppliers**

- Opportunity to increase customer conversion, brand awareness and sales

### **Monetisation**

Free-to-use video platforms such as YouTube and Facebook prevent Corporates and Suppliers from controlling how they monetise their content and, in most cases, do not allow advertising revenue to be generated or shared outside of their ecosystem. A private-label live video streaming solution will allow the Company and its Corporate Clients and Suppliers to monetise their content.

Clients can choose to implement paywalls for user subscription fees, pay-per-view, or implement their own advertisements. Implementing paywalls further extends possibilities for live streaming content, whereby Clients can host private and ticketed events like exclusive influencer videos, inhouse training videos, live performance, webinars, behind-the-scenes content and much more.

### **Customer Acquisition**

The live stream e-commerce solution is complementary to My Rewards' existing loyalty management platform and will effectively provide the Company with more opportunities to acquire customers at low cost by utilizing content provided by Corporates and Suppliers.

My Rewards' strategy to acquire customers via the platform is by customer activation strategies such as web and app sign up, use of the Company's e-wallet, or via the download of the streaming application. The ability to acquire additional customers in this way will allow My Rewards to build a larger customer base for its marketplace solution and moves the Company closer towards becoming a true Omni Channel software-as-a-service (SaaS) solution, covering Rewards, Loyalty Technology and the Customer Experience.

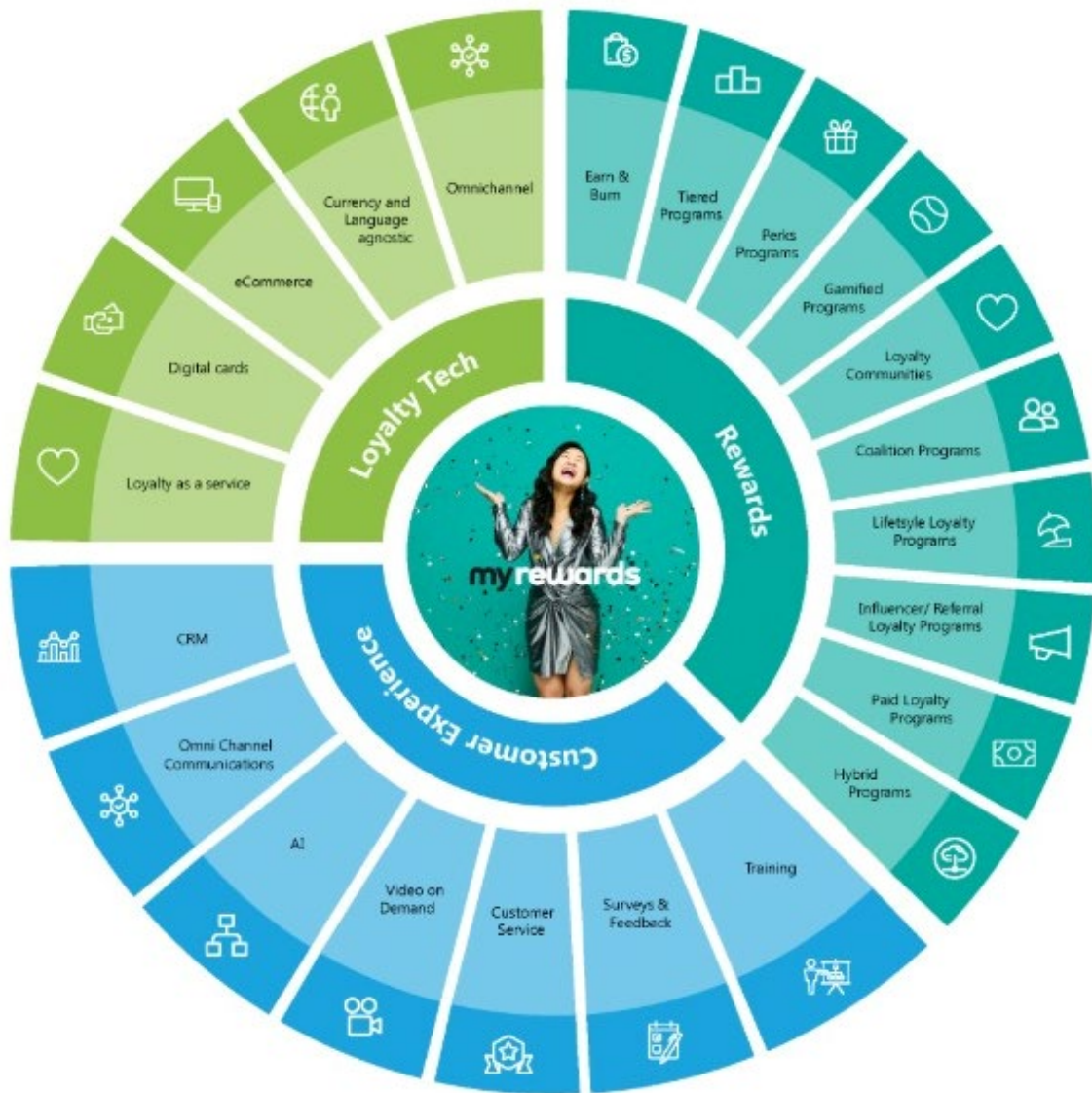


Figure 1. My Rewards Omni Channel solutions

**Key Terms of Agreement with Energetik**

The rolling three-year licensing agreement with Energetik is exclusive with an annual fee of \$20,000 in addition to a 50/50 revenue split between My Rewards and Energetik on revenues generated through this channel. The agreement is effective immediately and the new service is anticipated to be operational in April 2022. Usual commercial termination provisions apply. The Board considers the potential benefit of the new service to flow to My Rewards to be significant. The Company has an exclusive option to purchase the platform from Energetik within a three-month time period for A\$2.5m of scrip at the greater of A\$0.10 per share, or the average of the 10-day VWAP prior to exercise of the option.

My Rewards’ Managing Director, Maitreyee Khire, commented on the Energetik opportunity, explaining, “The functionality of the Energetik platform will allow My Rewards to seamlessly

integrate video on demand and streaming services to further enhance the user experience as well as providing revenue generating potential via advertising and pay per view services.”

**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.

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### About Energetik Solutions

Energetik Solutions is a turnkey solution development entity that has been successfully producing cutting edge solutions in the IT industry for the past 5 years. Since the time of its inception, it has grown as a well-regarded name in various sectors such as Financial Systems, Point of Sales (PoS), Over the Top (OTT), Live streaming, Cloud computing, Payment gateways, Big-data analysis and reporting, Internet of Things (IOT), E-commerce, Payment gateways, Digital Signage and Vehicle Tracking systems.

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