

## ACTIVISTIC APPOINTS INFLUENTIAL UK CHARITY IDENTITY TO BOARD OF ADVISORS

### Highlights:

- Activistic appoints Mr Howard Lake, the owner of the world's first web resource for professional charity fundraisers – fundraising.co.uk, to UK Board of Advisors
- Mr Lake will provide significant value for Activistic's UK-focused Ralli app, which already has partnered with UK charities ahead of the launch in early 2016
- The Ralli app is a mobile phone based micro-donation platform that helps charities re-engage their donor bases through a monthly recurring channel while also serving as a new donor acquisition engine.

**Perth, Australia (December 22, 2015)** Activistic Limited (ASX: ACU) ("Activistic" or "the company"), the micro-donations platform provider, is pleased to advise it has appointed Mr Howard Lake to the Activistic (UK) Advisory Board to assist with the B2C Ralli app set to roll out in early 2016.

Ralli, which will be the UK's first micro-donations app when it launches in 2016, has formed partnerships with a number of charities, including: Children's Heart Surgery Fund, Scotty's Little Soldiers, Arc Youth Counselling, Grass Roots Suicide Prevention, Emmaus, Temwa, Spark Inside and Tearfund.

Howard Lake is the founder and publisher of UK Fundraising. Starting in 1994, fundraising.co.uk aims to help improve the effectiveness of charity and non-profit fundraisers by using new technology. Mr Lake will work closely with Activistic to help raise the profile of the unique micro-donations and engagement platform in the UK charity sector, as the company develops Ralli and other apps, to bring 21<sup>st</sup> century technologies to the process of giving in the UK. His extensive experience and connections within the industry will be critical in enabling access to charity partners, key organisations and policy makers as Activistic expands.

Between 1998 and 2006 Mr. Lake worked as a fundraiser for Oxfam, Afghanaid, and Amnesty International UK. In 1996, he founded the consultancy Fundraising UK Ltd, and also published the world's first book on online fundraising (Direction Connection's guide to Fundraising on the Internet). In Professional Fundraising's 2009 poll, Mr Lake was voted by readers to be the 25th most influential person in fundraising.

The Ralli app is similar in function to Activistic's U.S. app, Veterans Call, which successfully launched on 11 November 2015 and is a mobile phone based micro-donation platform that will help UK charities re-engage their donor bases through a monthly recurring channel while also serving as a channel for new donors

The Ralli app will revolutionise the way the UK public currently donate to charity. Providing users with complete control, Ralli allows each individual to set an amount of how much they would like to donate to their nominated charity/charities each month, without using credit cards or bank information. Importantly, donating via Ralli, as with Veterans Call, ensures charities receive 85% of the donated amount.

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**Company Information:**

Activistic Limited  
ACN: 007 701 715  
ASX: ACU

**Registered Address:**

Suite 5, 71-73 South Perth Esplanade  
South Perth WA 6151  
Telephone: +61 8 6244 0333

**Board of Directors:**

Peter Wall	Non-Executive Chairman
Kevin Baum	Non-Executive Director
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director

Activistic has equipped the Ralli app with a powerful engagement tool to promote charity's key events, latest news and the results of fundraising in a highly efficient and impactful way to keep givers engaged and increase transparency around where their money is going.

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**ABOUT ACTIVISTIC**

Founded in 2012, Activistic has developed a revolutionary micro-donation technology that seamlessly connects and engages the world's ~2 billion smartphone consumers with charities and causes.

Activistic's technology ensures the lowest possible cost to both the donor and the industry via an efficient collection technology that enables regular payments or contributions utilising a mobile phone network.

Activistic allows subscribers to donate with ease and simplicity to any cause in any region, with no need for credit cards or bank information. It provides significant cost savings to beneficiaries; with the nominated charity receiving 85% of the donated amount as opposed to ~32% in the traditional model, as traditional fundraising costs typically represent ~68% of proceeds raised.

Activistic solves issues that often hinder donation collection via its low cost, secure and streamlined payment technology.

In addition, Activistic's platform is equipped with a powerful engagement tool, providing a highly efficient and impactful way of distributing key events and results of fund raisings to build traction and increase transparency with a group's donor base.

Yours faithfully



Ramon Soares  
Joint Company Secretary

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