

## ACTIVISTIC SIGNS ITS MOST SIGNIFICANT PARTNER (ASSOCIATION OF THE UNITED STATES ARMY) TO VETERANS CALL PLATFORM

### Highlights:

- Activistic has signed a contract with one of the largest and most influential veterans philanthropies in the USA, the Association of the United States Army (AUSA) for a five-year partnership agreement
- The signing of a partnership with AUSA marks the most significant partner Activistic has signed to its micro-donation platform, Veterans Call, since launching in November 2015
- AUSA is one of the top US veterans charities, with more than US\$60 million raised annually, more than USD\$100 million in assets and 120 chapters worldwide
- AUSA will be available on the Veterans Call app to accept donations within 2-3 weeks
- AUSA has unparalleled reach to over 400 corporate partners, many listed on the Fortune 500, including Google, IBM, AT&T, Home Depot, USAA and 3M Company

**New York, USA (16 March, 2016):** Activistic Limited (ASX: ACU) (“Activistic” or “the Company”), the micro-donations platform provider aiming to revolutionize giving, is pleased to announce that one of the largest U.S. Veterans philanthropies, the Association of the United States Army (AUSA), has signed to be featured on the Company’s Veterans Call app.

The signing of AUSA to Veterans Call is significant as the organisation is one of the most recognizable Veterans organisations in the United States, with more than 120 chapters worldwide. Activistic believes that this material signing will contribute to a significant amount of awareness for the Veterans Call app, not just for AUSA but the existing eight organisations already on the micro-donation platform.

*“We have partnered with Veterans Call to explore new ways of cultivating relationships with new donors and establishing a sustained revenue stream of monthly recurring micro-donations,”* said Harry Rothman, a Director of AUSA.

Activistic’s Veterans Call app helps philanthropies re-engage their donor bases through a monthly recurring channel, while also serving to acquire new donors. Veterans Call will receive an organic increase in awareness via AUSA initiating the additional donation stream to its options, however most importantly, further awareness will come from the unparalleled reach AUSA has of more than 400 corporate partners, many listed on the Fortune 500, including Google, IBM, AT&T, Home Depot, USAA and 3M Company.

*“Partnering with an organization as storied, respected and successful as AUSA is a reflection of both the credibility of the Veterans Call brand and the value that the most significant entities in this space see in our platform,”* said Dylan Breslin-Barnhart, Activistic’s Vice President of North America.

*“AUSA is an outstanding organization, with a strong track record for more than 60 years of representing the needs of America’s active duty military, wounded warriors and returned veterans through legislative advocacy and community involvement. We are committed to helping sustain these achievements and*

---

**Company Information:**  
Activistic Limited  
ACN: 007 701 715  
ASX: ACU  
[www.activisticgroup.com](http://www.activisticgroup.com)

**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

successes through Veterans Call by harnessing the aggregated power of micro-donors and the millennial generation's enthusiasm for crowd-funded projects — a space that has grown to over US\$30 billion (USD) in the past five years."

The Veterans Call platform will allow AUSA supporters to donate without using credit cards or bank information. Importantly, providing significant cost savings to the philanthropy; which receives 85% of the donated amount. AUSA will be available on the Veterans Call platform to accept donations within 2-3 weeks.

In addition, the Veterans Call app is equipped with a powerful engagement tool, providing a highly efficient and impactful way of distributing key events, latest news and results of fund raisings to build traction and increase transparency with the donor base. AUSA has essential structures within its organization that can use the communication tools within Veterans Call to advance broad support for its initiatives.

### **Background of Association of the United States Army**

Demonstrating the existing base of support for AUSA projects at an event in 2012, U.S. Four Star General Raymond Odierno said: "*It's incredible to see all the great supporters of our Army from other services, other nations, industry and all our other supporters throughout the country, most of them associated with the AUSA. Thank you [AUSA]...for the 60 years that AUSA has supported the entire Army family.*"

General Odierno is the former Chief of Staff of the US Army (the highest ranking active duty officer in the US army), a former member of the U.S. Joint Chiefs of Staff and military advisor to the National Security Council and President Obama, and the Commanding General of United States Forces in Iraq until 2010.

Additionally, AUSA maintains a robust corporate Sustaining Membership Program whose 484 partners include some of America's largest and most prominent companies. AUSA works to foster dialogue between the Army and industry communities to strengthen Army capabilities and expose Army leaders to cutting-edge technologies, companies and concepts to expand the roster of companies participating in America's defense. These partnerships will be an important asset for both AUSA and Veterans Call to create awareness, distribution and engagement of the Veterans Call app.

### **About the Association of the United States Army**

Since 1950, the Association of the United States Army has worked to support all aspects of national security while advancing the interests of America's Army and the men and women who serve.

AUSA is a private, non-profit organization that supports America's Army - Active, National Guard, Reserve, Civilians, Retirees, Government Civilians, Wounded Warriors, Veterans, and family members. AUSA provides numerous Professional Development Opportunities at a variety of events both local and national.

As the premier voice for America's Soldiers, AUSA is a dedicated team committed to building the best professional and representative association for the world's best Army through legislative advocacy and local community involvement. AUSA has 120 worldwide chapters made up entirely of volunteers that provide recreational and educational opportunities to Soldiers and their families.

### The AUSA Mission:

AUSA represents every American Soldier by:

- Being the voice for all components of America's Army
- Fostering public support of the Army's role in national security
- Providing professional education and information programs

### For more information contact:

#### Nigel Lee

Non-Executive Director  
Chairman of Strategic Advisory Board  
[nigel@activisticgroup.com](mailto:nigel@activisticgroup.com)

#### Simon Hinsley

Investor Relations  
+61 401 809 653  
[simon@nwrcommunications.com.au](mailto:simon@nwrcommunications.com.au)

### 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.

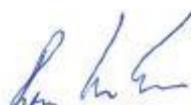
Activistic's technology ensures the lowest possible cost to both the donor and the industry via an efficient collection technology that enables regular payments or contributions utilising a mobile phone network.

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

---

**Company Information:**  
Activistic Limited  
ACN: 007 701 715  
ASX: ACU  
[www.activisticgroup.com](http://www.activisticgroup.com)

**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