

ACTIVISTIC SIGNS “BLUE STAR FAMILIES” TO VETERANS CALL MICRO-DONATIONS PLATFORM

Highlights

- Activistic has signed a contract with Blue Star Families for a two-year partnership agreement.
- This marks the thirteenth leading U.S. Veterans Affairs charity signed to Veterans Call.
- Blue Star Families is one of the top U.S. veterans’ charities, providing free resources, services and opportunities to more than 1.5 million military family members.
- The Veterans Call app will assist in generating further donation revenue to Blue Star Families.
- Blue Star Families has partnered with Walmart to launch the “Green Light A Vet” in-store initiative and the Walmart Foundation to develop the SpouseForce partnership that aims to solve military spouse unemployment.
- Blue Star Families has vast corporate and philanthropic reach through other partners including The Clinton Foundation, Facebook, Uber, Disney, McDonald’s and Starbucks.



Perth, Australia (September 28, 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 top U.S. philanthropies, in the veterans’ sector, Blue Star Families, will be featured on Veterans Call, an app powered by Activistic.

Veterans Call functions as a mobile phone based micro-donation platform that can help philanthropies re-engage their donor bases through a monthly recurring channel, while also serving to acquire new donors.

“We are truly excited about our new partnership with Veterans Call and look forward to achieving great results together to support our military families,” said Penny Bolden, Senior Advisor for Strategic Partnerships at Blue Star Families.

“Veterans Call will allow us to both create new and innovative relationships with the imperative small-donor community, while simultaneously growing a monthly recurring revenue channel of micro-donations.”

“Veterans Call has become a hub for the top philanthropies in the veterans’ sector to communicate with and cultivate a vibrant, engaged donor base. Our partnership with Blue Star Families is representative of the

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Board of Directors:

Peter Wall	Non-Executive Chairman
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director
Michael Hughes	Non-Executive Director

continued success of that mission, and we are thrilled to be working with their team to drive results,” said Dylan Breslin-Barnhart, Activistic’s Vice President of North America



“Blue Star Families is an incredible organization, having both reached more than 1.5 million military family members and launched multiple initiatives with major retailer Walmart. We look forward to helping Blue Star Families grow the relationship with its 150,000-member base while increasing visibility of the organization to grow a larger donor community.”

The Veterans Call platform will allow Blue Star Families supporters to donate without supplying credit card details or bank information. Importantly, it provides significant cost savings to the philanthropy; which receives 85% of the donated amount. Blue Star Families will be available on the Veterans Call platform to accept donations within 2-3 weeks.

In addition, Activistic’s platform 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. Blue Star Families can use the communication tools within Veterans Call to advance broad support for its initiatives, some of which are high profile engagements with major corporates including Walmart.

Along with other military non-profit partners, Walmart and Blue Star Families’ Green Light A Vet program has been a key initiative to support veterans and their reassimilation into civilian life. Speaking about a new partnership between Blue Star Families and Walmart called SpouseForce, Kathy Cox, Senior Manager, Walmart Foundation said, *“We can’t wait to begin learning from this work and appreciate being able to follow the journey over the next three years.”* SpouseForce aims to raise the profile of, and work towards a solution for, military spousal unemployment.

Additionally, Blue Star Families maintains strong partnerships with some of America’s largest and most prominent companies and foundations, including The Clinton Foundation, Facebook, Uber, The Coca Cola Foundation, Newman’s Own Foundation, USAA, Lockheed Martin, Disney, McDonald’s, Starbucks, MetLife Foundation, Comcast NBC Universal, AT&T, JP Morgan Chase & Co, Hewlett Packard, Hilton Worldwide, Booz Allen Hamilton and Northrop Grumman. These partnerships will be an important asset for both Blue Star Families and Veterans Call to create awareness, distribution and engagement of the Veterans Call app.

ABOUT BLUE STAR FAMILIES

Blue Star Families bridges the gap between military family communities and the general public. Through its partnerships, Blue Star Families provides free resources, services and opportunities to make military life more sustainable.

The mission began in April of 2009 when a group of military spouses got together in the hopes of making a difference in the lives of military families. They knew the issues surrounding military families and saw a need for a platform where military family members could join forces with the general public and their communities to address the challenges of military life.

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Since then, Blue Star Families has grown from a few military spouses around a kitchen table to more than 150,000 members and over 35 communities and chapters around the globe whose programs and services reach more than 1.5 million military families every year.

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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 utilizing a mobile phone network.

Activistic allows subscribers to donate with ease and simplicity to any cause in any region, without the 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 typical 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.

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