

## ACU ACQUISITION DELIVERS AN EXCLUSIVE PARTNERSHIP WITH COLLINGWOOD FOOTBALL CLUB TO BRING ONLINE SPORTS LOTTERIES TO AUSTRALIA



### Highlights

- Plus Connect and Collingwood Football Club have agreed, in principle, to develop and commercialise a range of online sports lottery-style products
- Plus Connect and Collingwood Football Club will create an exclusive joint venture – Sports Lottery Australia Pty Ltd - to deliver sports lottery-style offerings for Australian sports associations
- The lottery products will become cornerstone-funding streams for Collingwood’s community based activities and other sporting organisations who have direct access to members and supporters
- Collingwood Football Club will help facilitate the expansion of the product to other AFL clubs as well as targeting growth to other sporting codes across Australia to help support and fund those club’s community and charity programs
- Lotteries have been successfully used as a key funding instrument by sporting organisations and clubs internationally
- The Australian market size is estimated at around A\$600 million annually
- The joint venture is subject to signing formal documentation

**Perth, Australia (October 28, 2016)** Micro-donations platform provider, Activistic Limited (ASX: ACU) (“Activistic” or “the Company”) is pleased to announce an agreement in principle with Collingwood Football Club to form a joint venture company to provide sports lottery products to the Collingwood Football Club in the first instance, and then to expand the sports lottery product to other AFL clubs and other sporting codes through their considerable network of sports connections. Plus Connect and Collingwood FC will develop and commercialise online sports lottery-style products, the first of their kind in Australia.

Under the partnership agreement, Plus Connect and Collingwood FC will establish, subject to formal documentation, the joint venture (“JV”) entity ‘Sports Lottery (Australia) Pty Ltd’ as a vehicle to deliver a sports lottery-style product for the club, and to expand the products initially to other clubs in the AFL. In future, the JV will also target creating lottery products to support all other major sporting codes across Australia.

#### Company Information:

Activistic Limited  
ACN: 007 701 715  
ASX: ACU  
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
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director
Michael Hughes	Non-Executive Director

As the anchor customer of the JV, Collingwood FC will launch the first of its kind sports lottery platform - Magpie Millions. Funds raised by Magpie Millions will support the Collingwood Football Club's many community programs, initiatives, partnerships and junior football and netball development activities.

CEO of Collingwood Football Club, Gary Pert said: *"The launch of Sports Lottery Australia will enable Collingwood Football Club to maintain a long history of deep involvement with, and support for, our local community. Sports Lottery products in Europe have proven to be valuable additional sources of revenue for sporting clubs whilst being compatible with the community and social values of clubs. Sporting clubs have a long association with lotteries and with careful product design we will ensure that tradition continues in a socially positive way."*

Collingwood FC will promote the product by initially marketing through its supporter databases, social media platforms, club media publications and game day events. It is expected that this will fast track growth of the Magpie Millions product proving its popularity, whilst raising funds for Collingwood's many community initiatives.

Plus Connect's involvement includes the provision of the Northern Territory lottery licence, the online platform, expertise to design and operate socially responsible lottery based products and management of all compliance related activities.

Managing Director of Plus Connect, Paul Crossin said: *"Plus Connect is building a socially-responsible business delivering lottery-style products to support Australian charities and not-for-profits. The launch of Sports Lottery Australia represents our first foray into community sports and will enable Australians to enjoy an entertaining lottery-style product while contributing to the ongoing viability and vitality of their favourite sport or club."*

This model has been used very successfully overseas, with Great Britain's historic record at the Rio 2016 Olympics directly linked to the [£346 million lottery funding awarded to UK Sport](#), the nation's high performance sports agency. In addition, many of the major sporting clubs in the European Premier League (EPL) use similar sports lotteries to engage their large supporter bases and to raise funds.

Nigel Lee, Executive Chairman of Activistic Holdings said: *"This is a very exciting partnership, and through Plus Connect, Activistic are looking forward to working closely with Collingwood Football Club to help change the way sports in Australia raise funds and help communities. This JV underlines the value of bringing Activistic and Plus Connect together to use technology to help change the way that giving occurs in the 21<sup>st</sup> century. A similar model exists in other countries and can be replicated in the Australian market, where products with these characteristics have not yet been developed. Having Collingwood FC on our side represents an outstanding opportunity to expand to other sporting clubs and codes across Australia"*.

#### Australian market size

An independent market report from Frost & Sullivan estimated that while aggregate data on total sales by charity lotteries in Australia is not available, 12% of donations made by individuals were derived from lottery sales. The report also estimates Australian charity lottery sales to be at around \$600 million annually.

---

#### Company Information:

Activistic Limited  
ACN: 007 701 715  
ASX: ACU  
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
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director
Michael Hughes	Non-Executive Director

As announced in September 2016, Activistic and Plus Connect signed a Bid Implementation Agreement, which enables Activistic to make an off market offer to acquire Plus Connect and its subsidiaries. The parties are working to finalise the acquisition process targeted to complete early December 2016.

**For more information, contact:**

**Nigel Lee**

Non-Executive Director  
Chairman of Strategic Advisory Board  
nigel@activisticgroup.com

**Ramon Soares**

Company Secretary  
rls@activisticgroup.com

**Jane Morgan**

Investor & Media Relations  
jm@janemorganmanagement.com.au

**ABOUT COLLINGWOOD FOOTBALL CLUB**

The Collingwood Football Club is an Australian Rules football club formed in 1892. The club is based in the nearby Melbourne Sports and Entertainment Precinct, playing its home games at the Melbourne Cricket Ground and with its training and administrative base at Olympic Park Oval and the Holden Centre.

Collingwood is one of the most supported and successful clubs in the AFL, having won 15 AFL/VFL premierships and played in a record 43 grand finals.

**ABOUT PLUS CONNECT**

Plus Connect is an Australian based company established to commercialise a new generation of on-line and app based betting and social gaming products. Plus Connect aims to deliver a socially responsible wagering model providing significant benefits to partner charities and sporting organisations.

Combining Internet and mobile technologies with online betting and lottery licences, and supported by strong partnerships with quality charity and sports brands, Plus Connect is seeking to create a competitive business with a price advantage over traditional lottery operators.

Plus Connect intends to explore strategic partnerships and joint ventures to deliver other products available under its licences.

**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.

**Company Information:**

Activistic Limited  
ACN: 007 701 715  
ASX: ACU  
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
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director
Michael Hughes	Non-Executive Director

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.

For personal use only

---

**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
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director
Michael Hughes	Non-Executive Director