

## ACTIVISTIC'S GLOBAL BRAND RALLI SET FOR NOVEMBER LAUNCH OF APP IN UK

### Highlights:

- Activistic has re-branded the One Cent Call multi-charity donation app to RALLI in the UK
- Activistic has launched the RALLI website at [www.ralliapp.org](http://www.ralliapp.org)
- The website is live prior to the November launch of the RALLI app in the UK with select charity partners
- RALLI will become the global “business-to-consumer” (B2C) brand for the Activistic platform

**Perth, Australia (October 20, 2015)** Micro-donations platform provider Activistic Limited (ASX: ACU) (“Activistic” or “the Company”) is pleased to advise it has re-branded the “One Cent Call” charity app as RALLI.

The RALLI website ([www.ralliapp.org](http://www.ralliapp.org)) is now live prior to the launch of the RALLI app in UK in November. The website features some of the select charity partners that will be part of the app launch campaigns leading into Christmas and beyond.

The RALLI app will be launched initially in the UK and will become the global B2C branding for the Activistic platform. The Company has engaged highly respected UK digital PR agency, WolfStar, to drive awareness, acquisition, and engagement in conjunction with the partner charities, through the use of social media and off-line campaigns.

*“This is an enormous step forward for the Activistic brand,”* said Fiona Grindlay-Kurzian, Activistic Group’s Global Head of Marketing.

*“The RALLI brand provides the Company with an asset that our research shows resonates very strongly with donors and charities”.*

*“It is modern, flexible and fresh and allows us to speak directly to issues in a way that connects with all demographics especially millennials.”*

Activistic Group Chief Technology and Operating Officer Shahab Zeinoghli added:

*“We believe RALLI can become the foundation of a brand that we can utilise across multiple geographies. Its future success in the UK will set the stage for Activistic to easily expand RALLI’s relevance to other markets such as North America and Australia.”*

In addition to facilitating donations, the RALLI app is equipped with a powerful engagement tool, providing a highly efficient and impactful way of distributing key events, latest activities and results of fund raisings to build traction and increase transparency with the existing and prospective donor base for partner charities. These valuable features are the same as Activistic’s Veterans Call app which is also due to launch in November.

### Company Information:

Activistic Limited  
ACN: 007 701 715  
ASX: ACU

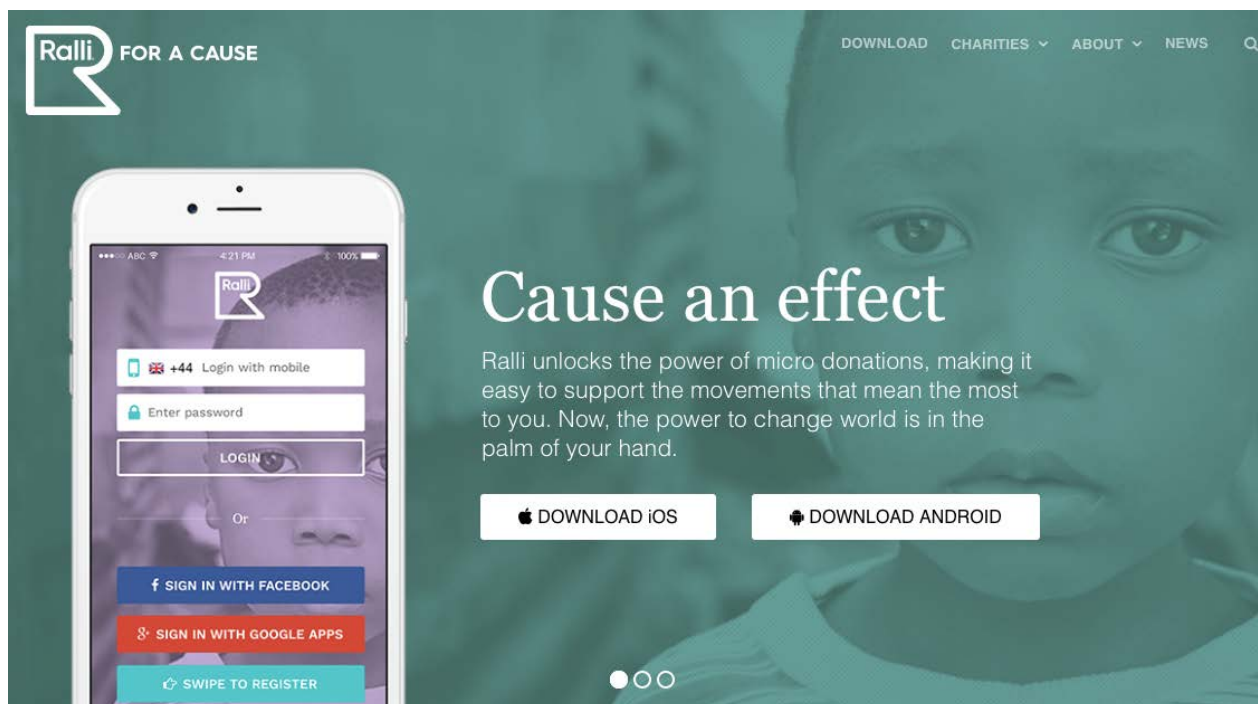
### Registered Address:

Suite 5, 71-73 South Perth Esplanade  
South Perth WA 6191  
Telephone: +61 8 6244 0333  
Web: [www.activisticgroup.com](http://www.activisticgroup.com)

### Board of Directors:

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

For personal use only



**For more information contact:**

**Nigel Lee**

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

**Simon Hinsley**

Investor Relations  
+61 401 809 653  
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.

**Company Information:**

Activistic Limited  
ACN: 007 701 715  
ASX: ACU

**Registered Address:**

Suite 5, 71-73 South Perth Esplanade  
South Perth WA 6191  
Telephone: +61 8 6244 0333  
Web: www.activisticgroup.com

**Board of Directors:**

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

For personal use only

Yours faithfully



**Ramon Soares**  
**Joint Company Secretary**

For personal use only

---

**Company Information:**

Activistic Limited  
ACN: 007 701 715  
ASX: ACU

**Registered Address:**

Suite 5, 71-73 South Perth Esplanade  
South Perth WA 6191  
Telephone: +61 8 6244 0333  
Web: [www.activisticgroup.com](http://www.activisticgroup.com)

**Board of Directors:**

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