

## ACTIVISTIC'S VETERANS CALL APP NOW AVAILABLE ON APPLE'S iOS APP STORE

### Highlights:

- **Veterans Call App now available on the Apple iOS App Store**
- **The App is free to download with donations already committed**
- **More than 250 million mobile phones will be able to commit a repeated monthly donation directly to a mobile phone bill**

**Perth, Australia (November 11, 2015)** Micro-donations platform provider Activistic Limited's (ASX: ACU) Veterans Call app is now on Apple's iOS App Store.

The Veterans Call app functions as a mobile phone based micro-donation platform that can assist Veterans Affairs charities in the US to re-engage with their donor bases through a monthly recurring channel. It also serves as a new donor acquisition engine.

The app is available to all users of iOS phones. Together with the version of Veterans Call already available for Android users in the Google Play Store, Veterans Call's reach penetrates more than 96% of the American smartphone market.

First donations have been committed on both platforms and the app has received more than 25,000 likes on Facebook. The app launch follows the recent introduction of the Veterans Call website and social media campaigns #veteransvoices and #truthtuesday which began drawing attention to veterans' issues in advance of Veterans Day (11 November).

*"The availability of Veterans Call on both the Google Play Store for Android and Apple's App Store for iOS phones means that our mission to raise funds to support veterans' causes touches virtually all corners of the mobile marketplace,"* Dylan Breslin-Barnhart, Vice President of Activistic's North American Operations, said.

"We look forward to connecting new micro-donors to crowd fund amazing projects through Veterans Call for our distinguished charitable partners, which include the Intrepid Fallen Heroes Fund, the National Military Families Association, the San Diego Armed Services YMCA, Soldiers' Angels and Iraq and Afghanistan Veterans of America.

"We believe that Veterans Call offers a solution that will resonate with a new generation of donors, democratizing philanthropic giving so that Millennials can make the change they want to see in the world through a low cost, high impact, incredibly easy method of involvement."

The launch of the app is expected to revolutionise the philanthropy sector in the US as it represents an enormous opportunity for charities in Veterans Affairs to connect and engage with donors of all ages, from 14 to 90 years old, but particularly to the millennial generation.

In addition to raising donations, Activistic's platform that powers the Veterans Call App is equipped with a powerful engagement tool, providing a highly efficient and impactful way of distributing key events,

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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

latest activities and results of fund raisings to build traction and increase transparency with the donor base and new donors for partner charities.

**For more information contact:**

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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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