

## ACTIVISTIC SIGNS “OPERATION SUPPORT OUR TROOPS - AMERICA” TO VETERANS CALL MICRO-DONATIONS PLATFORM

### Highlights:

- Activistic has signed a contract with Operation Support Our Troops - America (OSOT America) for a one-year (renewable) partnership agreement.
- This marks the seventh contract of leading U.S. Veterans Affairs charities signing to Veterans Call.
- Veterans Call is a mobile app that will feature OSOT as a member recipient of individually specified users’ donations.
- The Veterans Call app will assist in generating further donation revenue to OSOT America.
- OSOT is expected to be added to the Veterans Call app platform and able to receive donations within two weeks.

**Perth, Australia (November 27, 2015)** Micro-donations platform provider Activistic Limited (ASX: ACU) (“Activistic” or “the Company”) is pleased to announce U.S. philanthropy, Operation Support Our Troops - America (OSOT America) 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 as a new donor acquisition engine.

*“We have a warehouse outside of Chicago stocked full of food, snacks, supplies, and basic essentials that hundreds and hundreds of volunteers, including many military Moms, package up and send to our troops overseas each week,”* Deborah Rickert, President of OSOT America, said.

*“We are delighted that Veterans Call gives us a way to reach so many Americans—and especially young people getting involved for the first time—who are passionate about helping our troops and supporting our veterans once they’re home.”*

*“There is a good reason why the walls of the OSOT America offices are plastered floor to ceiling with thank-you cards and photos from troops and veterans from all over the world. It is stunningly clear how great the impact of this organization is to service members on the frontlines by giving them a reminder of home,”* said Dylan Breslin-Barnhart, Activistic’s Vice President of North America.

*“We are thrilled to welcome OSOT America into Veterans Call. We believe it is crucial to support both our veterans and active duty military—and OSOT America has gained immense respect in this space over the last decade for doing precisely that. We look forward to working with them and driving great results in the years to come.”*

The Veterans Call platform will allow OSOT America supporters to donate without using credit cards or bank information. Importantly, it provides significant cost savings to the philanthropy; which receives 85% of the donated amount.

### 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

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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.

### **About Operation Support Our Troops - America**

Founded in 2003 as a grassroots effort, OSOT America is a 501(c)(3) non-profit organization that has become one of the largest volunteer based military support organizations in the United States. Over 500 volunteers give well over 10,000 hours each year in service. OSOT America has been honored with a prestigious "Top-Rated" Award by GreatNonprofits.org, the leading provider of user reviews about nonprofit organizations, and is ranked 4 of 4 stars by Charity Navigator.

The philanthropy's mission is to support the morale and well-being of American forces by providing comfort, resources and education to them and their families both while they are deployed in harm's way and after their return. OSOT America accomplishes this by providing a critical link of support between the citizen volunteers and military personnel by organizing the mailing of thousands of hand assembled comfort packages of items that are not readily available to troops in their deployed locations, along with personal letters, cards and notes of support from the community at large.

OSOT America is also dedicated to supporting American veterans and families of the fallen through programs that offer hope and healing as well as facilitate awareness in the community as to their needs. To this end, OSOT America has worked with philanthropies in the space including Fisher House, Wounded Warrior Project and USO.

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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.

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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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