

ACTIVISTIC APPOINTS HEAD OF MARKETING FOR ACTIVISTIC USA

Highlights:

- **Activistic appoints Ms Mercedes Madanire as Activistic USA Head of Marketing**
- **Ms Madanire will be responsible for the execution of the Company's first platforms, Veterans Call and future pipeline partnerships**
- **Highly experienced professional, with more than 14 years in digital marketing acquisition with proven success track record in demand generation, customer growth and loyalty, and revenue growth**
- **Proven track record working with US based and international mobile operators in eCommerce**

Perth, Australia (February 23, 2016) Micro-donations platform provider Activistic Limited (ASX:ACU) ("Activistic" or "the Company") is pleased to announce the appointment of Mercedes Madanire as Activistic USA's Head of Marketing who will lead all marketing efforts for Veterans Call, as well as future white label opportunities and additional verticals including giving for church and political.

Ms Madanire will be based in Activistic's New York office, and will cover all aspects of marketing including got-to-market strategies, relationships with charity partners, direct marketing and PR with a strong focus on donor acquisition and engagement. In this role Ms Madanire will report to the Global Head of Marketing, Fiona Grindlay-Kuzian and brings significant experience in scaling businesses and start-ups particularly in the areas of digital marketing, commerce, media, technology. Ms Madanire's experience spans mobile payments, eCommerce, mobile commerce, advertising revenue and location-based services.

Over the last 14 years Ms Madanire has built a career in the digital marketing space working with the eCommerce or payments divisions of some of the world's largest telecoms companies. Most recently she was Head of User Acquisition & Engagement for US based mobile payments company Softcard – a payments joint venture comprising some of the largest mobile companies in the US (recently acquired by Google) - where she was responsible for leading app downloads, activation, usage, in-app merchant advertising. She has also held digital marketing and ecommerce roles at Westpac Group based in Sydney and Vodafone Group in Germany. Her depth of experience in marketing, branding and PR in the digital and mobile space will be invaluable for Activistic's Veterans Call app and the pipeline of future opportunities.

Executive Chairman of Activistic Holdings and Director Mr Nigel Lee said: *"We are extremely fortunate to have someone of Mercedes formidable experience joining the Company at a pivotal stage of the life cycle of Veterans Call and our future apps. Mercedes experience in leading app downloads, translating into activation and usage is extremely valuable. In a short space of time, Veterans Call is gaining significant traction, for a purposeful charity app, surpassing 15,000 downloads. Mercedes' expertise in increasing these downloads and their activation and activity is a very exciting prospect for Veterans Call and the many other verticals that are ripe for improving the donating process."*

Company Information:
Activistic Limited
ACN: 007 701 715
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www.activisticgroup.com

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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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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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