

## ACTIVISTIC RALLI APP SIGNS THE NEHEMIAH PROJECT IN PREPARATION FOR IMMINENT MARKETING LAUNCH

### Highlights:

- **Activistic signs high profile London-based charity The Nehemiah Project**
- **Eighth core charity partner to support Ralli's go-to-market launch in March**
- **Ralli is the global business-to-consumer (B2C) brand for the Activistic Group**
- **World class digital agency Switched On Media partners with Activistic for the UK launch**

**Perth, Australia (March 04, 2016)** Micro-donations platform provider Activistic Limited (ASX: ACU) ("Activistic" or "the Company") has secured The Nehemiah Project as its eighth core charity as well as additional new partners in preparation for the go-to-market launch of the Ralli app.

Ralli leverages Activistic's patent-pending technology to ensure the lowest possible cost of donating to both the donor and the industry via an efficient collection technology that enables regular payments via the giver's phone bill.

Ralli has more than 80 charities on boarded and able to receive donations today, with at least five top UK charities per cause including animal welfare, disaster relief, health and research, and poverty.

Activistic has signed direct partnerships with Children's Heart Surgery Fund, Tearfund, Emmaus Glasgow, Scotty's Little Soldiers, Grassroots Suicide Prevention, TEMWA, Vital for Children, ARC Youth Counselling and The Nehemiah Project.

The remaining charities on the app provide the UK public more choice in who they donate to. Over the next six months Ralli and its charity partners will combine experience and knowledge in an effort to make Ralli the "go-to" app for all charitable giving in the UK.

Activistic will use various marketing methods and channels to launch Ralli in the UK, leveraging the established communities of each partner charity, social media, email and co-branded materials. Activistic has partnered with PR experts Wolfstar PR, who has worked with organisations including PayPal and Sony as well as major charities Comic Relief and Save the Children. Ralli has also engaged strategic app marketing agency Switched On Media who will provide world class expertise in building digital campaigns to drive downloads with high conversion rates.

Ralli allows donors to give with ease and simplicity to any cause on the app, with no need for credit cards or bank information. In an industry that requires growing transparency, the app provides significant cost savings to beneficiaries, with the nominated charity receiving 85% of the donated amount as opposed to an average of 32% in the traditional model.

Nigel Lee, Chairman of Activistic's Strategic Advisory Board said: *"We believe the partner charities will see outstanding benefits from using Ralli and its low cost, secure and streamlined payment technology which avoids issues that often hinder donation collection. Leveraging the marketing assets of our partners will greatly help us raise awareness of the app in this initial go-to-market stage."*

**Company Information:**  
Activistic Limited  
ACN: 007 701 715  
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**Registered Address:**  
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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 to facilitating donations, the Ralli app is equipped with a powerful engagement tool, providing a highly efficient and impactful way of communicating key events, latest activities and results of fund raisings, therefore building traction and increasing transparency with the existing and prospective donor base 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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