

## ACTIVISTIC PARTNERS WITH SPORTSBLOG TO BRING VETERANS CALL TO 35M SUBSCRIBERS

### Highlights:

- Activistic and SportsBlog have formed a partnership to promote the Veterans Call App (VC) to the 35m person community that subscribes to the sports news site
- SportsBlog is one of the top digital sports news properties in the US with more than 35m subscribers, 40,000 bloggers and more than 14m unique visitors every month
- The partnership is intended to realise the values of the digital savvy sporting public, who also have strong empathy with veterans issues
- Activistic will work with SportsBlog and the VC charities to create visibility through direct advertising on the SportsBlog properties, leveraging email and social channels to subscribers and also to create a veterans blog that will help give voice to veterans achieving and recovering through the arena of sport
- The partnership leverages the reach of SportsBlog and the compelling linkage of veterans in sport and their supporting charities

**Perth, Australia:** Micro-donations platform provider Activistic Limited (ASX: ACU) (“Activistic” or “the Company”) has signed a Letter of Intent (LOI) with premier US sports website SportsBlog, to partner in creating visibility, distribution, downloads and engagement for the Veterans Call micro-donations App.

The legally binding LOI creates a path for the partnership to enter into formal agreements over the next 45 days, while working together in parallel on executing marketing and partnership activities from day one.

Established in 2011, SportsBlog is one of the top digital properties in the US with over 35m subscribers and 40,000 bloggers registered. The properties see some 14m unique visitors every month who have a passion for major US sports news. Many of these users share a strong affinity with the US military and veterans affairs in particular. Activistic and SportsBlog will work together on a number of dimensions, including direct outreach through email and social media to subscribers, using advertising real estate on the digital properties and more strategic projects such as veterans related blog areas on the SportsBlog properties.

Nigel Lee, Executive Chairman of Activistic Holdings said: *“This represents validation for us and our charity partners of the movement towards all things digital. SportsBlog represents a partner uniquely positioned in the digital age with a product that is 21<sup>st</sup> century focused and an audience as passionate about patriotism as they are about sport. Both organisations are very excited about the profound impact we will have for veterans funding and veterans issues through the partnership.”*

Roy Dano, President and Co-Founder of SportsBlog said about the partnership: *“Sport brings people together and SportsBlog is founded on bringing passionate bloggers (many of them retired athletes, patriots and veterans themselves) and Americans who love sport, together every day, every week, every month. Being able to add Veterans Call into that mix adds the prospect of a whole new level of meaning,*

### 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

*of reason and engagement for people on SportsBlog, where their passion for sport can also be a driving force for change in the lives of those who have served their country. I am very excited about what this partnership will be able to achieve.”*

Activistic and SportsBlog will begin working immediately on creating the programs to roll out through the SportsBlog platform in parallel with converting the principles of the LOI into a formal long term partnership contract.

“We have the ability to reach a huge footprint in the US through sport,” said Mr Dano.

“I can think of no better reason to leverage that, than to help support those who have acted in the service of their country.”

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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.

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## ABOUT SPORTSBLOG

SportsBlog, founded in 2011, is the world's fastest growing sports blogging destination. The site features authoritative news and fresh commentary from nearly 40,000 bloggers, including superstars, superfans and everyone in between. On SportsBlog.com, anyone can launch their own blog and benefit from premier technology, a built-in audience of millions, complimentary photography, an open revenue-share system, and much more.

SportsBlog is a top sports media destination in the United States attracting tens of millions of readers seeking news and commentary on their favourite sports, teams and athletes.

Yours faithfully



Ramon Soares  
Joint Company Secretary

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