

VETERANS CALL TO BOOST ENGAGEMENT AND DONATIONS IN NEWEST RELEASE OF APP

Highlights:

- Friction points removed to enable faster, easier donation process
- Changes expected to boost conversion of downloads to donations
- New version of Veterans Call now available in App Store, Google Play
- Improvements expected to capitalise on 35MM user reach from partnership with SportsBlog
- New Veterans Call marketing video released

Perth, Australia: Micro-donations platform provider Activistic Limited (ASX: ACU) (“Activistic” or “the Company”), has released an update to its Veterans Call app, eliminating friction points previously included in the sign-up process. The new version of the app has now been released in both the App Store and Google Play.

Previous versions required those downloading the app to enter personal details upon sign-up, including phone number and email address. These steps have now been removed, with Veterans Call automatically retrieving all required information as part of the download process.

Once downloaded, the new version will simply require users to select their chosen charity and how much they wish to donate per month, before acknowledging a ‘Click-To-Confirm’ text message. What was already a simple way to give is now made even easier.

Of the 50,000 downloads from the previous version of Veterans Call, 14% of users continued to use the App. The VC team will be re-targeting users who to date, have downloaded but not registered (the remaining 86%), to re-engage them with the new app. For new downloads, the changes made to the new version are expected to result in a 90% download to engagement ratio, and therefore a consequent uptick in donations.

The improvements made to the donation process will capitalise on the recently announced partnership with leading US digital sports blogging platform, SportsBlog, and its 35 million subscribers.

In further marketing initiatives, the Company has produced a [Veterans Call ‘how-to’ video](#), promoting both the ease of use as well as the benefit to the charities partnered with the app.

Activistic Non-Executive Director Nigel Lee said: *“While we have been achieving downloads and donations with the former iteration of Veterans Call, we carefully assessed the drop off points in the process to identify where improvements could be made. It now takes a fraction of the time to engage and donate with the app and this should lead to far greater conversion rates, and therefore, revenue flowing through to Activistic. We look forward to reporting on the growth in these metrics to shareholders and the market.”*

Company Information:
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Board of Directors:
Peter Wall Non-Executive Chairman
Kevin Baum Non-Executive Director
Evan Cross 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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