

**ACTIVISTIC AND “GOT YOUR 6” PARTNER FOR VETERANS CALL
MICRO DONATIONS APP**



GOT YOUR SIX

Highlights:

- **Activistic has signed a contract with Got Your 6 for a five-year partnership agreement**
- **Got Your 6 was founded in 2012 and has been successful in mobilizing giving by creating deep reach into the entertainment, political and corporate sectors**
- **Got Your 6 has collaborated with actors Chris Pratt, Bradley Cooper, Harrison Ford, Sally Field, Jason Sudeikis, Gabourey Sidibe and Martin Sheen, along with President Barack Obama and First Lady Michelle Obama, and U.S. Department of Veterans Affairs Secretary Robert McDonald and leading retailer Macy’s**
- **This marks the tenth leading U.S. veterans charity signed to the Veterans Call app**
- **Veterans Call and Got Your 6 will collaborate closely to bring micro-donations for veterans to everyone**

Boston, USA (June 02, 2016): Activistic Limited (ASX: ACU) (“Activistic” or “the Company”), the micro-donations platform provider aiming to revolutionize giving, is pleased to announce that one of the top U.S. philanthropies in the veterans sector, Got Your 6, will be featured on Veterans Call, an app powered by Activistic.



First Lady Michelle Obama Joins Got Your 6 For 6 Certified
Source: <https://gotyour6.org>

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 to acquire new donors.

“We couldn’t be more thrilled about this partnership and look forward to doing big things together in 2016 and beyond,” said Bill Rausch, the Executive Director of Got Your 6.

Company Information:

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Board of Directors:

Peter Wall	Non-Executive Chairman
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director
Michael Hughes	Non-Executive Director

“This partnership with Veterans Call provides Got Your 6 the opportunity to personally engage and connect with new donors in our community through this innovative app. We look to leverage our partnership with Veterans Call in future campaigns, programs and events - and we are looking forward to kicking off the partnership with the Activistic team at our June 6 D-Day event in Washington, D.C.”

Video Link: <https://www.youtube.com/watch?v=0dgmfxTig4Q&feature=youtu.be>

“Got Your 6 has accomplished tremendous results on behalf of America’s veterans,” said Dylan Breslin-Barnhart, Activistic’s Vice President of North America.

“On the macro level, the ‘6 Certified’ program positively shapes public perception about veterans. On the individual level, through a variety of partnerships, Got Your 6 has also had great success in reintegrating veterans once they’re home, and empowering them to serve in leadership roles in society. We are honoured to partner up with Got Your 6 to further these essential objectives.”

The Veterans Call platform will allow Got Your 6 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. Got Your 6 will be available on the Veterans Call platform to accept donations within 2-3 weeks.

The Got Your 6 organization is highly respected in the military, political, entertainment and non-profit worlds.



Got Your 6 team with President Clinton at the Clinton Global Initiative
Source: <https://gotyour6.org>

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Discussing the founding of Got Your 6 in 2012, President Bill Clinton explained, “At last year’s CGI (Clinton Global Initiative) American Meeting, a group of leaders came together to address some of the most pressing issues, and emerged from these conversations with the commitment ‘Got Your Six’ (military language for ‘I’ve got your back’). The commitment joins Hollywood studios, agencies and guilds with non-profits, businesses and government partners to raise awareness and take action to support veterans.”

Those partnerships have only continued to evolve since - in 2014, actor Bradley Cooper characterized Got Your 6 as “dedicated to waging good by bridging the civilian-military divide” in one of many promotions created in tandem with a host of fellow A-list stars. And in May of 2016, Got Your 6 celebrated its fourth year of a major promotion with Macy’s, in which customers of the retailer get 25% off their purchases by donating \$3 to Got Your 6.

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ABOUT GOT YOUR 6

Got Your 6 is a campaign that unites non-profit, Hollywood, and government partners. Got Your 6 believes that veterans are leaders, team builders, and civic assets who have the unique potential to lead a resurgence of community across the nation.

As a coalition, Got Your 6 works to integrate these perspectives into popular culture, engage veterans and civilians together to foster understanding, and empower veterans to lead in their communities.

Got Your 6 knows that most veterans leave the military seeking new challenges, and the campaign ensures that there are opportunities for them to continue their service.

In the military, “Got your six” means “I’ve got your back.” The saying originated with World War I fighter pilots referencing a pilot’s rear as the six o’clock position. It is now a ubiquitous term in the military that highlights the loyalty and cooperation found in military culture. The Got Your 6 campaign chose this term, because it is emblematic of the many skills that veterans bring back into their communities when they return home.

The Got Your 6 campaign is a collaborative initiative organized and run by Be the Change, Inc., (BTC) a non-profit public charity.

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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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