

DOWNLOADS OF VETERANS CALL APP REACH 110,000 AND ARE EXPECTED TO PASS THE 150,000 MARK BY THE END OF JULY

ANNUALISED DONATIONS TO REACH \$800,000 DURING THE CURRENT QUARTER

Highlights:

- Activistic's Veterans Call platform has reached 110,000 downloads and expects to pass the 150,000 mark by the end of July 2016.
- Annualised donations continue to grow and are expected to reach \$800,000 during the September Quarter 2016.
- Download to open rate has increased from 14% to 80% - it means that 80% of those who downloaded Veterans Call also opened the app. Industry average is around 25%.
- In app conversion rate has increased from under 2% to 10% - the industry average for lifestyle apps is around 3.3%.
- Veterans Call has consistently gained high ratings on both the Apple App Store and Google Play Store. Current ratings are:
 - Apple App Store: 4+
 - Google Play: 4.1
- Best practice marketing tool Localytics has been activated and will enable marketing automation and targeting, rapidly increasing conversion and retention rates.
- Veterans Call has amassed over 35,000 followers on social media platforms. Social campaign impressions have totalled over 18 million.

Perth, Australia: Micro-donations platform provider Activistic Limited (ASX: ACU) ("Activistic" or "the Company") is pleased to report that it's US version of the platform Veterans Call has now exceeded 110,000 downloads. The Company expects to hit the 150,000 downloads mark before the end of July 2016. Given the current conversion rates, number of downloads and other relevant statistics, the company expects annualised donations to reach \$800,000 during the current quarter.

The Veterans Call App (VC) is designed to help charities who support causes in the Veterans space in the USA. Since launching at the end of 2015, the volumes of users downloading the App has steadily grown. However, post marketing campaigns and initiatives designed in conjunction with the Charity partners focused on Independence Day July 4, visibility, downloads and donations of the App have increased significantly.



Campaigns were run throughout July in conjunction with the Company's distribution partners SportsBlog and Sword & Plough, designed to drive brand awareness, downloads, and donations. Support for the campaign has also come from J.W Cortes – Veteran, US marine, Actor, director and philanthropist – who used his social media presence to raise awareness about donating via the VC App. Social campaign impressions have generated over 18 million views.

Company Information:

Activistic Limited
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ASX: ACU
www.activisticgroup.com

Registered Address:

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Board of Directors:

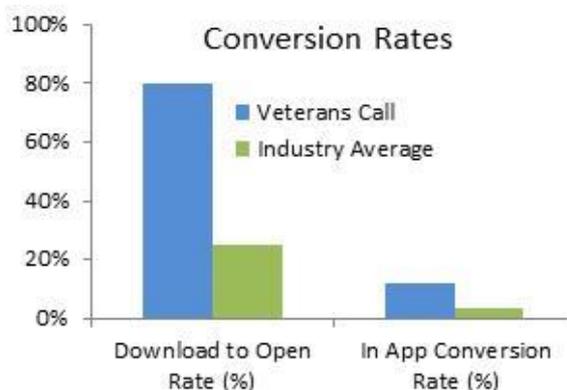
Peter Wall	Non-Executive Chairman
Evan Cross	Non-Executive Director
Nigel Lee	Non-Executive Director
Michael Hughes	Non-Executive Director

Download to open conversion rates rose through the second quarter from 14% to over 80%, largely due to changes incorporated in the app and released to market in May. The in app conversion rates also increased to around 12%. Some marketing channels provide rates in excess of 15%.

The App has consistently gained high ratings on the Apple App Store (currently 4+) and in the Google Play Store (currently 4.1), and users have already used the unique repeat donation process to commit to monthly donations of U\$5.00 and U\$10.00.

Annualised donations are expected to reach \$800,000 during the current quarter. At the current growth rate, Veterans Call will be able to make a huge contribution to veterans in the coming months and years.

Executive Chairman of Activistic Holdings Nigel Lee commenting on the results said, “we are very pleased to pass the 110,000 downloads milestone and are confident the Company will hit the 150,000 mark by the end of the month. The March quarter was a launch and learn period where we (and our partners) looked to understand consumers’ preferences and improve the App. The numbers for the June quarter and through to end of July prove that we have a product that works with conversion rates above best in class for life-style apps (and improving). These numbers are still growing with an increasing brand awareness and usage. People are donating and we estimate over \$800,000 of annualised donations given using the app during the current quarter”.



September and December quarters are estimates.

Fiona Grindlay-Kuzian, Global Head of Marketing commented, “the increasing adoption and awareness of the Veterans Call App is leading to an acceleration in the level of downloads and conversions. A rate of 6-12% for people making a financial transaction in a life-style App is above the industry norm – it means we really have hit a home run with the platform. Also, the new tools that have been integrated with the platform such as Salesforce and Localytics allow us to run campaigns to those people who have downloaded but not yet donated. This will further increase our conversion rates month on month and help ensure retention”.

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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 through 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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