

## ACTIVISTIC SIGNS “MOAA MFI” (MILITARY OFFICERS ASSOCIATION OF AMERICA MILITARY FAMILY INITIATIVE) TO VETERANS CALL MICRO-DONATIONS APP

### Highlights:

- Activistic signs partnership agreement with MOAA MFI
- Twelfth leading U.S. veterans charity signed to Veterans Call
- Veterans Call to generate further donation revenue to MOAA MFI
- MOAA MFI is the non-profit arm of MOAA, the largest military officers’ organisation in the U.S.
- As contractually agreed, MOAA MFI will market the Veterans Call app to the full MOAA membership base of nearly 400,000 on a minimum monthly basis

**Perth, Australia (11 August, 2016):** Micro-donations platform provider Activistic Limited (ASX: ACU) (“Activistic” or “the Company”) is pleased to announce that one of the top U.S. philanthropies in the veterans sector, MOAA MFI, will be featured on its Veterans Call App.

MOAA MFI’s helps over 50,000 active duty service members, veterans and their families maintain and improve their quality of life each year through 12 programs including career transition initiatives, disability assistance, reintegration support, spousal support and financial education.

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.

The Veterans Call platform will allow MOAA MFI supporters to donate without using credit cards or bank information. Importantly it provides a high cost saving to the philanthropy, which receives 85% of the donated amount. MOAA MFI will be available on the Veterans Call platform to accept donations within two-to-three weeks.

*“This partnership is an exciting opportunity to grow a long term, sustainable revenue stream for MOAA MFI while simultaneously strengthening relationships with our supporters,”* said Mike Turner, Executive Director of MOAA MFI, Vice President of Development for MOAA and Colonel, US Air Force (Retired).

*“In order to do so, we are committed to leveraging the full extent of the MOAA membership to maximise engagement with the Veterans Call platform. We will promote Veterans Call to our approximately 390,000 members on a monthly basis through email campaigns, our members’ magazine (circulation 261,000) and outreach on LinkedIn (28,000 members).”*

*“MOAA MFI is a very impressive organisation for many reasons including the iconic history of MOAA, its robust present day activities on behalf of tens of thousands of US military active duty members, veterans and their families, and its forward looking growth ambitions,”* said Dylan Breslin-Barnhart, Activistic’s Vice President of North America.

*“Veterans Call intends to serve as a key tool to help realise such goals, both by providing a seamless way for MOAA’s 390,000 members to interact with and contribute to MFI, and also as a strategy for the organisation to bring new donors and volunteers into the community.”*

### Company Information:

Activistic Limited  
ACN: 007 701 715  
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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

MOAA MFI will receive added benefit from Activistic’s platform which is equipped with a powerful engagement tool, providing a highly efficient and impactful way of distributing key events, latest news and results of fund raisings to build traction and increase transparency with the donor base.

#### ABOUT MOAA MFI

MOAA is one of the nation’s most highly respected advocacy organizations dedicated to a strong national defense. Nothing is more important to that national defense than the welfare of our military families. In the 41 years since the all-volunteer force was created, the nation has endured 144 military deployments. Between 1946 and 1973, during the draft years, there were 19. That’s a seven-fold increase in operations tempo.

At the same time, we’ve seen a growing isolation of the uniformed services community within our society. Only 0.5 percent of Americans now serve on active duty. This means that after the longest period of sustained combat in U.S. history, fewer Americans are serving in uniform than at any time since before World War II.

Sequestration, reductions in force, and base closures loom while DoD and the VA undergo significant budget cuts and protracted systemic change. These budget cuts invariably hurt the troops who do the fighting. These alarming trends make it clear the nation’s most respected veterans’ organizations must step up to bridge the ever-widening gap between our nation’s military community and American society. To help meet this urgent and growing need, MOAA has created the MOAA Military Family Initiative, a philanthropic foundation.

The MOAA Military Family Initiative creates, enhances, expands, or supports high-impact, proven-successful programs and services that enable the nation’s uniformed service members and veterans of all ranks and their families to maintain a quality of life reflective of their selfless service to America. Twelve proven MOAA programs touch over 50,000 currently serving troops and veterans of all ranks and their families and survivors each year. The foundation funds these programs and services through philanthropic contributions from the American people and organizations that support our mission.

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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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