

ACTIVISTIC AND US CONGRESSMAN JOE GARCIA'S CAMPAIGN PARTNER TO CREATE THE FIRST OF ITS KIND POLITICAL DONATIONS APP



Highlights

- **Activistic has signed a contract with US Congressman Joe Garcia's campaign to create a fundraising app for the 2016 US election season**
- **This marks the first U.S. white label fundraising app created by Activistic**
- **Joe Garcia represented The State of Florida in the United States Congress until 2014 and is currently campaigning to be re-elected**
- **Congressman Garcia's District includes Western Miami-Dade County (with a population of 2.7 million) and the Florida Keys, and his campaign will use the app to drive voter engagement in the District**
- **A Democrat, Garcia was unanimously confirmed by the US Senate to serve as a Director at The US Department of Energy, a post he was nominated for by President Barack Obama**
- **Congressman Garcia has received previous endorsements, President Bill Clinton, Vice President Joe Biden, Hillary Clinton and the AFL-CIO, the largest federation of unions in America with over 12 million members**

Perth, Australia (October 17, 2016) Micro-donations platform provider Activistic Limited (ASX: ACU) ("Activistic" or "the Company") is pleased to announce that it has signed an Agreement with and produced a "white label" fundraising app for U.S. Congressman Joe Garcia's 2016 Congressional Campaign.

Garcia's app will use a similar backend infrastructure to Activistic's Veterans Call app, a mobile phone donation platform that can help philanthropies re-engage their donor bases through a monthly recurring channel, while also serving to acquire new donors. In the case of Garcia's app, Activistic partnered with content provider platform OpenDNA, makers of the Jottr Elect app, to produce a user experience focused on political news, polling and in-app messaging, to excite Joe's supporters and encourage them to donate and support his campaign. The app also incorporates Garcia's existing web-fundraising ecosystem, a similar method used by President Obama's campaign in 2012 to raise over \$500 million.

"I am running for Congress because South Florida is my home and I want our government to work on the issues that matter to our community, like quality jobs that pay a living wage, lower college tuition, action on climate change, and comprehensive immigration reform," said Mr. Garcia.

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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

“Our Joe Garcia app will be a great tool for us to engage with voters on these issues and make it easy for people to contribute to and participate in our campaign. It will be a core piece of our voter canvassing efforts and awareness activities in particular.”



LINK TO YOUTUBE OF 2012 BILL CLINTON ENDORSEMENT OF JOE GARCIA:

<https://www.youtube.com/watch?v=IF3u3hDhpew>

“Working with the Garcia Campaign is a great example of the versatility of Activistic’s fundraising platform,” said Dylan Breslin-Barnhart, Activistic’s Vice President of North America.

“We are honoured to work with a politician as distinguished as Joe, who President Bill Clinton has called ‘a move forward’ and ‘the right choice.’ In that spirit of progress, we look forward to making Joe the first—but certainly not the last—political leader in America with a unique fundraising and communications app.”

The Garcia app launched in time for Autumn campaigning, is available to accept donations in time for the final, concerted push of Joe’s campaign now that he has successfully won the Florida Democratic Primary. In addition, the app 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. The campaign expects to use the app, for example, as a real-time communications tool to dialogue with supporters surrounding the six upcoming, televised debates between Joe and his Republican opponent.

ABOUT JOE GARCIA

Joe Garcia was born and raised in Miami, Florida by his Cuban-immigrant parents. He cut lawns and earned scholarships to pay his way through college. Joe served on the Florida Public Service Commission, successfully

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lowering power bills for all Floridians. In 2008 President Obama appointed Joe Garcia a director in the Department of Energy where he worked to cut energy bills for America's families.

Joe was elected to Congress in 2012, representing the 26th District. In Washington, he cut student loan rates by 50%, brought millions of dollars in job corp funding to Miami-Dade, and worked with President Obama on Executive Actions to reform a broken immigration system and allow Dreamers to stay in the US.

Joe's issues:

- Raise the minimum wage
- End paycheck discrimination against women
- Immediate action on climate change
- Expand gun background checks
- Affordable college for all students
- Pass real immigration reform
- Protect women's reproductive rights
- Protect Social Security and Medicare

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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 utilizing a mobile phone network.

Activistic allows subscribers to donate with ease and simplicity to any cause in any region, without the 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 typical 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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