



31 December 2019

R3D and Crossroads Partner on Media Technology Offering

Key Points:

- R3D and Crossroads partner on newly launched media intelligence and analytics platform, MIDA
- MIDA provides instant insights into a brand across social media, online news, and other online media
- R3D to work closely with Crossroads on further product development taking advantage of R3D's significant experience in investor and media relations, and digital media
- R3D to use MIDA within own firm, as well as offer direct subscriptions to larger clients
- R3D to also provide Crossroads with investor and media relations support in separate agreement

R3D Global Limited (ASX: R3D) (**R3D** or **Company**) is pleased to advise that it has entered a strategic partnership with Crossroads Investments Pte Ltd (**Crossroads**) for roll out of a newly launched media intelligence and analytics platform, MIDA.

Developed and owned by Crossroads, MIDA is a newly launched on-demand media monitoring platform that provides instant insights from social media, online news platforms, podcasts, and other online digital media. MIDA is intended to be used in the marketing industry to create and track media campaigns, monitor brand reputation, and provide detailed insights to support data-driven marketing decisions.

Crossroads and R3D have entered into a strategic partnership whereby R3D and Crossroads will collaborate on the further development of MIDA utilising R3D's significant expertise in the Asian media relations and digital marketing sector. R3D will also offer MIDA platform subscriptions to its current and future clients. The strategic partnership is governed by two separate agreements executed contemporaneously: a Software Development and Reseller Agreement (the **SDR Agreement**) and an Investor and Media Relations Agreement (the **IR Agreement**).

Under the SDR Agreement, R3D will pay Crossroads A\$5,000 per month for software development and customisation work which will be conducted by Crossroads at R3D's direction to tailor the MIDA platform and technology for R3D and its clients. R3D will also have access to the MIDA platform for internal use in its client services, as well as being able to resell subscriptions to the platform to R3D's larger clients. R3D will pay Crossroads a 5% royalty fee on all fees earned from R3D's clients who have subscribed to MIDA directly, or where MIDA is being used by R3D to service the client's marketing needs. The term of the SDR Agreement is two years, with automatic annual renewal following unless either party terminates the renewal.

Under the IR Agreement, R3D will promote Crossroads and the MIDA platform within Asian and Australian capital markets, as well as provide investor communication support. In return for these services, R3D will receive A\$8,000 per month from Crossroads. The initial term of the IR Agreement is one year, with the potential to extend further subject to mutual agreement.

Neither the SDR Agreement nor the IR Agreement are subject to any trial period or other conditions precedent to performance under the agreements by either R3D or Crossroads.

R3D Global Limited | ABN: 53 111 398 040 | ASX: R3D
Level 2, 131 Macquarie Street, Sydney NSW 2000, Australia
T: +61 2 9251 7177
E: sydneyhq@r3d.com.au
W: www.r3d.com.au



GLOBAL

Chief Executive Officer of R3D, Florence Fang, commented:

“We’re excited to announce this strategic partnership with Crossroads. The MIDA Platform provides unparalleled insight to marketers on their brand and helps target further promotional activities. We look forward to both rolling this out within R3D, as well as working with some of our larger clients to set up their own direct MIDA subscriptions.”

The Company considers that the current SDR Agreement and the IR Agreement are not likely to have a material effect on the Company at present. In particular, with respect to the SDR Agreement, R3D is not able to quantify with certainty the increase in revenue that will result from R3D’s internal use and resale of the MIDA platform.

However, should the MIDA platform prove to be commercially successful for R3D and Crossroads, the Company may earn significant future revenue from the use and resale of the MIDA platform to current and future clients over the course of the SDR Agreement with Crossroads. The Company will advise shareholders and the market of the progress of the MIDA platform in future announcements to the ASX.

For further information, please contact:

Kimberly Perera

Media Relations

e: kimberly@r3d.com.au

ASX release authorised by Chairman, Daniel Yeo.

About R3D Global Limited

R3D Global Limited (ASX: R3D) is a global investor relations and public relations firm with a global media distribution platform, with a strong specialisation within the Asia Pacific region. R3D is headquartered in Sydney, Australia with operations across Asia. Backed by a management team with vast financial market and public relations experience, R3D provides disruptive, dynamic and digitally integrative marketing solutions to companies interested to reach out to new markets.