

**myrewards**



*My Rewards International Limited*

**Company Presentation  
November 2021**





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# Executive Summary

**My Rewards is a fast growing global provider of rewards, recognition, and loyalty programs for corporates and consumers.**

**With strong growth in the market and awarded tenders to expand globally to up to 26 countries and over 30 million members, My Rewards is poised for rapid growth.**

**My Rewards invites you to participate in its Initial Public Offering of 25,000,000 Shares at an issue price of \$0.20 per Share to raise a minimum of \$5 million.**

Oversubscriptions of up to a further 10,000,000 Shares at an issue price of \$0.20 per Share to raise up to a further \$2,000,000 may be accepted.

Before you make an investment decision, please read the prospectus in its entirety and seek professional advice if required.





**Since its incorporation in 2000, My Rewards has steadily grown to connect over 4.6 million members with more than 4,500 global, national and local suppliers.**

**My Rewards provides more than 100 corporates with Employee Engagement and Customer Loyalty Programs to help them retain, engage, and attract employees or customers.**

**My Rewards' Australian clients include some of the biggest household brands in retail, financial services, and telecommunications, including Telstra, Ria Money, Ramsay Health, MLC and AIG.**



# The Market and Industry

Globally, the loyalty management market is estimated at US\$7.6 billion in 2020, forecast to grow to US\$15.5 billion by 2026 at a CAGR of 15.3%.

## Attractive Opportunities in the Loyalty Management Market

USD 7.6 Billion 2020 estimated

USD 15.5 Billion 2025 estimated

The growth of the loyalty management market is attributed to the need to decrease customer churn rates and rising adoption of omni-channel customer loyalty strategies.



Growing importance of customer insights to predict the customers purchasing intentions is expected to offer growth opportunity for the market.



Agreements, collaborations and partnerships are expected to offer lucrative opportunities for market players in the next five years.



The high growth rate of the Asia Pacific loyalty management market can be attributed to the presence of technologically advanced countries in the region such as Australia, Japan, Singapore and South Korea.

(accessed from <https://www.marketsandmarkets.com/Market-Reports/loyalty-management-market-172873907.html>)

# Our Solutions



## Integrated platform to deliver custom rewards and loyalty solutions to Corporates , Consumers and Suppliers.

**Corporates** are looking for ways to keep employees happy, reach new customers, win repeat business, and achieve higher order values

**Consumers** want a personalised experience to make shopping easier whilst receiving benefits and savings

**Suppliers** are looking for captive channels to increase sales

### Benefits

Instant discounts and cashbacks from 4,500+ global, national, regional and local suppliers

### Recognition

Custom eCards and badges to acknowledge and appreciate employees and customers

+

### Rewards

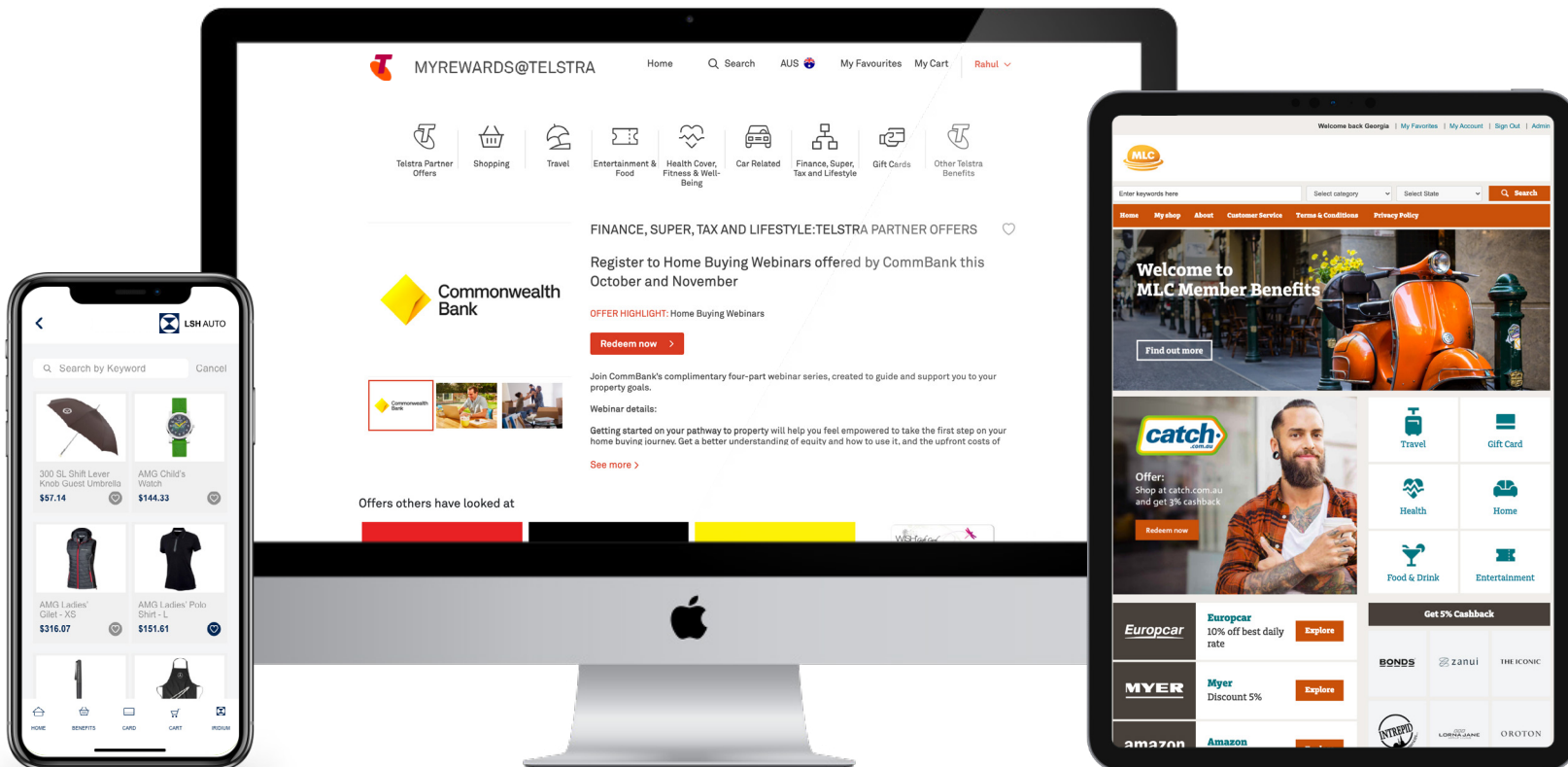
Customised catalogues of merchandise to redeem via points or cash

### Loyalty

Points based or tier based custom loyalty programs for businesses



# Some of our programs



# Our program benefits



## Up to 5% discount on groceries and fuel



## Instant Savings and cashbacks at 1000s of retailers

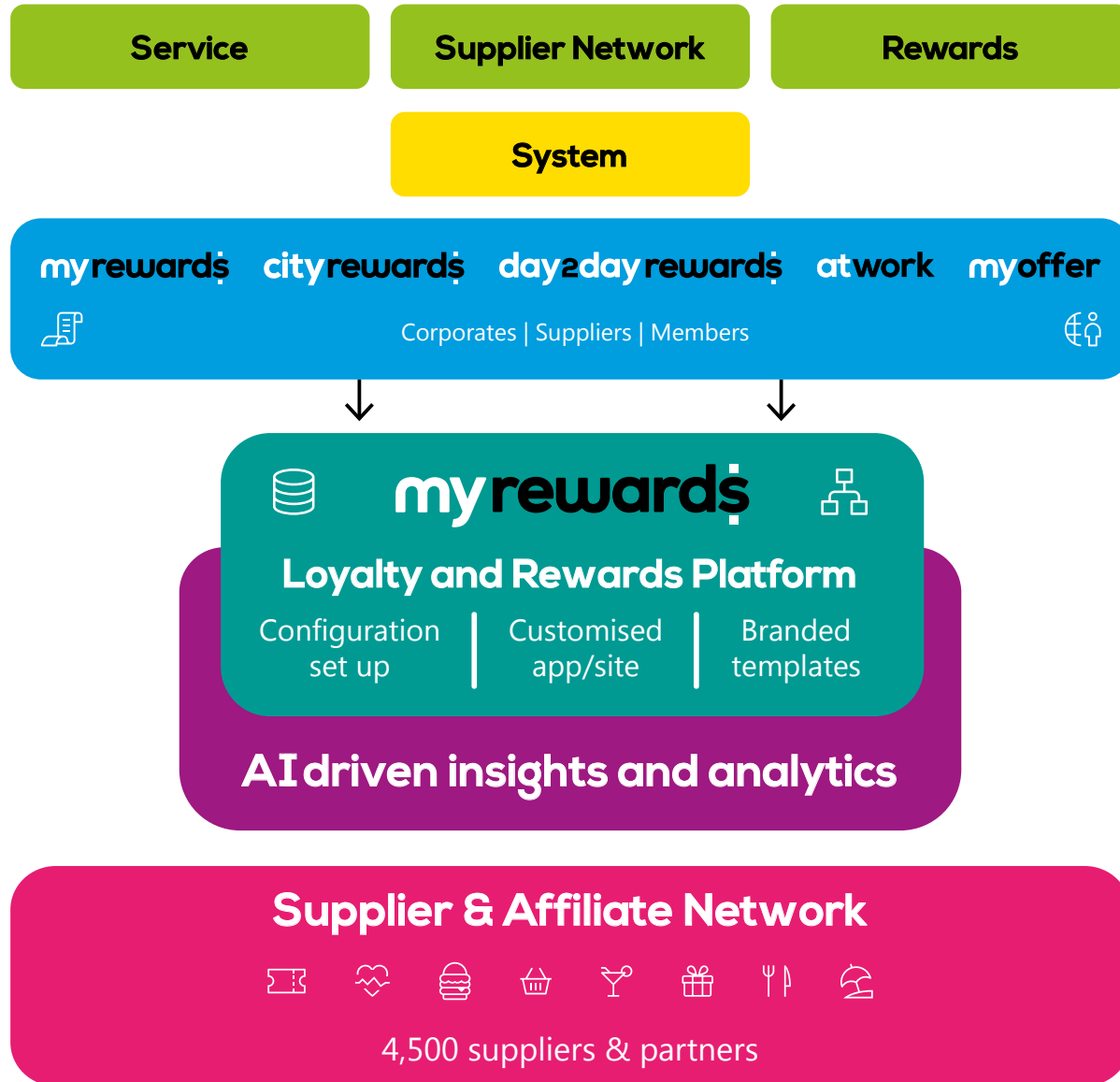


## Some our most popular brands





# My Rewards Ecosystem



## Offers & benefits

Rewards and Experiences

- Entertainment
- Gift Cards
- Movie Tickets
- Travel
- Events
- Health & Wellness
- Fashion
- Food & Drinks

## Engagement tools

Email / App / Website

- Newsletters
- Notifications
- Surveys
- Promotions
- Gamification

Communications  
Marketing Strategy



# Our Platform Features



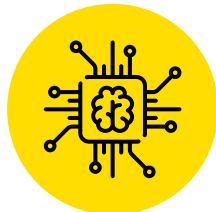
AI-enabled personalisation to drive engagement and sales



Ability to add any type of supplier catalogue across products, services, experiences or content



Omni-channel marketing to reach members with the most relevant offers across desktop, mobile and web



High analytical capability to derive deep/rich data insights relating to marketplace behaviours - leading to downstream growth opportunities



Scalable, high-performing distributed architecture to support multiple geographies



# Growth Strategy



## Market Penetration

### Grow existing business in Australia

Focusing on the existing member base, My Rewards can leverage better offers from suppliers which in turn leads to higher activation, bigger baskets and higher margins



- New B2B customers - My Rewards will actively seek medium, large and extra-large B2B global clients
- New B2C customers - Growth in merchants, marketing activities and our technology will allow My Rewards to start building brand recognition and new members

## New Market Development

### Develop new markets in Asia and USA

With foundations laid by the launch of Ria in Q3 2021, My Rewards will organically grow its overseas member base by focusing on the B2B starting in late 2021 followed by B2C.



- Malaysia - My Rewards will grow its B2B services in Malaysia followed by B2C services
- The next target geographical location will be USA, following the same pathway as the Malaysia - Ria roll-out, B2B services the B2C program

## Acquisitions

### Acquisition of similar businesses in Australia and overseas

My Rewards will acquire Perx Rewards Pty Ltd as part of the IPO adding \$12.5mil revenue to the My Rewards Business



- My Rewards will find strategically aligned businesses to acquire in Australia and overseas
- These acquisitions will fast track market penetration and grow new markets

# Key Statistics




Current number of suppliers  
**4,500+**



Current members with access to our programs  
**4.6 million**




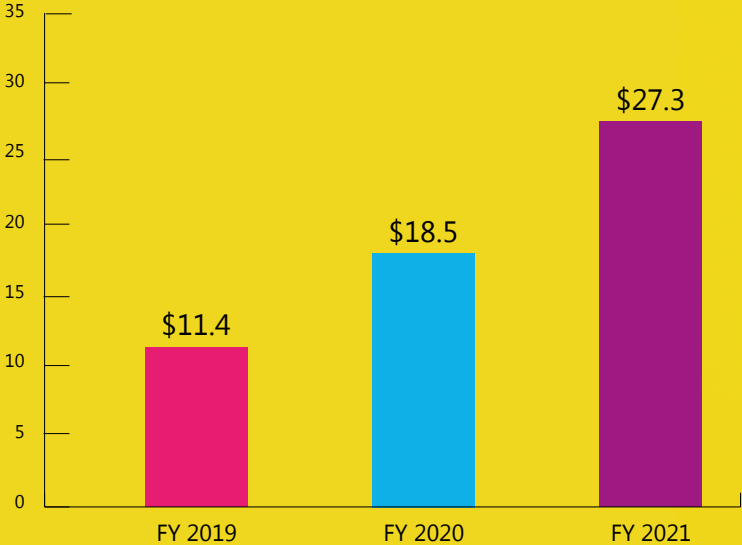
Current number of products  
**250,000+**



Compound Annual Growth Rate  
**55%**

# Revenue Growth

(in \$A mil)



Total Transaction Value  
**\$31.4m**





# Business Highlights



## Compound Annual Growth Rate (CAGR) of 55%\*

- Strong continued growth in revenues from \$11.4mil in FY 2019 to \$27.3 mil in FY 2021
- In addition, My Rewards facilitated \$4.18 mil of sales in FY 2021 for its suppliers, bringing the Total Transaction Revenue (TTV) of \$31.4mil



## Continued growth in online product range and broadening of supplier base

- Rapid growth in products available to purchase via the My Rewards marketplace
- Robust and scalable platform to be able to integrate with some of the largest retailers and process their offers at scale



## Enhancements to customer proposition

- Technology driven improvements to personalisation, site functionality and aesthetics
- QR code-based payment rollout by December 2021



\* My Rewards + Perks Rewards



# Capital Structure

	Minimum to be raised (\$5 million)	Percentage %	Maximum to be raised (\$7 million)	Percentage %
<b>Offer Price per share</b>	<b>\$0.20</b>		<b>\$0.20</b>	
Shares currently on issue	138,941,692	71.1%	138,941,692	67.5%
Shares to be issued under the Offer	25,000,000	12.8%	35,000,000	17.0%
Shares to be issued on conversion of Convertible Notes	22,265,887	11.4%	22,265,887	10.8%
Shares to be issued under the Perx Rewards Acquisition Agreement	1,000,000	0.5%	1,000,000	0.5%
Shares to be issued to Barclay Pearce under the Lead Manager Mandate	750,000	0.4%	1,050,000	0.5%
Maximum number of shares to be issued to Klyp under the Klyp Services Agreement	7,491,259	3.8%	7,491,259	3.7%
Shares on issue Post-Listing	195,448,838	100.0%	205,748,838	100.0%
<b>Market Capitalisation Post-Listing (undiluted)</b>	<b>\$39,089,768</b>		<b>\$41,149,768</b>	



# Use of funds

Funds available	Minimum Subscription (\$) \$5 million	Percentage of Funds (%)	Full Subscription (\$) \$7 million	Percentage of Funds (%)
Existing cash reserves	180,000	3.5%	180,000	2.5%
Funds raised from the Offer	5,000,000	96.5%	7,000,000	97.5%
<b>Total</b>	<b>5,180,000</b>	<b>100.0%</b>	<b>7,180,000</b>	<b>100.0%</b>
<b>Allocation of funds</b>				
Supplier Acquisition	350,000	6.8%	400,000	5.6%
Customer Acquisition	400,000	7.7%	625,000	8.7%
Debt Reduction	275,000	5.3%	275,000	3.8%
Further investment and development of technology	350,000	6.8%	650,000	9.05%
Overseas expansion and promotion	600,000	11.6%	1,410,000	19.6%
Payment to acquire Perx Rewards Pty Ltd	1,000,000	19.3%	1,000,000	13.9%
Working capital	296,016	5.7%	468,755	6.5%
Expenses of the Offer	708,984	13.7%	851,245	11.9%
Administration costs	1,200,000	23.2%	1,500,000	20.9%
<b>Total</b>	<b>\$5,180,000</b>	<b>100.0%</b>	<b>\$7,180,000</b>	<b>100.0%</b>



# My Rewards Team

The My Rewards team has significant expertise and experience in the loyalty, rewards, e-commerce and marketing services industry



## **David Vinson | Chairman**

David Vinson has over 30 years' experience in the marketing services industry with a focus on establishing and commercialising new concepts. David was the founder and Managing Director of CUC Australasia Limited (CUC), a company that introduced membership and loyalty strategies to Australia in the early 1990's. David is one of Australia's most experienced practitioners of membership and loyalty marketing strategy and he has had extensive exposure to value added marketing throughout the USA, UK and Europe.



## **Maitreyee Khire | Managing Director**

Maitreyee Khire has a Master's degree in Business Administration (MBA) from RMIT University (Melbourne) and has worked for My Rewards for over 10 years. During this time, Maitreyee has been responsible for managing of all aspects of the business including sales, key account management, finance, IT, operations, and customer experience. Maitreyee has led the digital and technology transformation of the Company and has been instrumental in securing and delivering key accounts.



## **Danny Goldman | Non - Executive Director**

Danny Goldman is currently the Executive Director of Xerion Limited, a specialty pharmaceutical business. Previously, Danny was the General Manager of Electrical, Furniture & General Merchandise at Myer Stores Ltd, then a division of Coles Myer Limited (now Myer Holdings Limited, listed on ASX). Danny was the Chief Financial Officer and Company Secretary of Country Road Limited, an apparel retailer and wholesaler (formerly listed on ASX). He has also held various operational, financial and accounting roles in South Africa within Woolworths Holdings Limited and Ernst & Young Chartered Accountants. Danny is a Chartered Accountant, with a Bachelor of Commerce (Honours) in Accounting Science from the University of South Africa and a Bachelor of Commerce from the University of Cape Town.

# My Rewards Team (cont.)

The My Rewards team has significant expertise and experience in the loyalty, rewards, e-commerce and marketing services industry



## **Neill Whitehead | Chief Financial and Commercial Officer**

Neill Whitehead has been a senior executive in technology industries spanning more than 25 years in fields such as artificial intelligence, security, recruitment, and telecommunications. His roles have included responsibility for finance, tax, legal, HR, M&A and compliance matters across nine countries, and acting as Company Secretary in those countries which had such a position. Neill is a Chartered Accountant with a Bachelor of Commerce and an MBA (both from Melbourne University), and Postgraduate Diploma from the then Securities Institute of Australia. He is also a former auditor (as an employee with Ernst & Young) and former tax agent (in his own right). Neill was a key executive in PC Tools, one of Australia's fastest growing online technology companies, and helped grow and eventually negotiate a trade sale to Symantec in 2008 for US\$262M.



## **Patrick Hamilton | Chief Technology Officer**

Patrick Hamilton has over 25 years specialised experience in managing IT operations in a broad range of companies including Oracle, ADP, Dun & Bradstreet and has delivered large scale business transformation and platform consolidation projects across industries as diverse as consulting, telecommunications, utilities, government, finance and retail sectors.

Patrick possesses a deep technical understanding of IT strategy development, enterprise and solution architecture, programme and portfolio management, software/application development, testing and quality management, system integration, infrastructure management and system maintenance and support. He has high proficiency in implementing IT frameworks for business; this includes TOGAF for enterprise architecture, Agile and incremental methodologies for software development, COBIT for technology governance, ITIL for service assurance and PMI/PRINCE2 for project delivery. He is highly competent at implementing technology best practice within large organisations, fostering capability maturity (CMMI levels 1-5) and leading continuous improvement programs.



# IPO Offer

**Offer of 25,000,000 Shares at an issue price  
of \$0.20 per Share to raise a minimum of  
\$5 million**

Oversubscriptions of up to a further 10,000,000 Shares at an issue price of \$0.20 per Share to raise up to a further \$2,000,000 may be accepted.

Lead Manager to the Offer:



Legal Advisers:





# Contact

## Lead Manager

### Barclay Pearce Capital Pty Ltd

Level 17, 115 Pitt Street  
Sydney NSW 2000

**Telephone:** + 61 2 8288 6900

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## Share Registry\*

### Boardroom Pty Ltd

Level 12, 225 George Street,  
Sydney NSW 2000

**Telephone:** +61 2 9290 9600

\* This entity is included for information purposes only.  
It has not been involved in the preparation of this Document.

