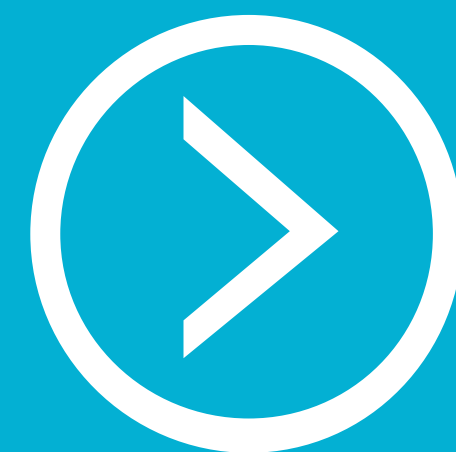


(ACU.ASX)

A MICRO-PAYMENTS PLATFORM FOR LOW COST RECURRING DONATIONS



# Activistic



INVESTOR PRESENTATION  
OCTOBER 2015



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# Innovative, Defensible Mobile Giving Solution



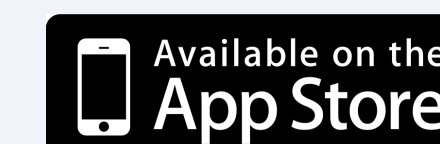
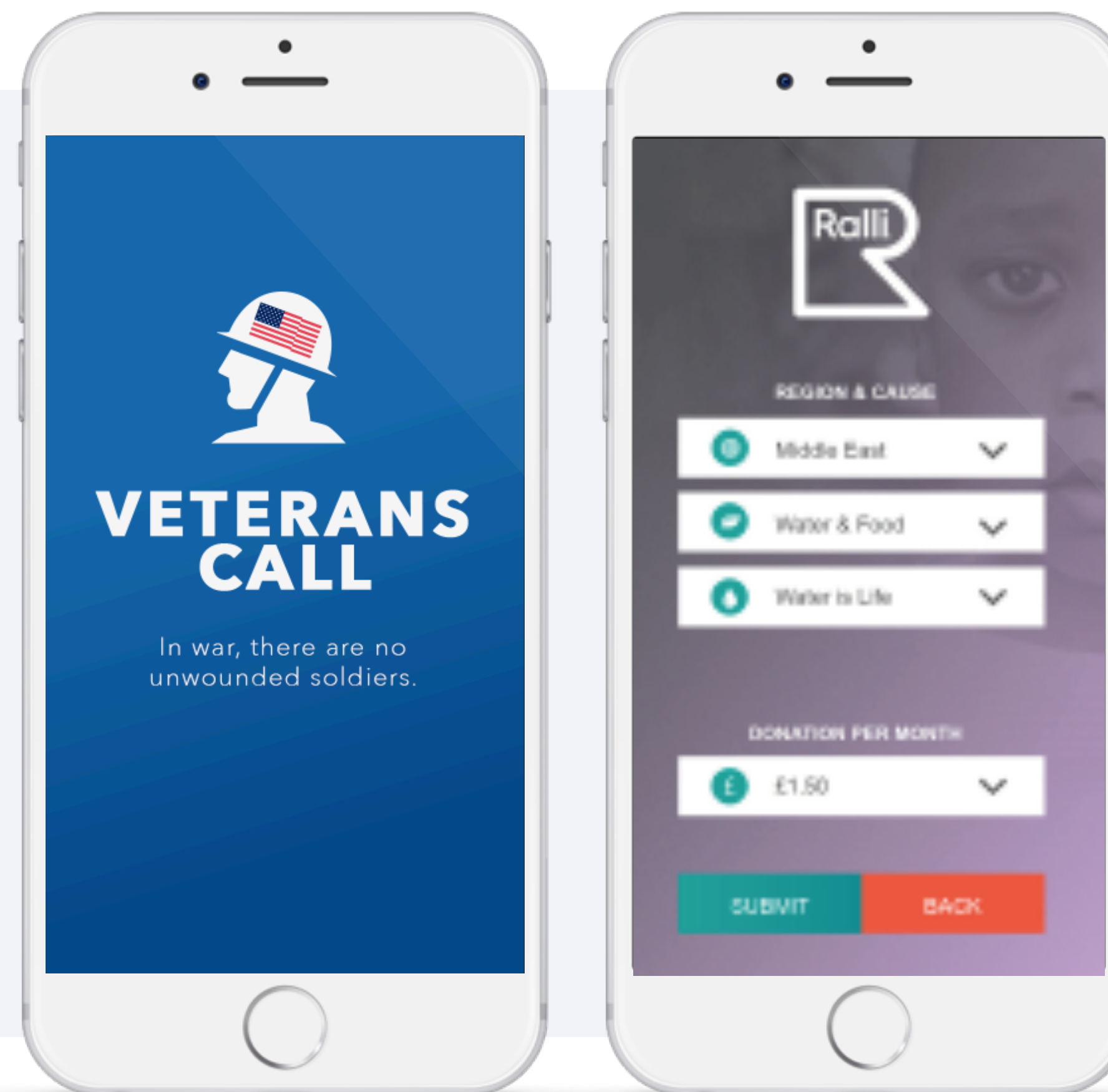
Activistic is a micro-payments platform company providing a seamless micro-donation experience via mobile phones



Open to everyone — uses Direct Carrier Billing to enable small monthly donations without the need for credit cards, bank accounts or complications.



Transparent and effective — enables the lowest cost of raising funds and donating is truly simple and creates 1-1 engagement using 21st century technologies.





# The Problem with Donating

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LACK OF  
TRANSPARENCY

INCONVENIENCE

HIGH ADMIN COSTS

USUALLY ONE  
OFF PAYMENTS

OVER 90%  
OFFLINE<sup>1</sup>

LACK OF  
ACCOUNTABILITY

1. Source: Blackbaud Charitable Giving Report 2013, published in February 2014.  
Analysis based on U.S. data analysing trends from more than \$12.5 billion in fundraising revenue in 2013.



# The Solution

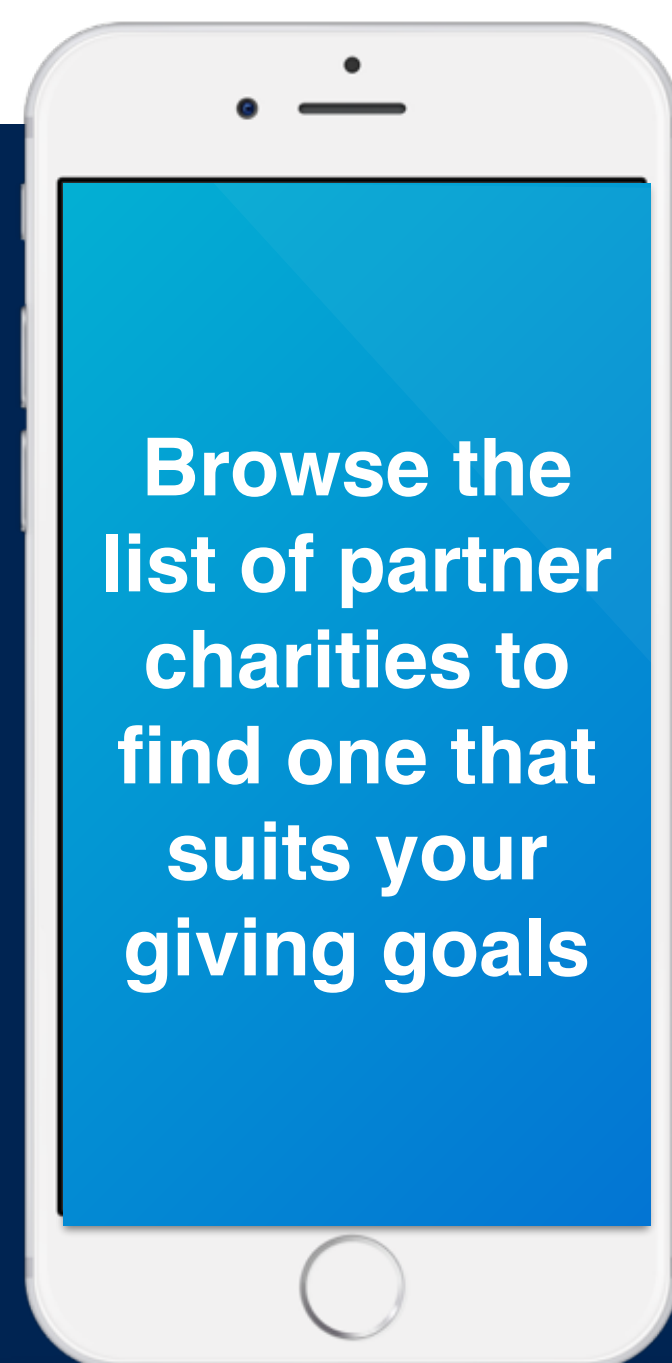
Activistic is changing the landscape of a multi-billion dollar industry by providing a seamless and efficient alternative to the status-quo

Providing users with:

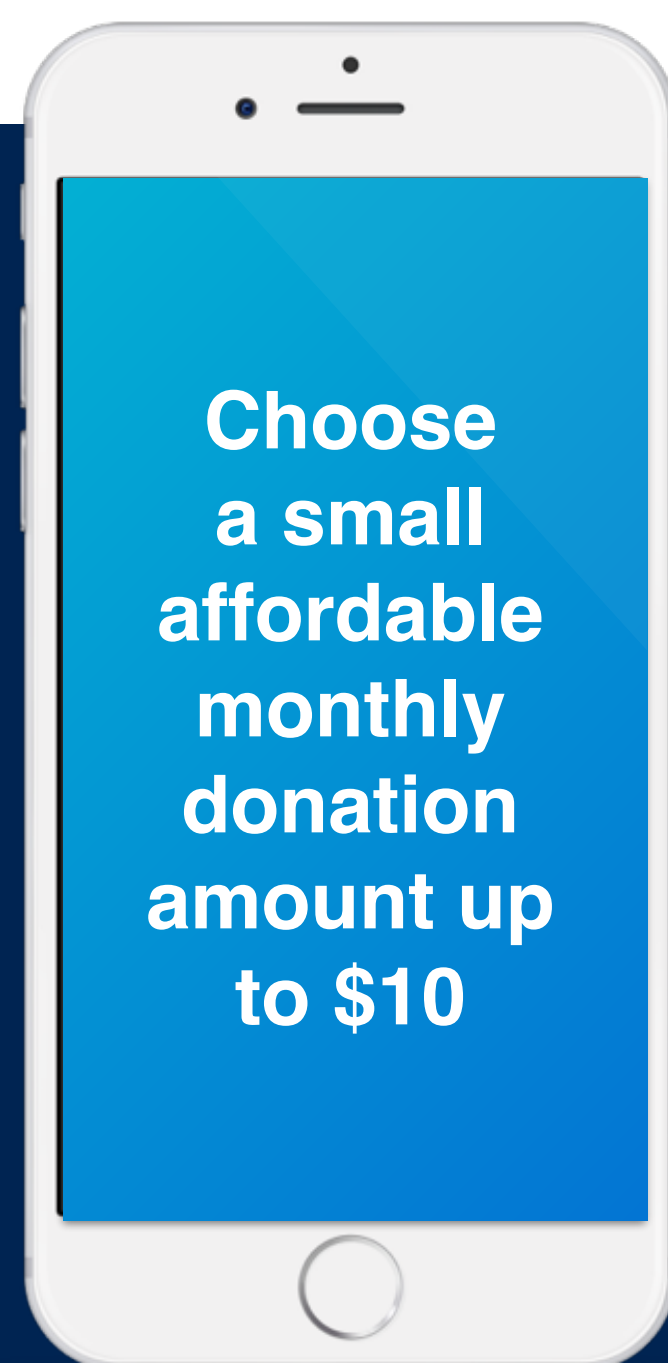
- Accessibility
- Low barriers to entry
- Convenience
- Engagement



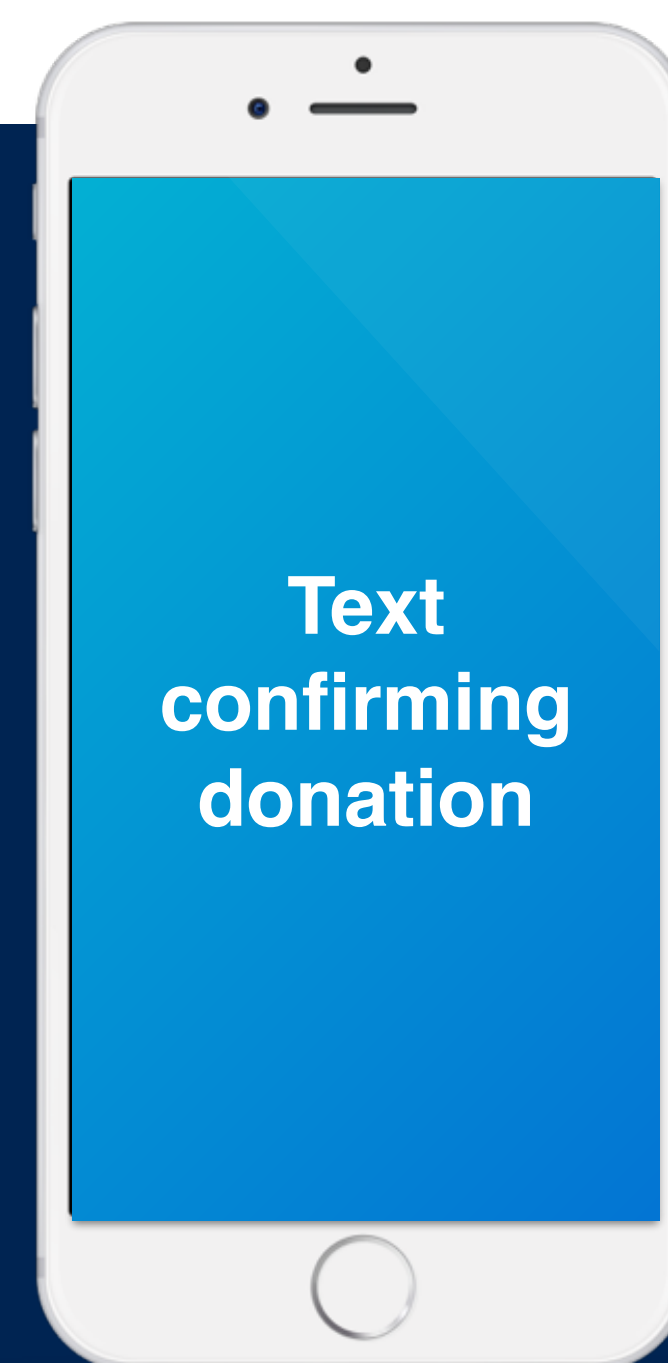
# The Solution



STEP  
**1**



STEP  
**2**



STEP  
**3**



STEP  
**4**



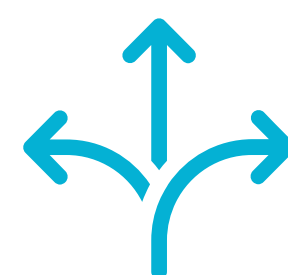
# Attractive Solution for Donors and Beneficiaries

## Advantages to donors



### Simple

Ease and simplicity of donating – 2 minute set up time



### Flexible

Complete flexibility in cause choice or donation amount



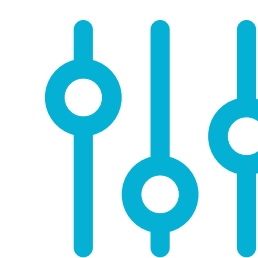
### No Ties

No contracts or fixed commitment, credit cards or bank information



### Alerts

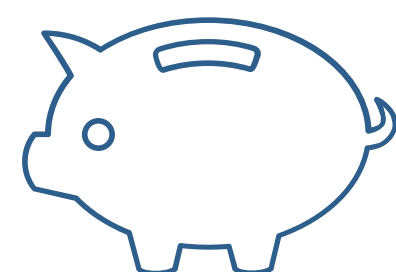
Donors receive alerts when their chosen cause is funded



### Options

Ability to donate to any cause and any region

## Advantages to Beneficiaries



### Savings

beneficiary receives a minimum of 85% compared to in a majority of cases ~32% in the traditional model<sup>1</sup>



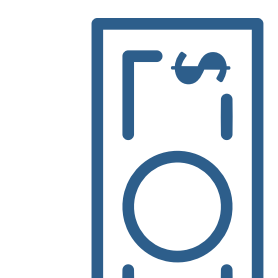
### More Donations

Recurring nature of donations through Activistic platforms



### Less Admin

Reduced need for fundraising administration



### Free

100% free to use for charity partners



### Ease

Simplified gateway process makes it easier for worthwhile charities to receive funding

<sup>1</sup>. Traditional fundraising costs represent ~68% of proceeds raised  
Source: [charitywatch.org](http://charitywatch.org)



# Giving Market – USA

**+\$358 Billion**

total giving to charitable organisations in 2014 – increase of 5.5% from 2013

**+\$240 Billion**

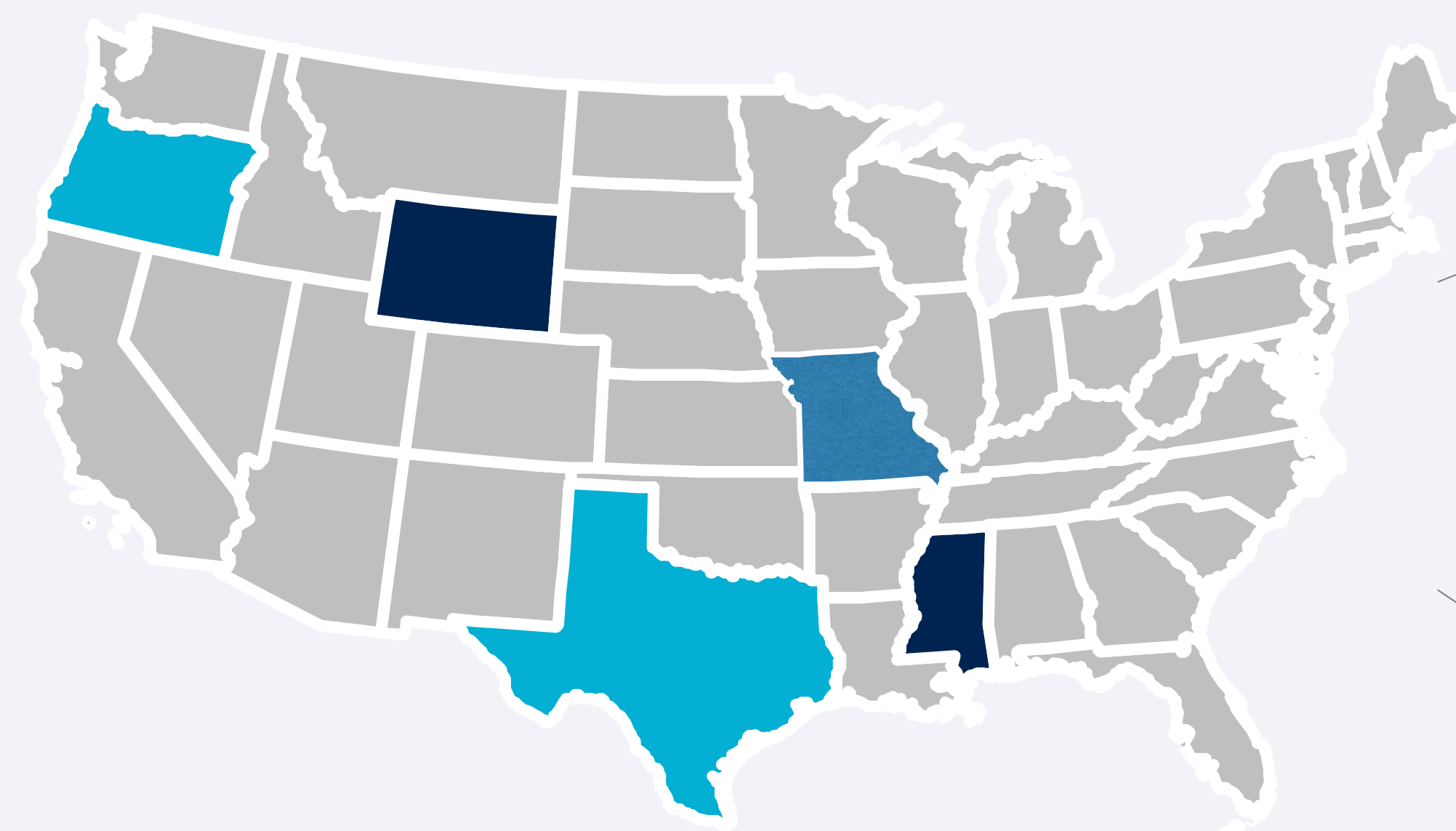
donated by individuals in 2013 4.2% increase over 2012

**32% of all giving**

in the US went to religious organisations

**60% of all donations**

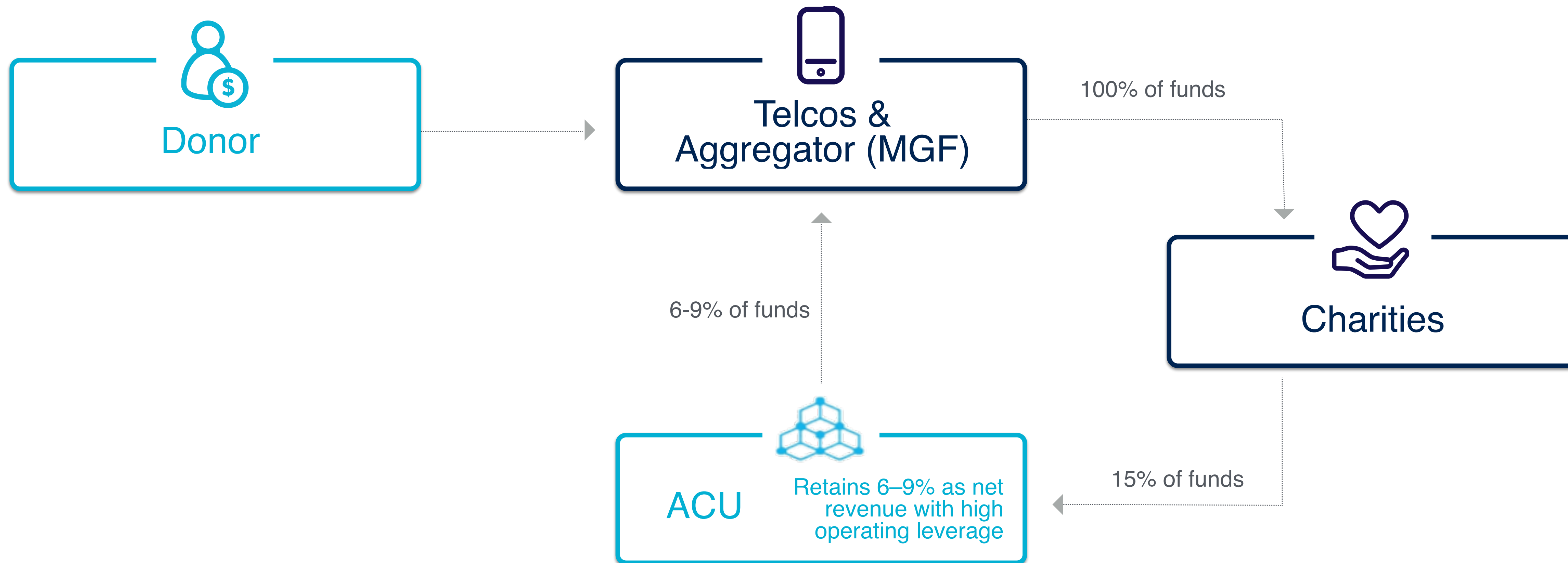
go to Religion, Education and Human Services



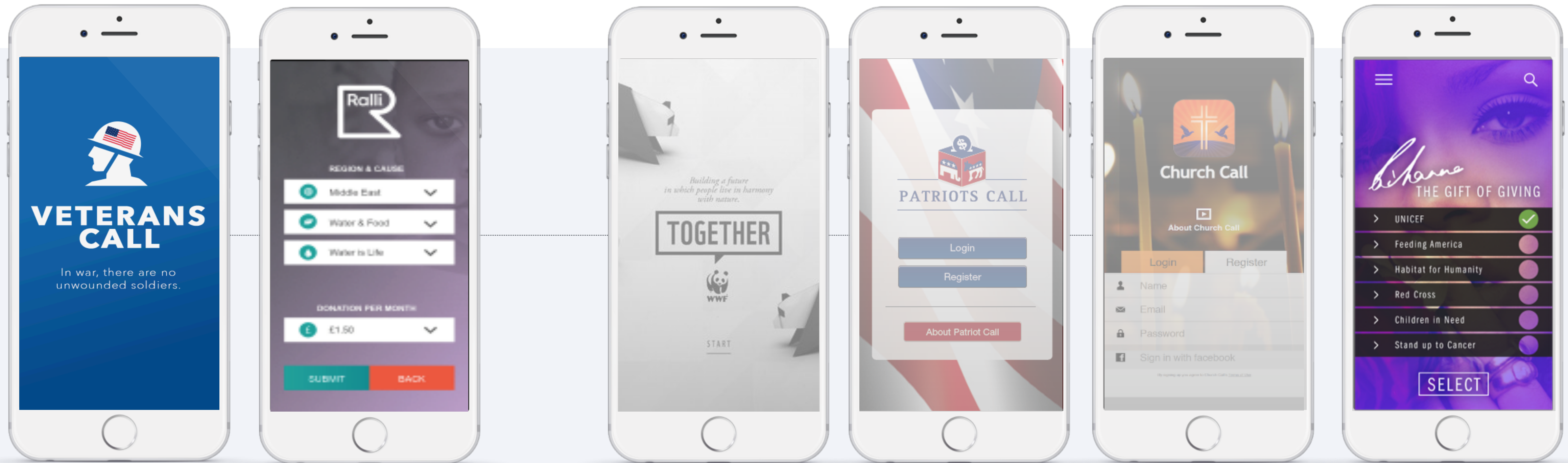
Source: Giving USA Foundation | GIVING USA 2015



# Attractive Business Model



# Activistic Today



**\$1.6 Billion** in 2011 to veterans

Ability to partner with charities across the globe

White label for large charities

US 2012 Election - Over \$750M raised through Grassroots methods

+\$100 Billion donated annually in the US alone

Turning huge Gen X and Y fan bases into 21st century donors

**Now**

**Future**



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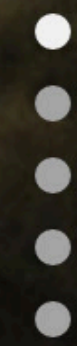
# VETERANS CALL

In war, there are no unwounded soldiers.

Veterans Call is a mobile app that empowers millions of Americans to support various accredited charities working to improve the physical, mental, and social lives of veterans.

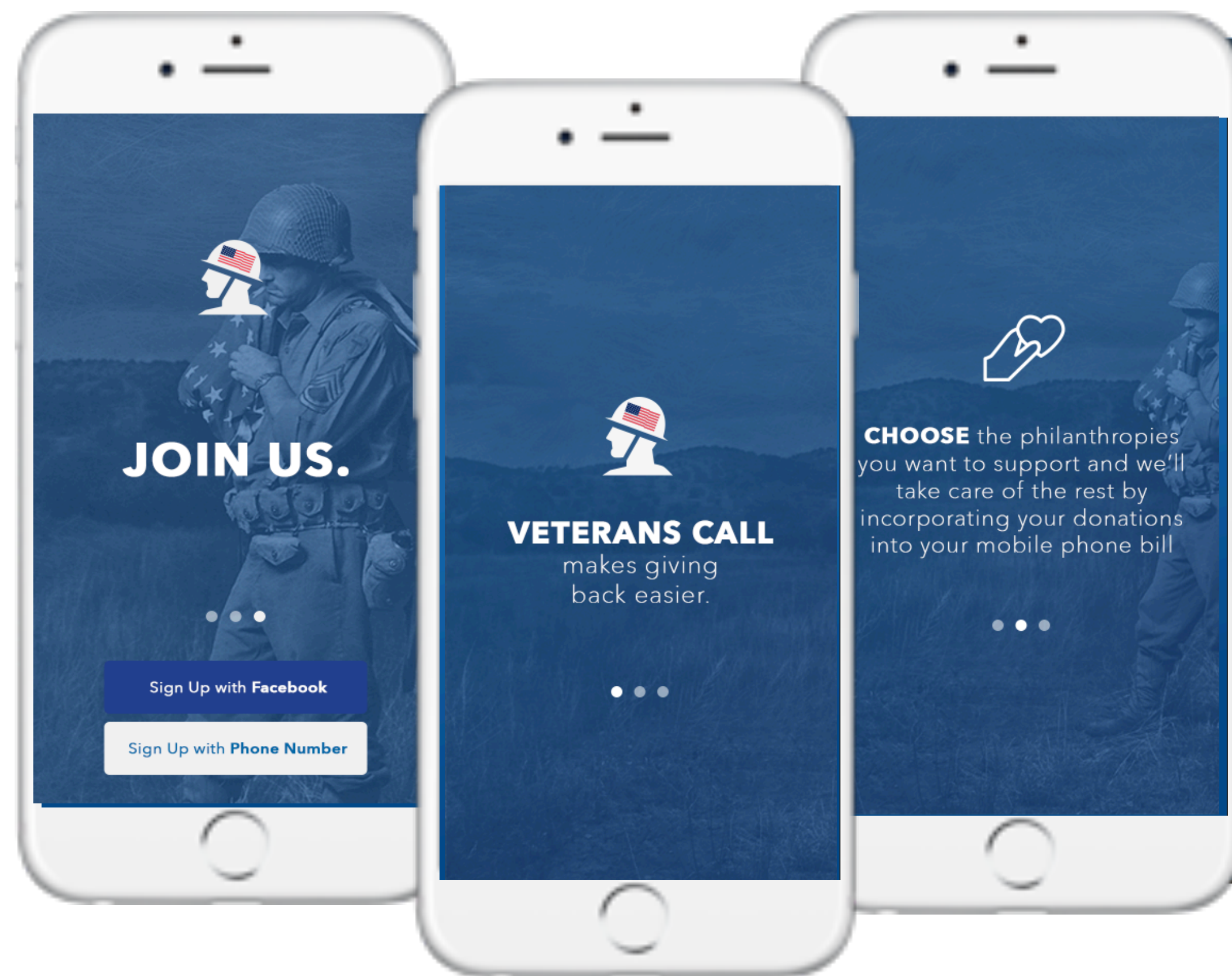
With just the tap of a finger and a few dollars each month, you can make a sustained and lasting difference for the country's servicemen and women.

 [Join Us](#)





# Veterans Call



- | Large sector of the giving market
- | Huge visibility and media reach
- | Website launched
- | App soft-launched with 3 charities
- | PR agency / social campaigns engaged
- | Preparing for Veterans Day 11/11
- | Scaling through December

## Partners:





# About Ralli

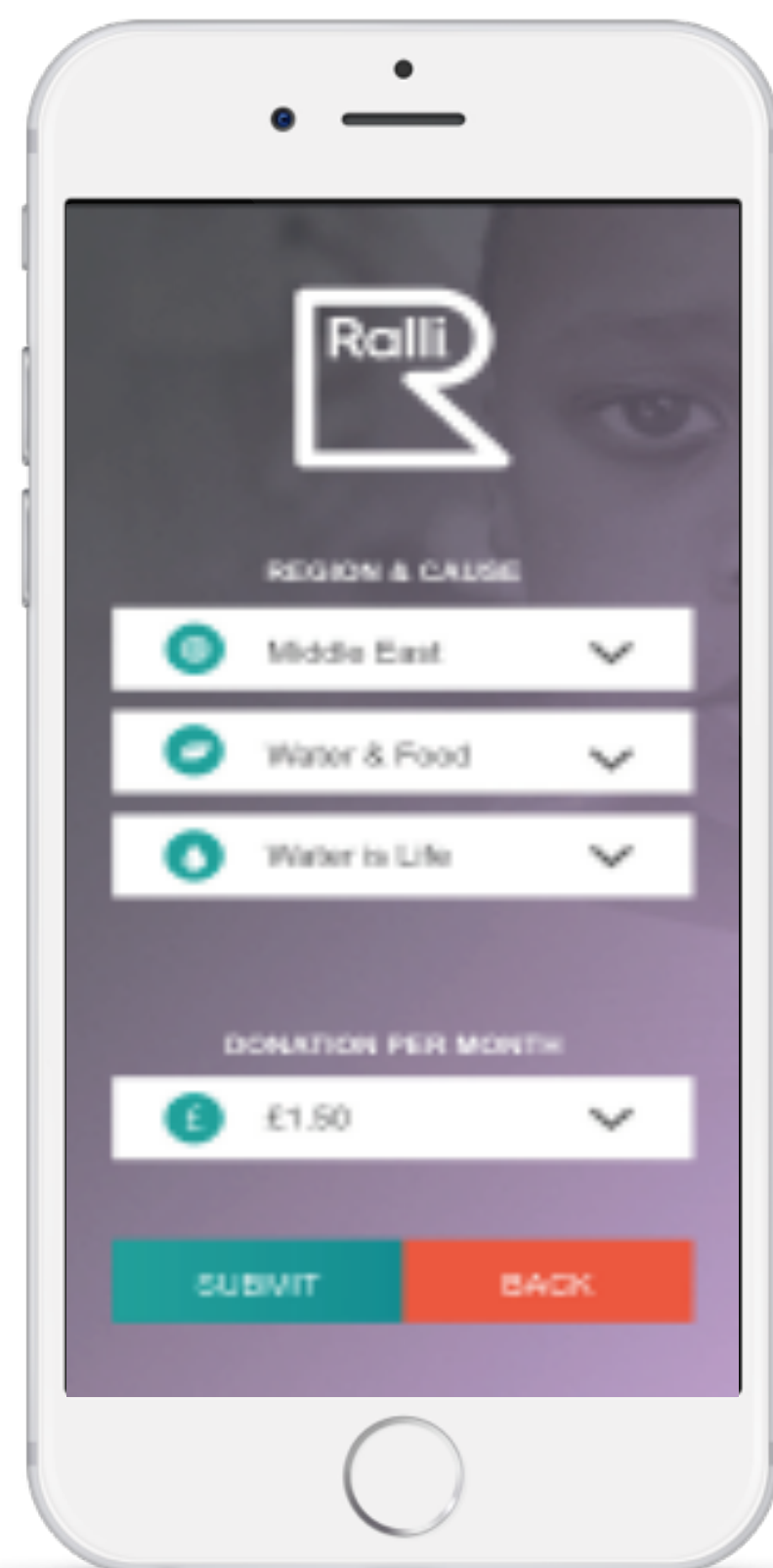
With a vision to transform the future of giving, the team behind Ralli is a group of socially minded professionals that is determined to make a real and lasting difference.

## Accessible + Affordable = Powerful

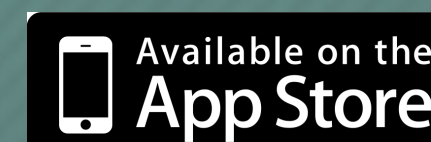
Ralli is a transformative technology. By matching the basic human need to help with a platform that employs existing billing systems, Ralli has removed the obstacles to giving. Because all collected funds are aggregated, even very small donations matter.



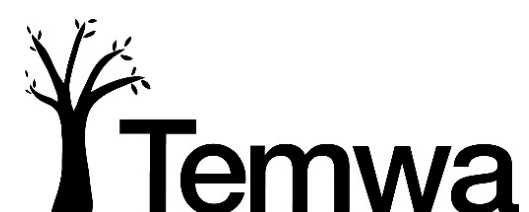
# Ralli



- | General charity app
- | PR company engaged
- | Website launched
- | Beta-launch with circa 10 charities
- | Gearing up for Christmas giving
- | On boarding charities through December



Partners:





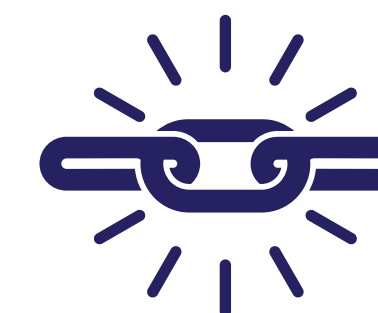
# Competitive Advantage



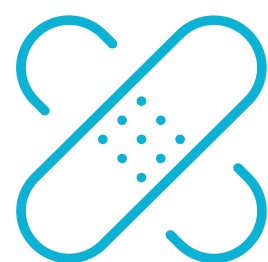
**High defensibility**  
MGF, TxTNation contracts



**Patent pending protection**  
US, UK, AUS, Europe



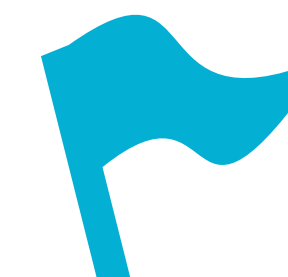
**Strong IP**  
developed over 4 years



**Stickiness**  
– once downloaded on the handset the seamless nature of the app ensures high retention %



**Scalable**  
low capex/high margin  
business model with mass  
market appeal



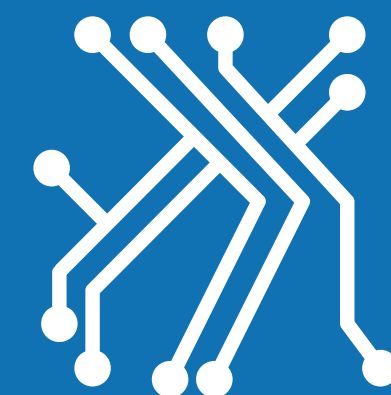
**First mover advantage**  
with key relationships  
already in place



# Activistic Tomorrow



Expansion  
into global  
markets



Across  
numerous  
verticals



White label  
opportunities



# Activistic Summary

- Creating a simple, efficient and engaging donation relationship
- Attractive for donors and beneficiaries
- Makes commercial sense for stakeholders
- The addressable market is huge and 90% offline
- Our products can address every sector
- We are in the US and the UK today
- Protected, commercially ring-fenced, positioned for growth

# Corporate Snapshot

## Trading Information

ASX Ticker	ACU
Share Price	\$0.135
Shares on issue	143.5M
Performance Shares	49m
Options	41m
Market Cap (fully diluted at \$0.135/share)	\$31.5m

as at 16 Oct 2015

## Board of Directors

- Peter Wall** – Non-Executive Chairman
- Kevin Baum** – Non-Executive Director
- Evan Cross** – Non-Executive Director
- Nigel Lee** – Non-Executive Director

## Share Price Performance Since Listing





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