

REFFIND

Shareholder Update

18 December 2017

Summary

As part of the Strategic Plan released in September this year, REFFIND is committed to enhanced growth opportunities across the ASEAN/APAC region opportunities within the Employee Rewards, Recognition & Loyalty space. To complement ongoing improvements to its WooBoard platform, REFFIND is targeting additional growth market segments such as Blockchain as a Service (BaaS).

The company is pleased to announce that subject to the completion of appropriate due diligence, we have entered into an agreement to make a strategic investment in one such BaaS provider, Loyal Corporation. Headquartered in San Francisco, Loyal is developing a universal loyalty and rewards platform using blockchain and smart contract technologies with the strategic goal of creating the *Internet of Loyalty*TM. As part of the agreement terms, REFFIND will have exclusive rights to distribute the Loyal platform in specific countries within the Asia-Pacific region.

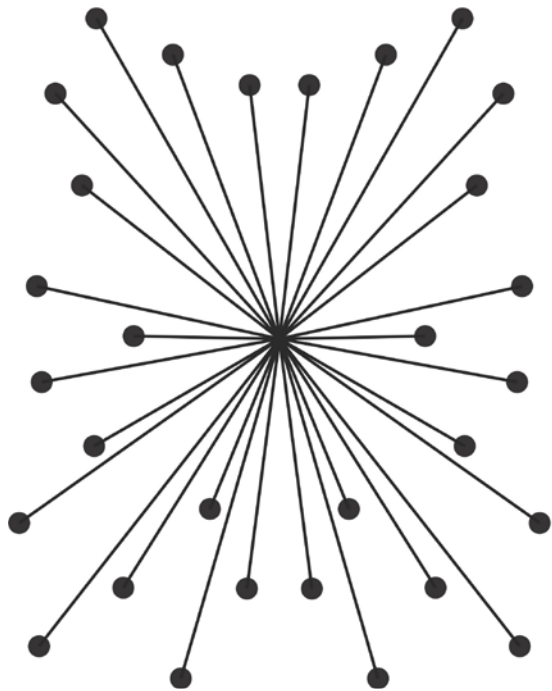
Why Engagement Matters?

- Only 28% of employees in Asia Pacific reported feeling happy at work¹
- Organisations with a formal engagement program realise a 26% greater year on year increase in annual revenue compared to those without one²
- 40% of Asia Pacific employees intend to change jobs in the short term³
- Companies ranking in the highest quartile on engagement scores experience 17% higher productivity, 20% higher sales, and 21% higher profitability when compared to those in the lowest quartile⁴

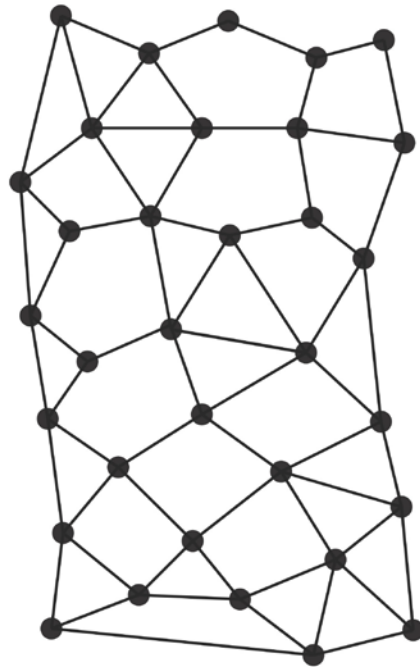
"Making engagement happen will be the single most important business challenge of the next decade and the focal point of the war for talent"

- Aon Hewitt, Trends in Global Employee Engagement (2014)

CENTRALIZED



DISTRIBUTED



The Blockchain is the technology that underpins Bitcoin. Sometimes called Distributed Ledger Technology, it enables data to be:

- Shared** - across a peer to peer database structure
- Immutable** – once verified by 51% of the distributed network it cannot be changed
- Transparent** – all data is available to be viewed as single source of truth
- Auditable** – by all parties within the network
- Trusted** – by all parties in the network as each member of the distributed network within a private blockchain are known to each other.

Corporate Views of Blockchain-Based Technologies

“The Blockchain can change... well everything” **GOLDMAN SACHS**

“The biggest opportunity set we can think of over the next decade” **Bob Greifeld, CEO NASDAQ**

“The consequences of this breakthrough are hard to overstate” **Marc Andressen**

“Distributed Ledger Technologies offer institutions a once in a generation opportunity to transform the industry to their benefit, or not.” **PWC Report on Fintech**

“(Bitcoin) is a technological tour de force.” **Bill Gates**

MARKET POTENTIAL

BLOCKCHAIN MARKET

[Markets and Markets](#) believes the blockchain technology market could be worth \$2.3 billion by 2021, while [Grand View Research](#) puts a figure of \$7.74B by 2024 and [Research and Markets](#) says the market could create revenue of nearly \$45 billion by 2027

LOYALTY MARKET

[Markets and Markets](#) believes the Loyalty Management Market is expected to grow to USD \$4.0 Billion by 2020 (\$USD \$1.68bn 2016) while [Research and Markets](#) predicts the market to reach \$6.2 billion by 2023

The company is excited by the possibilities and direct opportunities presented by working closely with Loyyal. Their platform is beginning to generate positive traction globally within the loyalty market, with them actively working with a number of global institutions. Working with Loyyal's evolving technology not only represents a best-in-class opportunity for us to work closely with this exciting transformative technology, but also to capitalize on Loyyal's current market traction. This gives us the opportunity to not only extend the capabilities of our Wooboard offering, but also to target new customers within the Asian-Pacific region.

We look forward to updating shareholders of our ongoing progress.

References

1. TINY Pulse, <https://www.cnbc.com/2017/02/12/asia-pacific-employees-arent-happy-at-work.html>
2. Aberdeen Group, http://v1.aberdeen.com/launch/report/research_report/13091-RR-Employee-Engagement.asp
3. Aon Hewitt, Trends in Global Employee Engagement (2017)
4. Gallup, State of the American Workforce (2017)