

ASX announcement
31 July 2018

REFFIND Delivers Core Platform Upgrade and Expands Team to Focus on Customer Growth and Revenues

Highlights

- *Major upgrade of core WooBoard product 2.0 delivered and now being actively marketed in Australia and target international markets*
- *Appointment of experienced Business Development Manager to support targeted growth in new customer enquiries.*
- *Further to the recent announcement of the product update from Loyyal, REFFIND continues to pursue opportunities for its investment in Software as a Service loyalty and rewards company Loyyal in the fast growth ASEAN region*

31 July 2018: Leading enterprise rewards and loyalty company REFFIND (ASX: RFN) (“REFFIND” or “the Company”) has today released its Appendix 4C for the three-month period ending June 30, 2018, and is pleased to provide an overview of its activities during the June Quarter.

The Net Cash Flow from operating activities for the quarter ending 30 June 2018 was (\$453,000) and the Company cash on hand at 30 June 2018 is \$1,451,000.

As announced 5 April 2018, REFFIND upgraded its WooBoard platform to WooBoard 2.0. WooBoard is a cloud-based employee rewards and recognition platform that allows enterprise customer employees to acknowledge, reward and celebrate their achievements. This release contained enhanced easy-to-use recognition, social capabilities, improved branding opportunities and a unified points system that drives daily interaction amongst employees. It also has improved web application performance, providing a better user experience for customers and creating mobile-based versions of the platform.

Following a detailed independent review of WooBoard’s customers, its product offerings and competitive positioning during the June quarter, the Company has prioritised a number of new product development initiatives. Priority is being given to those initiatives that are revenue-focused and market driven. One such initiative is the integration of WooBoard to Slack, the fast growth cloud-based team collaboration tools and services platform.

These product initiatives are further supported by the recruitment of an inside Sales Executive responsible for developing the Company’s sales pipeline using online marketing.

REFFIND is now targeting key global clients with a particular focus on the Asia Pacific (APAC) region, as the Company’s research shows this region is increasingly valuing employee engagement and is geographically

positioned for technical and customer support. To support this initiative during the quarter, REFFIND upgraded its website, blog and social media marketing to improve its Search Engine Optimization (SEO) and online presence and further align with the Company's target customer market.

Post the quarter, the company has appointed an experienced Business Development Manager to focus on closing current sales opportunities, developing direct sales opportunities and building a number of re-seller channels.

Update on investment in Loyyal

Earlier this year, REFFIND invested a total of USD\$2.3m in Loyyal, a US company that is leveraging blockchain-based technology to enable the interoperability of global rewards programmes. Loyyal has been progressively working with a number of multi-nationals with successful pilots with Emirates Airways and its partner network.

As part of its investment in Loyyal, REFFIND has secured the distribution rights for regions in the ASEAN region, beginning with Australia and New Zealand. The Company is actively pursuing opportunities in this space, but notes that sales cycles are historically up to two years in length. While blockchain technology has marked potential for those in the loyalty space, corporates need to take the time to understand the technology, and then co-ordinate multi-disciplined commercial teams to work together on early-stage projects.

REFFIND is positioning the Loyyal product in the local market for the short and medium terms and providing education-based pre-sale distributor and customer information to develop the local market in particular around the commercial benefits of Loyyal's blockchain based solutions. The Company has commenced initial pre-sale market and product awareness activities with targeted industries and to major corporates with existing loyalty and rewards programs. These market and business development activities address fundamental benefits enabled through blockchain technologies and are co-ordinated with prospective distribution or re-seller partner entities. This develops relationships with both large scale strategic re-sellers and their corporate clients, with the Company's ultimate objective to secure large scale pilot-based opportunities, and ultimately longer-term revenues.

REFFIND is striving to create the most cost-effective strategy to maximise the potential of its investment in Loyyal. The Company continues to research and reach out to the loyalty marketplace and is currently reviewing dedicated expert resources for commercial development and sales.

In July, Loyyal announced an upgrade to their platform, which enables new features and capabilities to deliver improved security, performance, network resiliency, and scalability with Loyyal Product Suite. Key among the major features introduced in the newly bundled Loyyal Product Suite is support for node-to-node sharing of transactions across Loyyal's network. With this, loyalty program operators now have greater flexibility than ever before in providing members with easy transfer of points or miles between participating programs, all securely enabled via smart contracts. This dramatically lowers costs and improves profitability for program operators over existing, non-blockchain industry alternatives.

REFFIND is working closely with the team at Loyal to prepare for local market Network Support, market development and reselling activities.

CEO of REFFIND Tim Lea: “We are very pleased with the improved metrics we are seeing in demand for WooBoard 2.0 and look forward to converting our pipeline to revenues. Our investment in Loyal is also making solid progress and we are proactively positioning REFFIND within the loyalty and blockchain domains to capitalise on market opportunities.”

Ends

For more information, please contact:

Robert Lees
Company Secretary
T: +612 9299 9580
E: robert@coysec.com.au

Julia Maguire
Media and Investor Enquiries
T: +61 419 815 386
E: Julia@thecapitalnetwork.com.au

About REFFIND

REFFIND Limited is a Software as a Service (SaaS) solutions provider with a product focus on enterprise to employee solutions including rewards, loyalty and recognition, employee communication and engagement. Based in Sydney, Australia the Company is listed on the Australian Securities Exchange (ASX: RFN). The Company has built its growth to date through both organic growth and acquisition.

For more information please visit www.reffind.com

Appendix 4C

Quarterly report for entities subject to Listing Rule 4.7B

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10, 01/09/16

Name of entity

REFFIND LTD AND ITS CONTROLLED ENTITY

ABN

64 600 717 539

Quarter ended ("current quarter")

30 JUNE 2018

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (12 months) \$A'000
1. Cash flows from operating activities		
1.1 Receipts from customers	24	202
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	(49)	(483)
(c) advertising and marketing	(8)	(14)
(d) leased assets	(13)	(76)
(e) staff costs	(125)	(491)
(f) administration and corporate costs	(295)	(884)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	-	-
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	13	9
1.7 Government grants and tax incentives	-	432
1.8 Other (provide details if material)	-	-
1.9 Net cash from / (used in) operating activities	(453)	(1,305)
2. Cash flows from investing activities		
2.1 Payments to acquire:		
(a) property, plant and equipment	-	-
(b) businesses (see item 10)	-	-
(c) investment in Loyal Corporation	-	(2,995)

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (12 months) \$A'000
(d) intellectual property	-	-
(e) other non-current assets	-	-
2.2 Proceeds from disposal of:		
(a) property, plant and equipment	-	-
(b) businesses (see item 10)	-	-
(c) investments	-	-
(d) intellectual property	-	-
(e) other non-current assets	-	-
2.3 Cash flows from loans to other entities	-	-
2.4 Dividends received (see note 3)	-	-
2.5 Other (provide details if material)	-	-
2.6 Net cash from / (used in) investing activities	-	(2,995)

3. Cash flows from financing activities		
3.1 Proceeds from issues of shares	-	3,530
3.2 Proceeds from issue of convertible notes	-	-
3.3 Proceeds from exercise of share options	-	-
3.4 Transaction costs related to issues of shares, convertible notes or options	-	(303)
3.5 Proceeds from borrowings	-	-
3.6 Repayment of borrowings	-	-
3.7 Transaction costs related to loans and borrowings	-	-
3.8 Dividends paid	-	-
3.9 Other (provide details if material)	-	-
3.10 Net cash from / (used in) financing activities	-	3,227

4. Net increase / (decrease) in cash and cash equivalents for the period		
4.1 Cash and cash equivalents at beginning of quarter/year to date	1,904	2,524
4.2 Net cash from / (used in) operating activities (item 1.9 above)	(453)	(1,305)
4.3 Net cash from / (used in) investing activities (item 2.6 above)	-	(2,995)
4.4 Net cash from / (used in) financing activities (item 3.10 above)	-	3,227

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (12 months) \$A'000
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	Cash and cash equivalents at end of quarter	1,451	1,451

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	1,411	1,864
5.2	Call deposits	40	40
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	1,451	1,904

6. Payments to directors of the entity and their associates

- 6.1 Aggregate amount of payments to these parties included in item 1.2
- 6.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 6.3 Include below any explanation necessary to understand the transactions included in items 6.1 and 6.2

Current quarter \$A'000
69
-

--

7. Payments to related entities of the entity and their associates

- 7.1 Aggregate amount of payments to these parties included in item 1.2
- 7.2 Aggregate amount of cash flow from loans to these parties included in item 2.3
- 7.3 Include below any explanation necessary to understand the transactions included in items 7.1 and 7.2

Current quarter \$A'000
-
-

--

8. Financing facilities available <i>Add notes as necessary for an understanding of the position</i>	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
8.1 Loan facilities	40	11
8.2 Credit standby arrangements	-	-
8.3 Other (please specify)	-	-
8.4 Include below a description of each facility above, including the lender, interest rate and whether it is secured or unsecured. If any additional facilities have been entered into or are proposed to be entered into after quarter end, include details of those facilities as well.		

ANZ Corporate Credit Card

9. Estimated cash outflows for next quarter	\$A'000
9.1 Research and development	-
9.2 Product manufacturing and operating costs	57
9.3 Advertising and marketing	134
9.4 Leased assets	13
9.5 Staff costs	174
9.6 Administration and corporate costs	223
9.7 Other (provide details if material)	-
9.8 Total estimated cash outflows	601

10. Acquisitions and disposals of business entities (items 2.1(b) and 2.2(b) above)	Acquisitions	Disposals
10.1 Name of entity	-	-
10.2 Place of incorporation or registration	-	-
10.3 Consideration for acquisition or disposal	-	-
10.4 Total net assets	-	-
10.5 Nature of business	-	-

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.



Sign here:
(~~Director~~/Company secretary)

Date: 31 July 2018

Print name: Robert Lees

Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity that wishes to disclose additional information is encouraged to do so, in a note or notes included in or attached to this report.
2. If this quarterly report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.