

## ASX Announcement

Date: 13 August 2025

My Rewards International Ltd (“MRI”, “Company”) is pleased to announce that, following its acquisition of Fly Wallet and the completion of the Klevo Rewards Pilot program, MRI has finalised the development of new 'KLEVO Platform”, a state-of-the-art, next generation blockchain based rewards and loyalty platform, which is used to onboard all new customers’ rewards and loyalty programs.

All reward and loyalty program activities across the MRI ecosystem, including onboarding of new customers, and program delivery will now be managed by the Fly Wallet operations team. This enables the Company to leverage off Fly Wallet’s expertise in setting up card linked rewards and digital wallet capabilities, resulting in an enhanced and scalable product offering.

MRI management has decided to take the step of introducing new software to bring its existing rewards programs in line with the Company’s strategy and vision for AI enhanced loyalty / rewards offerings to its customers whilst delivering cost efficiencies.

The KLEVO Rewards app will be available to download on iOS and Android.

The platform is expected to improve engagement by customers and participants in customer’s loyalty reward programs and drive sales, with a focus on B2B and employee reward programs.

Key features of the new program:

- Earn and Redeem:

Customers can earn and redeem KLEVO Rewards points.

- KLEVO Rewards Points Redemption:

KLEVO Points can be redeemed for a wide range of rewards within the various My Rewards programs, including travel and merchandise.

- Mobile App Integration:

The new Klevo AI driven platform will be the central hub for white label programs, allowing businesses to enable their customers to link their memberships, track points, and access exclusive benefits.

- Enhanced Shopping Experience:

The program is designed to give customers more choice and flexibility when shopping through the Klevo Platform.

This announcement has been authorised for release by the Board of Directors of My Rewards International Limited.

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[About My Rewards International Limited \(ASX: MRI\)](#)

My Rewards is a global provider of customised subscription-based marketplaces for corporates and consumers. My Rewards' core solutions include Loyalty technology, Rewards, Customer Experience and Digital marketing services.

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