

Delisting from ASX

99 Loyalty (**ASX Code: 99L**) ("**99 Loyalty**" or "**the Company**"), advises that on 23 November 2022 shareholders of the Company passed a special resolution to delist the Company from the Official List of the ASX (**Delisting**).

The Company's CDIs will be suspended from trading on 23 December 2022 and the Company will be delisted from the ASX on 30 December 2022 at close of trading.

Following the Delisting, holders of CHESS Depositary Interests (**CDIs**) (**CDI Holders**) will have their CDIs converted to the underlying Ordinary Shares in the Company, in accordance with the following process and indicative timetable.

| Event | Date |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Delisting Date (at close of trading, Sydney time) | 30 December 2022 |
| ASX Settlement to give notice of its decision to revoke approval of the CDIs | 3 January 2023 |
| CHESS Depositary Nominees Pty Ltd (CDN) to revoke the trust under which it holds Ordinary Shares (CDN Revocation) | Between 4 January 2023 and 6 January 2023 ¹ |
| Any CHESS CDI holdings to be converted to the Issuer Sponsored register (CHESS Holdings Conversion) ² | 9 January 2023 |
| Notice to be sent to CDI Holders stating that: <ul style="list-style-type: none"> approval of CDIs has been revoked by ASX Settlement; CDN has revoked the trust under which it holds the Ordinary Shares (and the effective date of the revocation of the trust); and the CDI Holders' CHESS CDI holdings have been converted to the Issuer Sponsored register. | Promptly following CDN Revocation |
| CDN to transfer the title to the underlying Ordinary Shares to the former CDI Holder (Transfer of Title) and Company to cancel remaining CDIs | Promptly following CHESS Holdings Conversion, but in any event no later than 28 |

¹ Subject to CDN Directors' availability.

² This will occur automatically, 5 Business Days after the Delisting Date.

| | |
|----------------------------------------------------------------------------------------------------------|---------------------------------------------|
| | February 2023 ³ |
| Company to issue to former CDI Holders Issuer Sponsored Holding Statements in respect of Ordinary Shares | Within 5 Business Days of Transfer of Title |

Following the Delisting, shareholders may communicate and submit questions to the Company via Dialog (a mobile app two-way investor communication software). On Dialog, shareholders will be able to see latest announcements and engage in two-way communication with the Board.

Download Dialog on App store: <https://apps.apple.com/us/app/dialog/id1618217361>

Download Dialog on Google Play: <https://play.google.com/store/apps/details?id=com.dialog.app>

The Company will also provide updates on its website, will engage with Shareholders at its annual general meeting, and will post or email any information required to be sent to Shareholders in the manner and time periods required by Hong Kong Companies Law.

-ENDS-

Released with authority of the Board.

For further information, please contact:

Ross Benson

Chairman

rbenson@investorlink.com.au

+61 418 254 548

Mark Flynn

Investor Relations

mf@irxadvisors.com

+61 416 068 733

Rowan Parchi

Investor Relations

rowan.parchi@praxispath.com

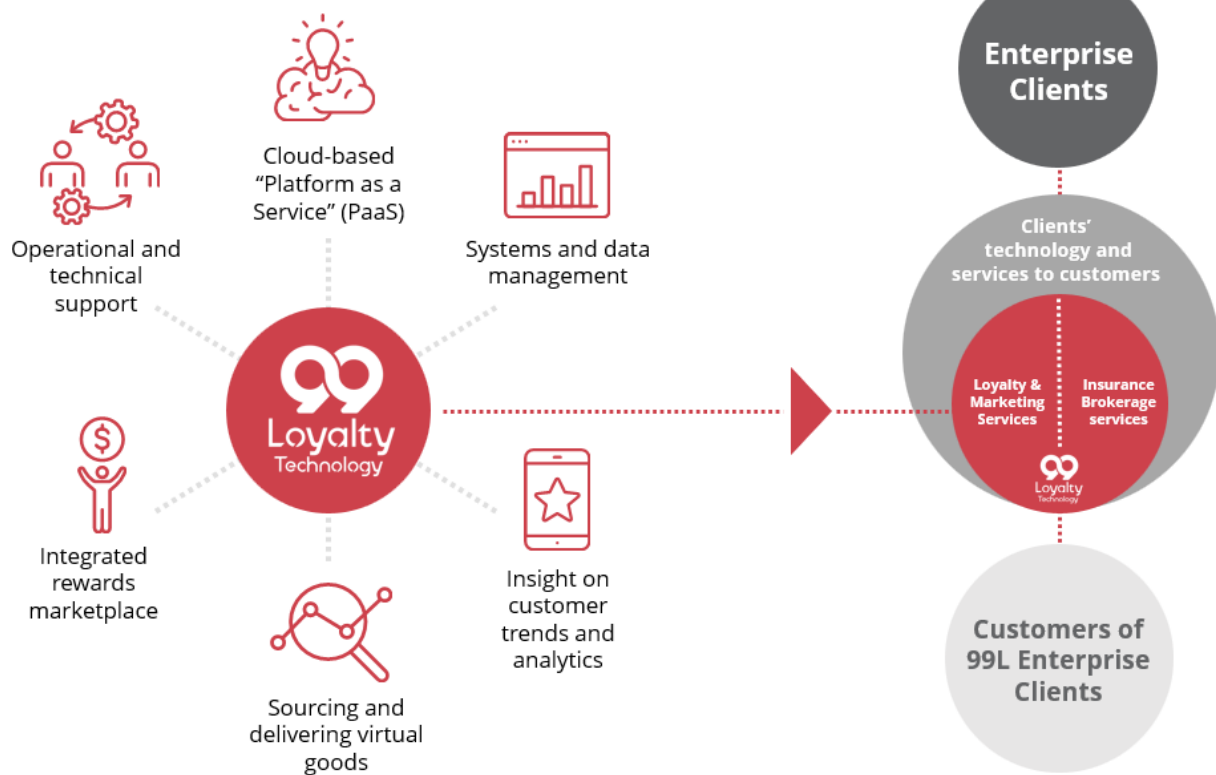
+61 402 539 380

About 99 Loyalty Technology

99 Loyalty Technology delivers a platform and insights that enables China's leading banks and insurance companies to enhance customer loyalty and win new business.

99 Loyalty Technology is a business to business (B2B) enterprise technology solution with greater than 200 enterprise clients. It delivers the "technology behind the scenes", integrating seamlessly into the client's own ecosystem. This allows users to interact in the client's ecosystem as per normal, with an enhanced experience. The enterprise client benefits from access to a full suite of technology services – which ranges from security to full analysis, virtual goods and payments.

³ The exact date of the completion of the Transfer of Title is conditional upon the date on which the relevant transfer documents have been duly stamped by the Inland Revenue Department of Hong Kong.



99 Loyalty Technology's Redemption Management Technology helps clients acquire and retain customers through loyalty programs. 99 Loyalty Technology provides the technology platform to manage rewards points, manage points redemptions, and the sourcing and delivery of rewards within the client's own digital assets. This service is predominantly used by Chinese banks.

99 Loyalty Technology's Interactive Marketing Technology helps clients acquire and retain customers through interactive marketing campaigns. 99 Loyalty Technology provides the technology platform that includes drawing customers into the client's app, gamification of app activities, and the sourcing and delivery of rewards for that activity. This service is predominantly used by Chinese insurance companies.

99 Loyalty Technology's Insurance Brokerage Services allows the company to leverage its extensive relationships with insurance companies to source market leading insurance products, transform them into virtual goods for use on our proprietary online Insurance Broking platform, and distribute them via our network of agents. Our Insurance Brokerage Services benefit all parties from the platform's efficiency, convenience, transparency, cost and scale. The company generates revenue by receiving commission from insurance companies on all transactions that are completed via our platform.