
FURTHER INFORMATION REGARDING EXCLUSIVE MARKETING AGREEMENT TARGETING KEY CUSTOMER DEMOGRAPHIC

DriveMyCar Rentals Pty Ltd, a business unit of Collaborate Corporation Limited (ASX:CL8) (**Collaborate** or the **Company**), has signed a marketing agreement for the promotion of **Carly** as the exclusive vehicle subscription service via Australia's largest university student website, www.StudentVIP.com.au. The StudentVIP website, and its database of over 550,000 active subscribers has been identified as being the ideal channel to engage with university students through personalised and targeted email campaigns and broader online channels. A potentially valuable target market may be accessed through this channel and the exclusive nature of the agreement prevents competitors from addressing the same audience.

Carly enables subscribers to gain access to a wide range of vehicles with significant flexibility and without the need to outlay a substantial deposit or enter into a long term finance commitment.

Due to the nature of the contract, being a marketing agreement for the promotion of **Carly** to members of StudentVIP, a website operated by Student Services Australia Pty Ltd, there are no termination provisions. The agreement provides an option for both parties to extend the term of the agreement for a further 12 months. Student Services Australia will be paid a standard referral incentive per paid subscription referred to **Carly** from marketing targeted to the StudentVIP database via electronic direct mail (**eDM**) campaigns and via display advertising and other promotional activities.

Vehicle subscriptions are a new product that have strong appeal to younger age groups that value flexibility and access to a vehicle more highly than ownership and long term financial obligations. Millennial and Generation Z consumers have been identified as a key segment likely to consider and subscribe to a **Carly** vehicle subscription.

Carly is on track to launch in March 2019.

Authorised by:

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About Collaborate Corporation Limited

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia's leading listed company focused on 'collaborative consumption', 'peer-to-peer' or 'sharing economy' business model with a strong focus on mobility solutions. Collaborate's core business is www.DriveMyCar.com.au Australia's leading peer-to-peer car rental business, complemented by www.Carly.co, Australia's first truly flexible car subscription offering to be

launched in March 2019. Other businesses include www.MyCaravan.com.au a leading peer-to-peer caravan rental business; and www.Mobilise.com a rental marketplace for under-utilised assets. Through our proprietary trust and reputation platform, www.peerpass.com.au we create 'trust' between individuals and make it possible for people and companies to safely transact with each other in the sharing economy.