



Media Release - Immediate Distribution - 13 December 2021

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Title: An Iconic connection: cashback app Furthr partner with The Iconic

SYDNEY: Furthr, the fresh new face of automatic cashback, has announced a partnership with leading online fashion and sports retailer The Iconic. This collaboration will utilise Furthr's secure technology so that The Iconic customers receive cashback automatically when they shop on the site.

Having launched earlier this year, Furthr has worked to onboard a list of top online retailers, with The Iconic being the most significant affiliation recently.

Nathalie Mann, co-founder of Furthr, said that the partnership is a great stride for the growth of their brand.

"We are very proud of the secure cashback technology that we have created. Every time you shop with your nominated card, you receive 5% back from our partners - it is a simple proposition that adds up.

"The Iconic are one of the biggest online retailers in Australia and we are thrilled to add them to our platform, just in time for Christmas shopping."

Along with The Iconic, Furthr has partnerships with online makeup retailer Adore Beauty, flower and gift delivery service LVLV, and grocery delivery service SEND.

Furthr's growing portfolio is a great sign for cashback, as the concept is more widely adopted by Australian consumers.

For more information on Furthr, visit www.furthr.com or contact:

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