



**Media Release - Immediate Distribution - 17 January 2022**

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## More cash in your pocket

SYDNEY: If saving money is at the top of your priorities for 2022, look no further than Furthr, a cashback app that allows you to seamlessly save across everyday purchases like groceries, beauty products, and the latest fashion from The Iconic.

We're taking a look at what thousands of Australians are already saving by using Furthr, the simple, smart way to support your favourite brands for less. Furthr is available on the App Store (<https://apps.apple.com/au/app/furthr-pay-earn-travel/id1561926097?platform=iphone>) and Google Play Store (<https://play.google.com/store/apps/details?id=com.furthr>).

### 1. Fashion

According to this article -

<https://www.savings.com.au/savings-accounts/aussies-spending-118-billion-each-year-online-according-to-new-research>, men spend an average of \$89.14 each month on online shopping for clothing and shoes, while women spend \$75.44, which amounts to roughly \$1000 every year per person.

Furthr will give you 5% back on all purchases made through leading online fashion retailer The Iconic. That's \$5 for every \$100 you spend at The Iconic, on top of any sales they might have, back in your bank account.

### 2. Groceries

One of the best ways to stick to your New Year's resolution of eating healthy is planning out your meals for the week.

When you link your card with Furthr, you get 5% back from vegan meal delivery service Eat!KU, who delivers 100% plant based meals including salads, curries, lasagne, and soups that you can feel great about. Eat!KU makes it so much easier to test out a vegan diet for Veganuary (<https://veganuary.com/en-au/partner/animals-australia/>).

You can also get 5% cashback on SEND App, a grocery delivery service that delivers at lightning speed. Order on SEND and receive your groceries or RATs in 10 minutes!

### 3. Travel

Are you interested in tours, activities, and seeing attractions all around Australia? Get 5% cashback on Travello, a site that allows you to book hundreds of unique experiences across the country.

With restrictions on travel, explore local! If you're looking for a well-deserved weekend trip to explore Sydney, check out the boutique accommodation on offer that Furthr offers 5% cashback on:



- The Baxley Bondi, a Hamptons inspired venue a short walk away from the beach
- Hotel Challis Potts Point, a beautifully located Victorian townhouse-style hotel
- The Alison Randwick, a brilliantly situated stay in Sydney's eastern suburbs
- St Marks Randwick, a stylish guest house only a 20 minute relaxing walk from Coogee Beach

#### 4. Cafes and Restaurants

If you're looking to eat out, make use of 5% cashback, available at cafes including Slowhand, Mxpresso, Bare Naked Bowls, and restaurants like Fishmongers and Vizio Caffè e Cucina.

Gifting your loved ones or yourself? Get \$50-500 Gift A Restaurant e-gift cards for nearly 1,000 of Australia's top restaurants nationwide like Catalinas in Rose Bay, Omeros Bros in Main Beach, China Diner in Bondi, Yellow Billy in Hunter Valley, and much more.

Planning exactly where you're going to get your Sunday morning breaky or classy dinner and ensuring that you can get the most out of it with cashback can help save you extra cash.

#### 5. Health and Beauty Products

Get cashback on one of the most sought-after items of 2022, rapid antigen tests. Once you've linked your card on Furthr, keep a close eye for stock at SEND with their "Dial-a-RAT" which is delivered in 10 minutes across 30+ suburbs in NSW & Victoria, Elite Supplements and more. If you have the Furthr app you'll get notified when rapid antigen tests become available with their partners and you'll get 5% cashback.

If you're looking to step up your makeup game this year then check out Adore Beauty, Australia's leading online beauty retailer which you can get 5% cashback on as well.

It is time to get onboard with Furthr and start saving. What's the catch? There is none. Vendors pay a commission for sales, and Furthr passes on the majority of that commission to users. It is a simple, smart way to support your favourite brands for less.

#### About Furthr:

Furthr's goal is to give customers automatic cashback, allowing them to do more of what they want.

Furthr is an Australian app powered by brand new card-linking technology which turns your existing Visa or Mastercard into your own personal loyalty card. That means customers can pay with their existing cards and get rewarded with cashback.

Key points about Furthr:

- **Simple** - keep paying how you do - The Furthr app is powered by brand new card-linking technology which turns your existing Visa or Mastercard into your own personal loyalty card. That means you can pay in the ways you're used to and get rewarded each time.
- **Smart** - No more having to remember loyalty cards, codes, no need to 'activate' offers or keep track of pointless points - With the Furthr App, cashback is automatic and requires

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no action before purchase. Simply link your current visa or mastercard and see the cashback rewards instantly in your Furthr wallet after purchasing at any of Furthr's partnered brands.

- **Your Favourite Brands** - The Iconic, Adore Beauty, LVLV, SEND (this list will keep growing!)

For more information on Furthr, visit [www.furthr.com](http://www.furthr.com) or contact:

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