



CHAT & SHARE
ANYWHERE PLATFORM

MOKO INVESTOR PRESENTATION

DECEMBER 2010

WWW.MOKO.MOBI

CHAT & SHARE ANYWHERE™

MOKO.mobi Highlights

For personal use only

- ▶ Leading mobile chat and share services provider with over 4.5 million registered users.
- ▶ MOKO's billing system is fully integrated into all carriers billing systems.
- ▶ MOKO.mobi is accessible on smart phones and any WAP enabled handsets.
- ▶ Deep user engagement model - up to 37 minutes per session per day.
- ▶ Highly scalable pay-for-service revenue model that is not reliant on advertising.
- ▶ Globally branded business focused on mobile specific chat and share services.
- ▶ Strong management team and board with a proven track record. The CEO of strategic partner – Cliq, is a director and substantial shareholder of MOKO.
- ▶ Three phase growth strategy, Develop, Prove, Expand - now focusing on Phase 3 - Expansion.

“

MOKO's global platform, management, carrier relationships and public company status enables a real opportunity to lead sector consolidation.”

4.5 million

Registered users

Integrated

billing

37 minutes

per session, per day

Highly Scalable

pay-for-service revenue model

Global

chat and share services

MOKO.mobi Limited ('MOKO') has designed, built and operates the MOKO.mobi global platform that enables people to chat and share anywhere, using their mobile phone.

A GLOBAL
MARKET

MOKO is wholly focused on social media on mobile phones, a huge growth market.

FOCUSED
ON GROWTH

The MOKO platform is embedded into the existing infrastructure of a number telecommunications providers worldwide.

AN
INTEGRATED
PLATFORM

Social media is moving onto mobile handsets and MOKO is leading the way.



Online communication is the fastest growing medium in the world

▶ Social media platforms such as Facebook which has attracted a global user-base of over 500 million people.

Social Media Driving Growth

▶ Nearly 74% of the world's Internet population visited a social networking/blogging site.

Mobile social networking is the biggest new growth trend in social media

▶ Informa believe there is sufficient diversity within the social network arena that, in a high growth scenario, nearly 25% of total mobile subscribers worldwide will be attracted to and participating in mobile social networking by 2013.

Huge Market Potential

▶ Juniper Research forecasts demand for mobile access to Web 2.0 applications and services will reach \$18.9 billion by 2014.*

* Juniper Research – Mobile Social Web 2.0, 16 March 2010

Christina Perey - Informa Telecoms

“MOKO.mobi (formerly Loop Mobile) has been in the UGC over 3G category for more than two years... It is one, if not the most, technologically mature of the mobile UGC-centric, social media sharing category of community providers.”

MOKO is well positioned for future growth



- ▶ Recognised by telecommunication carriers and key industry players, as one of the best mobile chat and media sharing services in the world.
- ▶ Concentrating on growing its user base within its existing carriers while also establishing new carrier relationships.
- ▶ Available in 10 languages (with more being currently translated) on multiple mobile carriers around the world and can be accessed by anyone on their smart phone or WAP enabled mobile handset.
- ▶ The MOKO.mobi platform, management, carrier relationships and public listing enables the opportunity for MOKO to lead sector consolidation.

“ **MOKO's strategic goal is to become the Number 1 Mobile Chat & Share Community.** ”

Over 4.5 million users

Generating over 2 million messages per day

Uploaded Over 300,000 photos & videos

“ **MOKO is well placed to capitalize on this position through a series of strategic partnerships & acquisitions.** ”

Global distribution network growing strongly

“ MOKO currently has 18 carrier partners and continues to grow. ”

Current Partners include:

- ▶ Vodafone Hutchison Australia
- ▶ SingTel Optus (Aus)
- ▶ Verizon Wireless (USA)
- ▶ AT&T Wireless (USA)
- ▶ Orange (UK)
- ▶ O2 UK
- ▶ Airtel (India)
- ▶ DiGi (Malaysia)
- ▶ Maxis (Malaysia)
- ▶ Telefonica/Movistar (Spain)
- ▶ Smart (Philippines)
- ▶ Globe (Philippines)
- ▶ Cosmote (Greece)
- ▶ Vodafone (Greece)
- ▶ Wind (Greece)
- ▶ KPN (Netherlands)
- ▶ Du (UAE)
- ▶ Claro (Brazil)

“ Currently in the process of negotiating new carrier deals in Japan, Russia, UK, USA, Latin America and Greece. ”

Target Partners:

- ▶ Softbank (Japan)
- ▶ AU/DDI (Japan)
- ▶ MTS(Russia)
- ▶ Beeline (Russia)
- ▶ Megafon (Russia)
- ▶ 3 (UK)
- ▶ T-Mobile (UK)
- ▶ Vodacom (South Africa)
- ▶ Comcel (Columbia)
- ▶ Sprint (USA)
- ▶ M1 (Singapore)
- ▶ StarHub (Singapore)



Proven revenue model - Case Study Malaysia



- ▶ MOKO has over 320,000 members on one carrier (Maxis)
- ▶ Revenue growth of 300% in the last 3 months, with gross sales now approaching approximately RM\$150,000 per month (approx US\$46,000).
- ▶ Users log on for up to 37 minutes per session and spend up to 17 hours per month using MOKO
- ▶ User pays either for day pass, weekly pass or monthly subscription
- ▶ MOKO is finalising negotiations with another major carrier that will provide access to 95% of the market
- ▶ This new carrier is a comparable size and will follow the same commercial model. If successful in these negotiations, we anticipate these new sales to grow at a rate similar to the current carriers.

Trends

- 1.Fixed internet proves chat & sharing services are popular.
- 2.Mobile devices become consumers 1st digital camera option.



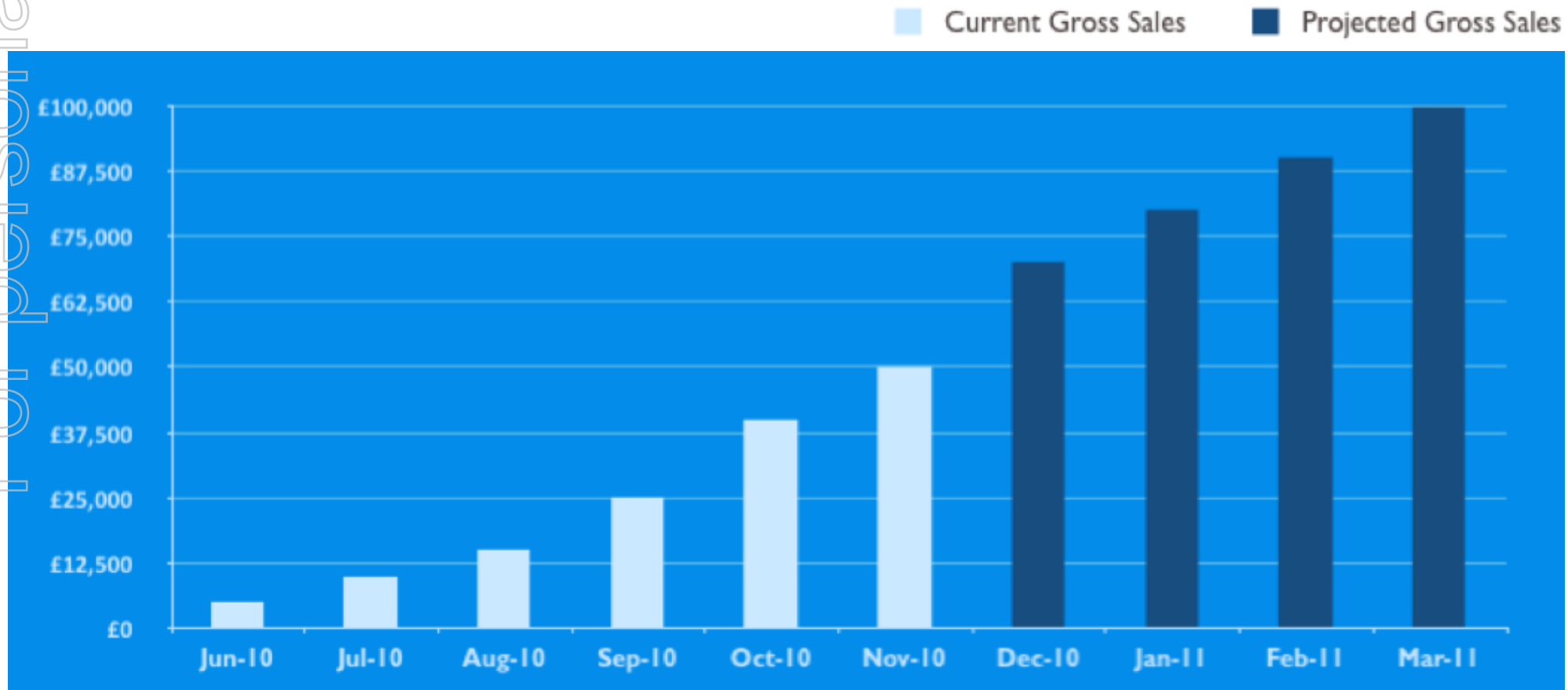
Market Gap

- 1.Internet being accessed via mobile is growing in Malaysia.Very few mobile services that allow users to chat & share through their content.
- 2.MOKO is exploiting this opportunity



Proven revenue model - Case Study UK

- ▶ MOKO has a proven “pay-for-service” business model. MOKO’s business model is not reliant on advertising allowing it to scale as additional users are added.
- ▶ Users pay for MOKO via their mobile phone carrier’s billing system.
- ▶ £2 per month subscription per user and if current growth patterns continue, gross sales will go from approx £40,000 to £100,000 per month in the coming 4 months and Net revenues are anticipated to grow to £35,000 per month by end December 2010; and £50,000 per month by end March 2011.
- ▶ Further growth is dependent on marketing and additional carrier agreements under negotiation.



MOKO: Advantages and Value Proposition

Integrated Carrier Billing and multiple languages

- ▶ MOKO is one of the few 3rd parties that are integrated into carrier's mobile billing services. Globally MOKO has carrier deals with 18 major operators with several new carrier deals under negotiation.
- ▶ MOKO.mobi has been translated into multiple languages including Spanish, Portuguese, French, Greek, German, Italian, Malay and Mandarin.
- ▶ Multi-language support increases global connectivity and provide further opportunities to secure new carrier contracts in significant and emerging markets.

Proprietary Platform Meeting Global Classification Standards

- ▶ MOKO platform is embedded into many of the leading carriers systems, and includes 24/7 moderation.
- ▶ MOKO's digital file and content management system allows users to share files across all borders & carrier systems.
- ▶ Enables users to cross carriers for chat and share services

Proprietary Griffin CRM System

- ▶ MOKO propriety Customer Relationship Management (CRM) system allows direct contact with users.
- ▶ Users can be profiled to enable specific communications to key user types.
- ▶ This capability will enable future revenue streams from targeted sponsorship and marketing opportunities.

Single Brand Focus

- ▶ MOKO has only one brand - MOKO
- ▶ MOKO has a single minded focus on mobile specific chat and share services.
- ▶ MOKO does not white label its product or on sell to other providers in order to retain control over IP & quality of service.

MOKO: Advantages and Value Proposition (cont.)

Micro Billing System

- ▶ MOKO's micro-billing system integrates with the carriers' billing system
- ▶ MOKO's micro-billing capability allows carriers total flexibility on end user charging models.

Highly scalable "User-Pays" revenue model

- ▶ Unique model not reliant on advertising revenue
- ▶ Proven model established in multi jurisdictions, both Western and emerging markets
- ▶ Payment achieved through being fully integrated into the carriers billing system
- ▶ Robust and scalable model with significant operational leverage

Additional Revenue Streams Available

- ▶ The customer profiling functionality delivered by MOKO's proprietary Griffin CRM system will allow future revenue from advertising sponsorship

Strong Management Team and Board

- ▶ High caliber management team lead by Ian Rodwell, the MOKO founder
- ▶ Very strong board including Peter Yates, the former CEO of Publishing and Broadcasting Limited, Hans de Back the CEO and co-founder of Tri Screen Media Group and Greg McCann who sits on several public company boards and was previously managing director of Deloitte Consulting/ICS

Growth Strategy Phases

MOKO has 3 main phases in its Growth Strategy

Develop

a robust mobile community and micro-billing platform that can be integrated with mobile carriers globally.

Prove

the commercial model and user experience within the mobile carriers system - initially with a select group of carriers and, once proven, sign up carriers globally.

Expand

via the existing and new carrier deals, undertake marketing activities to develop sustainable revenue streams, and to expand the product and platform to include complimentary digital content sales using the platform's micro-billing capabilities - including third party mobile content and advertising.

MOKO is moving into Phase 3 - **Expansion**

Growth Strategy: Expansion Overview



“ The company’s longer term strategy may include the acquisition of strategically aligned marketing and promotions companies and re-domiciling to the USA through a NASDAQ listing. ”

- Expansion through existing carrier deals, marketing activities and expansion of product and platform.
- Establish and extend strategic alliances to enhance the content offering and exploit new marketing channels and customer acquisition strategies, particularly in new geographies.
- MOKO intends to undertake a highly targeted acquisition strategy to lead and consolidate the sector.

Acquire Partners

Increase User Base

Migrate Acquisition Targets onto the MOKO Platform

Growth Strategy:

Phase 3, Expansion and Rapid Scalability

The foundations have been successfully established. Our platform, carrier grade architecture* and the micro-billing connections globally, have the capacity to exploit the market potential as we roll-out and deploy into new markets.

Rapid Scalability

Phase 1

Phase 2

Phase 3

The mobile market is now ready for **explosive growth**, particularly in the area of social media and MOKO is well positioned to be a major player in this high growth market.

The Company's growing global carrier relationships and distribution partners, together with the recent growth in Malaysia and the Philippines has positioned MOKO for rapid scalability that can enable the user base to grow exponentially.

* MOKO servers are hosted at a premium facility at Rackspace in Dallas Texas, USA

Important Notice



- ▶ This document is not an offer, or a solicitation of an offer, to buy or sell securities mentioned herein or of the same issuer.
- ▶ The information and opinions contained in this document have been compiled or arrived at in good faith from sources believed to be reliable; however, MOKO.mobi Limited ('MOKO') and its subsidiaries cannot be held responsible for its accuracy or completeness.
- ▶ This document information which has not been independently verified (including opinion, anecdote and speculation) and which has been sourced from one or more of MOKO, its management team, public sources and third parties. Further, this document contains statements, estimates, forecasts and projections that may be affected by inaccurate assumptions, expectations and estimates and by known or unknown risks and uncertainties; are predictive in character and inherently speculative; and may or may not be achieved or be proven to be correct.
- ▶ MOKO makes no representations nor provides any warranty (express or implied) in relation to the content of any financial statements, models or graphs, or the accuracy of the information on which it is based.
- ▶ This document may not be reproduced or circulated without authority.