



ASX: MKB  
Mobile Social Marketing  
Platform

**COMPANY & PROJECT OVERVIEW**  
MAY 2013

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# EQUITY OVERVIEW

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<b>Company Symbol:</b>	MKB: ASX
<b>Current Ordinary Share Price:</b>	AUD\$0.044c <sup>1</sup>
<b>Current ADR Share Price (20-to-1):</b>	US\$0.90 - \$1.17 <sup>1</sup>
<b>Total Shares Outstanding:</b>	~370 Million <sup>2</sup>
<b>Market Capitalization:</b>	~\$16. Million <sup>1, 2</sup>
<b>Total Debt:</b>	\$600,000 <sup>1</sup>
<b>Management ownership :</b>	25% <sup>1</sup>
<b>Top 20 Shareholders:</b>	63% <sup>1</sup>

<sup>1</sup> As at May 9 , 2013

<sup>2</sup> Post Rights Issue

# ABOUT MOKO

- Founded in 2004, MOKO is an integrated GLOBAL Mobile Social Marketing & Advertising company developing operations in three business segments:
  - Mobile Social Networks
  - Mobile Advertising
  - Mobile Commerce (m-Commerce)
- MOKO Mobile Social Marketing delivers and manages consumer mobile socialization services through direct agreements with mobile carriers, third-party gateways and directly to consumers
- MOKO has operations in New York, Washington DC and Perth

# MANAGEMENT TEAM & DIRECTORS

## IAN RODWELL

### CEO, Founder, Managing Director

- Mr. Rodwell is the founder of MOKO
- He has over 20 years experience in corporate and consumer design and multimedia and has owned and operated several businesses specializing in this field
- He has worked in Australia, Singapore, UK and the US, managing projects for many international companies including McKinsey, BMW, UniLever, and MTV
- In the consumer area, Mr. Rodwell led projects for several of the world's biggest names in sport including Manchester United FC, The All Blacks, Adidas, and the Australian Football League.

## GREG McCANN

### Chairman

- Mr. McCann was a partner with Deloitte for over 20 years, and held a number of senior leadership roles, including Managing Partner/Director for Deloitte Consulting/ICS in Australia, a systems integrator specializing in the implementation of enterprise applications.
- Mr. McCann is also Chairman of Tel.Pacific, Chairman of National Broadband Network (Tas) and on the Board of the Australian law firm, Lander and Rogers.
- Mr. McCann is also Managing Director and principal of Executive Computing Pty Ltd, an independent software and consulting services supplier to the Asia Pacific

# MANAGEMENT TEAM & DIRECTORS (CONT.)

## **HANS DE BACK**

### **Non-Executive Director**

- Founder and former CEO of TriScreen Media Group and former senior executive of Cliq Digital, one of the world's largest interactive mobile media companies, sold last year to German listed company.
- In 1999 he co-founded Telitas Benelux, one of the first and most successful mobile content providers in Europe (sold to Index for €50 million)

## **PETER YATES AO**

### **Non-Executive Director**

- Investor in the digital media space including Inlink (digital lift advertising) and Third Screen Media (mms and mobile advertising)
- Has spent many years either as an adviser, chief executive officer or board member in the digital, mobile and media sectors.
- From 2001 - 2004 he was CEO of Publishing and Broadcasting Limited, at the time Australia's largest media, gaming and internet company.
- Mr Yates currently serves on a number of boards particularly in the not for profit sector.

# MOBILE ADVERTISING IS BOOMING

[App-happy users: consumers spend more time on mobile than PCs ...](#)

[www.techjournal.org/.../app-happy-users-consumers-spend-more-time-o...](#) ▼

Mar 26, 2013 – App-happy users: consumers **spend more time on mobile than PCs**.

... Jumptap to help it engage with college **students** and drive foot traffic to ...

[Mobile Advertising Skyrocketed 111% Last Year | Adweek](#)

[www.adweek.com/.../mobile-advertising-skyrocketed-111-last-year-148...](#) ▼

Apr 16, 2013 – **Mobile advertising** spend jumped 111 percent to \$3.4 billion during 2012, ... It marked the second consecutive year of dramatic mobile **growth**, ...

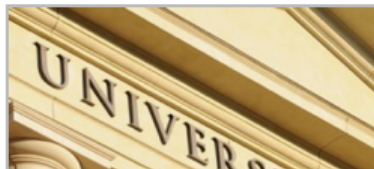
## Best of 2012: U.S. College Students Wield \$417B in Spending Power



DECEMBER 19 2012 | SHANNON BRYANT

The more than 20 million U.S. college students wield \$417 billion in spending power, according to re:fuel's College Explorer survey. The student's and/or family's contribution to the cost of his/her education has dropped 14% over the last 10 years, while the proportion of total funds from scholarships, financial aid, and loans has risen 15%.

Nearly half of college students' discretionary spending (46%) goes to food, with \$20 billion spent on groceries, \$12 billion in restaurants, and \$3 billion in convenience stores.



[Home](#) » [Business](#) » [Media](#)

Last Update: Thursday, 2 May 2013 KSA 08:01 - GMT 05:01

## Facebook profits up 58% on mobile advertising growth

Thursday, 2 May 2013

*People talk about rich media but rich media on mobile is five to 10 times richer than rich media on PC.*

[News](#) » [Media](#) » [Advertising](#)

Atul Satija, InMobi

Mobile advertising triples to record levels

this guide to make this possible.

These experts measure mobile campaigns and stores, HTML5, and more.

# THE MOBILE SOCIAL ADVERTISING PLATFORM

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MOKO'S NY BASED MOBILE  
ADVERTISING DIGITAL  
MARKETPLACE /PLATFORM.



SOCIAL INTEGRATION INTO USER'S  
EXISTING SOCIAL CIRCLES

**REC\*IT**

**Deals i  
Love**.com.au

MOKO'S E-COMMERCE PLATFORM,  
PROVIDES THE ABILITY TO SELL PHYSICAL  
PRODUCTS TO THE RECIT USERS.



**TECHNICAL  
PLATFORM**

MOKO'S PROPRIETARY  
CRM, CMS AND USER  
MANAGEMENT SYSTEM.



# RECENT HIGHLIGHTS

- August 2012 - Completed OfferMobi USA acquisition
- February 2013 - Acquired 51% of e-commerce business, “DealsILove”
- **March 2013 - Signed exclusive deal with AISG/ACIS**

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# MAJOR US COLLEGE DEAL — CATALYST FOR MIGRATION TO US

- Signed exclusive development deal to build the Mobile Intramural Sports Network for over 200 U.S. colleges in partnership with American Intramural Sports Group LLC.
- The initial term of the deal runs for 3 years and requires that MOKO delivers certain performance hurdles including minimum advertising revenues.
- MOKO's new mobile platform - "RecIT" - a mobile App promoted on-campus for these students, monetised via advertising.



# ABOUT ACIS

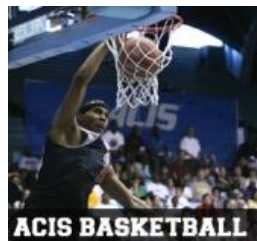
- ACIS (American Collegiate Intramural Sports) has its background in student guides and campus publications since the 1990's. It provides opportunities for schools, students, and sponsors to mutually benefit through sports & fitness-related promotional activities on more than 200 campuses nationwide.
- ACIS state that they have exclusive agreements in regards to on-campus marketing
- ACIS chose MOKO to become their digital media partner to develop "RecIT"
- ACIS currently work with major brands such as Nike, P&G, Microsoft
- ACIS runs annual national championships at the US Olympic training facility in California.



*Sara Lee*

*P&G*

**Microsoft**



# HOW IMPORTANT IS MOBILE SOCIAL ADVERTISING?

- Facebook's **mobile advertising** revenue represented about 30% of total advertising revenue, up from 23% last year at this time. Its 58% jump in profit last quarter was mainly attributed to mobile.
- Google and Adidas calculate that a **mobile click** on a store locator button is worth \$3.20\*
- Google and Neilson Ratings conclude that one third of **mobile searches** result in a store visit
- Social media is the driving force behind this rampant smart phone use on campuses with 97% of students utilizing them for this purpose.
- With so many students using smartphones and not letting them leave their side, it's in the best interest of the school to ensure that they have an intuitive and useful mobile site and presence.

*\* Source – Google and the Google Mobile Playbook*

# HOW IMPORTANT ARE SMARTPHONES FOR STUDENTS?

## COLLEGE STUDENTS ARE NEVER FAR FROM THEIR SMARTPHONES

How often do college students use their smartphone in these situations?\*

Whether standing in line at a coffee shop, lying in bed after just waking up, or waiting for class to start, college students can't seem to put their phones down.

OFTEN SOMETIMES SELDOM NEVER

\*EXCLUDING VOICE CALLS.

Idle time at work or school (during breaks, lunch, boring meetings/classes, etc.)



Commuting via bus, train, or car



Waiting in line (coffee shop, grocery store, etc.)



In bed before getting up



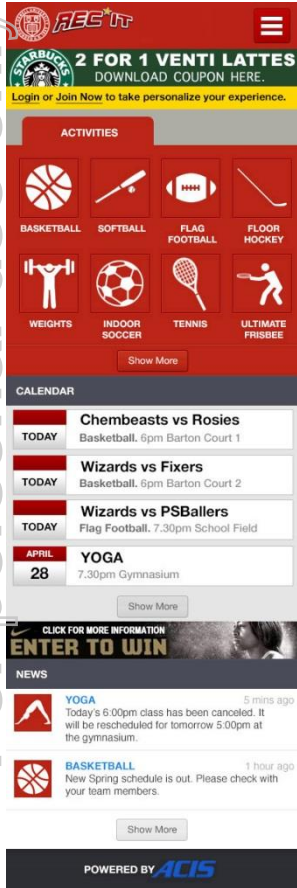
In bed before falling asleep



For school-related tasks



# NOT JUST AN “APP”— A TOOL FOR BOTH FACULTY AND STUDENT



# NOT JUST AN “APP”— A TOOL FOR BOTH FACULTY AND STUDENT

**REC'it**

2 FOR 1 VENTI LATTES  
DOWNLOAD COUPON HERE.  
Login or Join Now to take personalize your experience.

**ACTIVITIES**

BASKETBALL SOFTBALL FLAG FOOTBALL FLOOR HOCKEY

WEIGHTS INDOOR SOCCER TENNIS ULTIMATE FRISBEE

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**CALENDAR**

**TODAY Chembeasts vs Rosies**  
Basketball. 6pm Barton Court 1

**TODAY Wizards vs Fixers**  
Basketball. 6pm Barton Court 2

**TODAY Wizards vs PSBallers**  
Flag Football. 7:30pm School Field

**APRIL 28 YOGA**  
7:30pm Gymnasium

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**NEWS**

**YOGA** 5 mins ago  
Today's 6:00pm class has been canceled. It will be rescheduled for tomorrow 5:00pm at the gymnasium.

**BASKETBALL** 1 hour ago  
New Spring schedule is out. Please check with your team members.

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**Co-Rec / Sunday 10:30**  
Some information about league and go in here. Contact info or faculty name.

CHAT SHARE

CALENDAR RESULTS

**STANDINGS**

1	Chembeast	W 6 / L 0
2	Llamas Going Bananas	W 5 / L 1
3	TexasForever	W 4 / L 1
4	PSBallers	W 2 / L 4
5	Wizards	W 1 / L 3

**RESULTS**

Date	Teams	Venue	Results
20 April	TexasForever vs Chembeast	Barton Hall Court 1 10:30am	42 45
13 April	ABC vs PSBallers	Barton Hall Court 1 10:30am	38 41
06 April	TeamXYZ vs Nayers	Barton Hall Court 1 10:30am	47 40
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Come on in to any of our locations to check us out online at [www.budgetbug.com](http://www.budgetbug.com)

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MOKO SOCIAL MEDIA



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**CLICK FOR YOUR FREE SAMPLE**  
**BELIEVE IN YOUR SMELL**

**Yoga**  
Some information about fitness and go in here. Contact info or faculty name.

FOLLOW CHAT SHARE

CALENDAR PLANNER

**TODAY** 7:30 AM - 8:30 AM  
Studio 2, Rec Center. Sandra S.

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**RIVALS**  
SPORTS BAR & GRILL  
1 FOR 1 HAPPY HOUR  
TUESDAY FROM 5PM

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CALENDAR PLANNER

**APRIL 2013**

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

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**REC\*IT**

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**BASKETBALL / CO-REC CHAT**

Write something

Post

More Gallery

**Eduardo F.**  
Thanks for the well wishes guys. Hope to play on Sun. 0m

**Daniel N.**  
Dude hope your knee didn't bang up too bad. Ice it baby! :) 5m

**Mark H.**  
Great shot Ed last game. How's your knee holding up? Are you playing this week? 1d

**Eduardo F.**  
Here's pic from the last game. 2d

**Burger King**  
BUY ANY WHOPPER LARGE VALUE MEAL. GET ONE WHOPPER JR FREE! promoted

**Mark H.**  
Great shot Ed last game. How's your knee holding up? Are you playing this week? 3d

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MOKO SOCIAL MEDIA

# HOW THE ADVERTISING IN RECIT WILL WORK

There are several types of mobile ads and rates, but the most common are CPM, CPC, CPA

Rates for these can cover a broad range:

---

- CPM (cost per thousand views) - \$0.50c to \$20.00
  - CPC (cost per click) - \$0.25c to \$2.00
  - CPA (cost per acquisition) - \$1.00 to \$20.00
- 

MOKO will use its OfferMobi division to sell the ads, as well as new targeted sales teams focused on major regional and localised campaigns; and intends to include a mix of these types of ads within the RecIT App.

# OFFERMOBI CURRENT EXAMPLES

- MOKO acquired OfferMobi in August 2012, and is a mobile specific advertising trading platform, linking the mobile publishers with advertisers wanting to reach a mobile audience.
- MOKO's strategy in the acquisition was to vertically integrate our social platform to own and manage our own audience and control the publishing platform (e.g. RecIT) as well as the advertising sales and revenues.
- Below are existing current mobile ad offers, with actual rates, that MOKO runs in the USA.



CPA -  
\$12.00



CPA - \$3.00



CPA - \$7.00

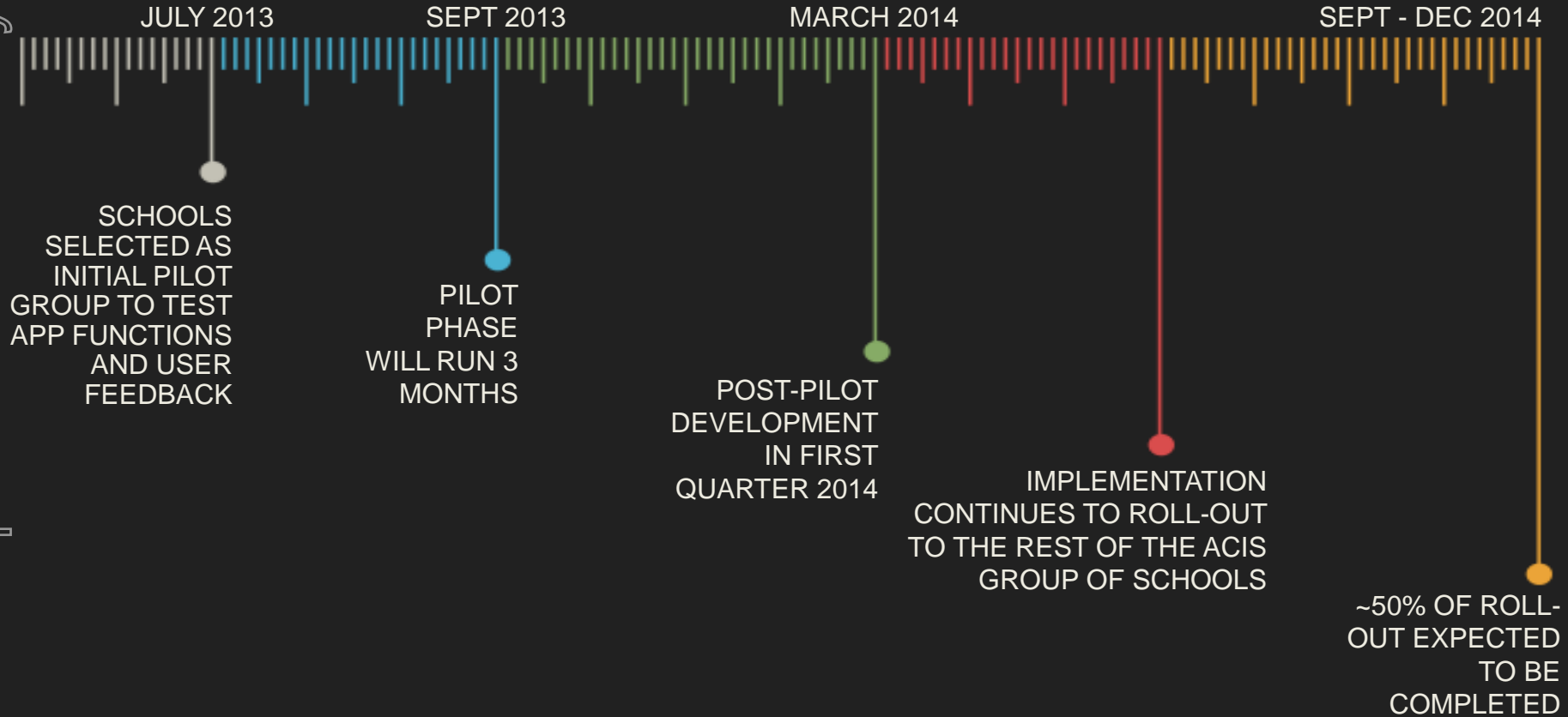


CPA - \$1.15

MOKO SOCIAL MEDIA

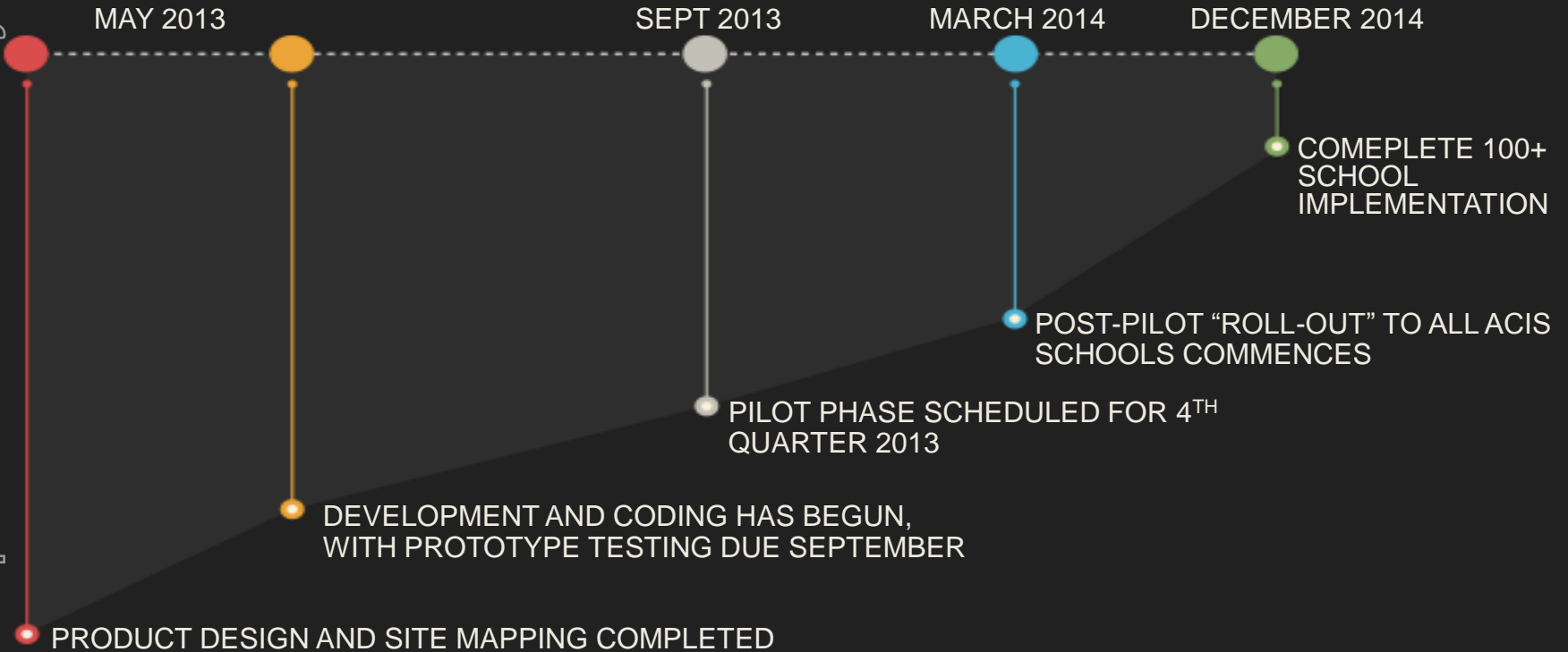
# ESTIMATED PILOT TIMELINE

For personal use only



# ESTIMATED DEVELOPMENT TIMELINE

For personal use only



# PROPOSED NASDAQ LISTING

- The Company has an objective to list its ADR on Nasdaq
- There are several listing requirements and hurdles still to be met including market capitalisation
- The board has yet to formally begin this process however we are seeking advice on the process, timelines and other mechanics and will advise the market as soon as possible.



# WHAT'S NEXT?

The strategy is to take this core platform and overlay it for other large collective niches/groups:

- Other Colleges beyond the ACIS group
- Adventure sports
- Professional fitness industry and associations
- Secondary schools



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Thank You.