

25 May 2015

Crowd Mobile to launch into Mexico & expands language capabilities

Crowd Mobile Limited (ASX: CM8) is pleased to announce that it has executed a supply agreement to launch Crowd Mobile services into Mexico. The Company is also continuing to expand its multiple language capabilities with an enlarged crowd sourced expert network that now has over 800 experts globally.

Launch into Mexico

Commenting on Crowd Mobile's launch into Mexico, Chief Executive Officer Domenic Carosa said: "Crowd Mobile will provide Mexican consumers with a seamless mobile product engagement and mobile payment [**m-Payments**] experience. Mexico presents an exciting growth opportunity for Crowd Mobile given the size and growth rate of its mobile market."

Mexico has a population of over 122 million people. The country's mobile market has been growing at a compound annual growth rate of approximately 7% between 2008 and 2013. At the end of 2013, wireless penetration was 86%.

"We are very excited to be launching Crowd Mobile's services in Spanish in Mexico. This is an ideal growth market for Crowd Mobile, and is consistent with the company's strategy of expanding its global presence. Mexico represents the first stage of Crowd Mobile's penetration into the large and fast growing Central and South American markets," added Mr Carosa.

The launch into Mexico allows Crowd Mobile to target and reach additional customers at scale, and monetise their products and services through **m-Payments** – Crowd Mobile's seamless payment option that is secure, faster and more convenient than a credit card. Crowd Mobile's m-Payment platform is now connected to over **50** telecommunications carriers globally.

Expansion of multiple language capabilities

Crowd Mobile has been rapidly growing its crowd sourced Expert network that now stands at over 800 people globally (up from 600 in March). This Expert network answer customer questions 24/7. The distributed global workforce continues to scale as the Company leverages its global relationships.

Crowd Mobile's services are now available in over 10 languages including English, Spanish, French, Italian, German, Dutch, Portuguese, Hungarian, Romanian, Polish, Turkish, Danish and Slovakian.

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