

## ASX RELEASE

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### **migme reaches more than 16m monthly active users and expands its artist engagement program into the Philippines**

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#### **Highlights:**

- Monthly active users (MAU) reach more than 16 million
  - Following success in Indonesia and Nepal, migme expands its artist engagement programme into the Philippines, with the initial signing of four artists
  - Artists to build their fan base on migme and share in revenue generated through premium interactions
  - As a rapidly growing market, the Philippines represents excellent opportunities to grow the migme user base
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migme Limited ("migme" or the "Company") is pleased to announce it has reached more than 16 million monthly active users (MAUs), up from more than 14 million at the end of March 2015.

The Company is also expanding its artist engagement program into the Philippines through the initial signing of four artists including singer- songwriter B. P Valenzuela, alternative rock band Save Me Hollywood, TV celebrity Fay Hokulani and well-known blogger Flow Galindez. The move is a precursor to a larger commitment to the Philippines.

The migme artist engagement program, which has already been successfully introduced in Indonesia and Nepal, allows artists and content creators to build a fan base on migme, with which they can share the latest news, music, promotional videos, photos and engage in other social media activities. They can further benefit by monetising through the creation of premium interactions.

migme Limited CEO Steven Goh said: "We have made excellent gains in Indonesia and Nepal with our artist engagement and we expect to replicate this success in markets such as the Philippines and elsewhere. The Philippines is developing rapidly and is a key emerging market for us.

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“Our artist engagement program provides a contemporary digital solution to monetise fan engagement in a way that’s relevant for the markets that we operate in and that is different from the streaming or ad-based models in Western markets.”

Popular Indonesian singer Cinta Ramlan provides a good example of how the migme artist engagement model works. In late March this year, Cinta’s brother passed away. She announced the news only on migme and garnered much support and fan engagement over the subsequent fortnight. She then wrote a song dedication, interacted with her fan base, exchanged tens of thousands of virtual gifts and shared posts in migme through other social media. As a result of this activity, she helped to draw tens of thousands of new users from other social media platforms to migme.

Mr Goh added: “This digital solution has been a successful business model in East Asia and we’re excited to be replicating this strategy in our own unique way for our markets, as we grow our reach and presence to a broader set of countries to take advantage of more market opportunities.”

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## About migme Limited

migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. We deliver social entertainment services through mobile apps migme and LoveByte, and artist management website alivenotdead. The Company is listed and registered in Australia. Headquarters are in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong.

For more information, please visit <http://company.mig.me>