

ASX RELEASE

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migme announces partnership with Sony Music India

Highlights:

- Sony Music India partnership will facilitate access to a broader portfolio of artists in India
 - Over the coming months, Sony Music India will introduce several new artists to the migme platform
 - Artists will gain a new fan base, with which they can engage in a range of digital and offline activities, and share in revenue generated from the sale of virtual goods and gifts
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migme Limited ("migme" or the "Company") is pleased to announce a partnership with Sony Music Entertainment India Private Limited ("Sony Music India"), providing the Company with a broader portfolio of artists ahead of an expansion of its presence into India.

Over the coming months, Sony Music India will bring several new artists onto the migme platform, where they can engage in a range of digital activities including the posting of music, images, video, contests, campaigns and live chat. They can also engage in offline activities that may include appearances, performances and interviews. With this new fan base on migme, Sony Music India artists will receive a share of revenue generated from the sale of virtual goods and gifts via their engagement.

migme Limited CEO Steven Goh said: "This is a valuable new partnership for migme as we continue with our expansion into India. We look forward to working with Sony Music India as we grow our reach and plan to execute to a larger programme later this year."

Shridhar Subramaniam, Sony Music President, India and Middle East, said: "migme will be a new social media channel for our local artists and bands in India where fans will be able to deeply engage with them. We believe fans are what keep artist's alive, music keeps them connected and migme will help stitch them both together."

Earlier this month migme announced an initial move to expand its successful artist engagement programme into India through a partnership with CAA

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Kwan, one of the country's largest celebrity and sports management agencies.

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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, artist management website alivenotdead and ecommerce services through Sold. 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>

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