

## ASX RELEASE

19 August 2015



### **migme announces partnership with creative multi channel network Qyuki in India**

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#### **Highlights:**

- Qyuki partnership adds local artists and content creators in India, including those from film and music
  - Each quarter 1-2 major local artists will join the migme platform
  - Content, video and fans to be added to migme, where artists will receive a 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 Qyuki Digital Media Pvt. Ltd ("Qyuki") in India, adding to the portfolio of artists and content creators for the Company in that country.

Qyuki is a creative multichannel network, helping content creators grow their audiences on multiple online platforms, including those from film and music. Qyuki was founded by leading filmmaker and writer Shekhar Kapur, musician A.R Rahman and new media expert Samir Bangara.

The partnership with Qyuki will ensure 1-2 major local artists are added every quarter to the migme platform. Artists will bring their content, video and fans to migme, where a new community will be created. They will subsequently receive a share of revenue generated from the sale of virtual goods and gifts received from their migme fans.

Samir Bangara, MD and CEO of Qyuki said, "migme provides a great platform to monetise digital content for our creators and expands their visibility and distribution reach in India and South East Asia."

migme Limited CEO Steven Goh said: 'Qyuki is a valuable new partner that helps us with the expansion of our reach into India, and is a key addition to our program for a larger expansion later this year.'

This partnership builds on previously announced initial moves by migme to expand its successful artist engagement program into India through partnering with CAA Kwan, one of the country's largest celebrity and sports management agencies, and Sony Music Entertainment India.

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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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