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Crowd Mobile expanding app offering with the launch of four new Apps

Crowd Mobile (**ASX: CM8 & FWB-XETRA: CM3**) is pleased to announce that it has launched four new lifestyle Apps within its m-content division, consistent with the Company's strategy of expanding its Apps business to further the leverage its existing micro-job platform infrastructure.

Crowd Mobile is executing a number of organic and inorganic growth opportunities, and the roll out of these new Apps is part of the Company's drive to further increase the visibility and revenue generation of the Apps business.

The four new Apps (Google/Android only) launched are:

- **SousChef** – Cooking community App where you can get advice on what to cook
- **Coach Me** – Training community App offering advice on the best ways to workout
- **Copilot** – travel community App offering advice on travel destinations
- **Nutri** – nutrition focused community App offering advice on nutrition, healthy foods, shakes and juices.

Commenting on the Apps launch, Crowd Mobile CEO Mr Domenic Carosa said:

"We are delighted to launch these four new Apps and enhance our entertainment offering in high growth categories – food, health and fitness, and travel. Through intensive internal research and discussions with a number of partners, we are very excited about the launch of these lifestyle Apps as part of our organic growth strategy.

"The launch of these Apps is consistent with our strategy of broadening our Apps business to capitalise on the global mobile economy mega trend, where it is expected that there will be an estimated 6 billion mobile enabled devices globally by 2018.

"The Apps are in the question and answer type format which allows us to leverage our existing microjob platform infrastructure whilst at the same time building our content offering and revenue generation opportunities.

"We are focused on continuing the roll out of additional Apps, targeting the 16-35 year old demographic with highly disposable income and limited financial commitments. The infrastructure we have in place is scalable and requires little additional investment, and as such we remain committed to rolling out further Apps to realise incremental revenue and margins.

"The Apps roll out is a core component of Crowd Mobile's organic growth strategy, and will help ensure our revenue stream is diversified across a combination of m-commerce, m-payments and m-content offerings", said Mr Carosa.

Further information on each of the newly launched Apps can be found below. At this stage the Apps are available only for Android/Google devices.

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About the apps**SousChef – Health and fitness**

SousChef is a unique cooking community app where you can get advice on what to cook. You can take a picture of your fridge or of your ingredients and receive tasty recipes in seconds. There is access to over 1000 cooking experts that are ready to help with recipes, instructions and even video tutorials for the tastiest food that can be made at home. SousChef is a personal cooking adviser, teaching people how to eat better with ingredients you have at home.

<http://souschefmobile.com>

Coach Me – health and fitness

Coach Me is a unique training community app where you can get advice on the best ways to train. You can just snap a picture of you or a sport facility where you are and receive killer training advice in seconds. You can also snap a photo of your body and indicate which area you would like to improve, and instantly receive great workout advice. With Coach Me, you have access to over 1000 training experts that are ready to help you with exercise plans, instructions and even video tutorials for the healthiest training you can do. Coach Me is your own, personal training adviser, teaching you how to eat better or how to treat your body as a temple.

<http://coachmemobileapp.com>

Copilot – Lifestyle

Copilot is a unique travel community app, where you can ask for advice on what places to visit or information about the places you are in. You can take a picture of a building and receive the information of that place in seconds. With Copilot, you have access to over 1000 travel experts that are ready to help with directions and advice on how to spend your time. You can even receive a YouTube video as an answer to see where you can travel. Copilot is your own, personal travel guide, showing you what places to visit whenever you're in a new place, be it, a new city or even a new country. We currently support Europe and Australia and will expand to the Americas by the end of the year.

<http://copilotmobileapp.com>

Nutri – Health and fitness

Nutri is a unique nutrition focused community app where you can get advice on nutrition, healthy foods, shakes and juices. You can take a picture of ingredients and receive nutritional information in seconds. With Nutri, you have access to over 1000 nutrition experts that are ready to help you with information, instructions and even video tutorials with the latest nutritional information. Nutri is your own, personal nutrition adviser, teaching you how to eat better with ingredients you have at home.

<http://nutrimobileapp.com>

About Crowd Mobile

Crowd Mobile is a global m-Content, m-Payments, m-Commerce, mobile entertainment and micro job