

30 September 2015

## **Crowd Mobile Limited (ASX: CM8)**

### **ASX Release**

# **Crowd Mobile to launch into Baltics, Balkans and expands language capabilities**

**Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3)** is pleased to announce that it has executed a supply agreement to launch Crowd Mobile services into a further 6 countries across the Baltics and the Balkans, including Albania, Kosovo, Moldova, Estonia, Latvia and Lithuania. The Company is also continuing to expand its language capabilities with an enlarged crowd sourced expert network that now has over 1000 experts globally.

Crowd Mobile's expansion now sees it operating in 40 countries and 28 different languages.

#### **Launch into the Baltics & the Balkans**

Commenting on Crowd Mobile's launch, Chief Executive Officer Domenic Carosa said:

"We are very pleased to have executed an agreement that will enable further geographic expansion of the Crowd Mobile business. Eastern Europe presents an exciting growth opportunity for Crowd Mobile given the size and growth rate of its mobile market, and is a logical extension of our offering.

"We have stated that our organic growth strategy is to more than double the global m-payment distribution network that we already have in place. The new countries that we are entering account for approximately 15 million people, and have active mobile subscriptions of over 100 per cent.

"Longer term, we see further benefits through being able to leverage our m-payments capabilities to launch additional products into the region, including Track Concepts products following the completion of the acquisition. The infrastructure we have in place is scalable and requires little additional investment, and as such we remain committed to further expanding the Crowd Mobile business, and capitalising on the global mobile economy mega trend.

"In the interim, we look forward to rolling out a seamless mobile product engagement and m-payments experience to mobile users in the Baltics and the Balkans, and increasing our revenue opportunities", said Mr Carosa.

#### **Expansion of multiple language capabilities**

In addition to the geographic expansion, Crowd Mobile has also expanded its language capabilities. Crowd Mobile's crowd sourced expert network has been growing rapidly, and now stands at over 1000 people globally – up from 600 people in March this year, and is available to answer customer questions 24/7.

Crowd Mobile's services are now available in 28 languages.

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**About Crowd Mobile**

Crowd Mobile is a global m-Content, m-Payments, m-Commerce, mobile entertainment and micro job company that allows customers globally to *crowd source* answers to their much-needed questions and pay a small fee for each answer received. Crowd Mobile operates in 40 countries and answers in 28 languages. Crowd Mobile answered more than 5.7 million questions in FY15.

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