

ASX & Media Release

CROWD MOBILE LIMITED (ASX: CM8)

Melbourne, 9 December 2015

Chairman's Address to Shareholders at the 2015 Annual General Meeting

Good morning ladies and gentlemen. My name is Theo Hnarakis and I am the Chairman of Crowd Mobile Limited. I welcome you to the Company's 2015 Annual General Meeting.

2015 has been a year of accelerating momentum for the Company, with the Crowd Mobile businesses achieving a listing on the ASX as Crowd Mobile Limited, the Group achieving growth across its core business areas, and post-year end the completion of the acquisition of Netherlands-based international m-payment business, Track Holdings B.V.

The Company's strategy of building a substantial, m-payments and m-commerce business to capitalise on the global mega trend towards the mobile economy is well underway.

Results

The Company's results in what is essentially the business's first financial year since listing on the ASX were strong; revenue was up 31.8% to \$12.98 million for the financial year ended 30 June 2015. The Company achieved strong revenue growth across each of the FY15 quarters, and its key performance metrics of message volume, new territories entered and products in the market all increased.

Reflecting the emphasis on the Company's objective of growing the existing business, launching new service offerings and progressing the acquisition strategy, the Company reported a loss for the year of (\$3.95) million, although notably, this included a \$3.11 million non-cash share based payment charge to effect the reverse takeover of Q Limited, transaction fees for the same of \$0.25 million, a \$1.12 million non-cash share based payment charge for the Company's performance incentive plans to Executive Directors and staff, and transaction fees for the now-completed Track Holdings acquisition, of \$0.40 million.

When adjusted only for these items, plus adding back interest, tax, depreciation and amortisation of \$1.19m, the Group's underlying EBITDA for the 2015 financial year was \$2.12 million.

Track Acquisition

On 30 October 2015, the Company completed the acquisition of Track Holdings B.V. As a result, Track Holdings B.V. is now a wholly-owned subsidiary of Crowd Mobile, and forms part of the Crowd Mobile group of companies. The Track acquisition is a significant milestone in the Company's expansion objectives and strategically positions the Group with a global, leading m-payments network on which it expects to build upon in 2016 and beyond.

The Track acquisition is a game changer for the Crowd Mobile business, and we are very excited about the growth opportunities for the combined Group. Very significantly, Track adds meaningful

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revenue and earnings to the Group, in addition to greater content distribution and a large subscription base.

In order to facilitate the smooth integration and maximise the performance of Track, Crowd appointed Mr. Hans de Back as the Chief Executive Officer of Track Holdings B.V. Hans has been an integral member of the Crowd Mobile Board, and his many years of technology and social media experience have played a very important role in shaping the direction of Crowd Mobile. We are very fortunate to have Hans step into an executive role and lead the Track business, which is now a critical component of the Crowd Mobile Group. I welcome Hans into his new role and we look forward to his contribution as we continue to focus on the sustained growth of the Crowd Mobile business.

Rights Issue

As part of the funding for the Track acquisition, the Company undertook a fully underwritten pro-rata rights issue under in which 51,118,760 shares were issued and \$12.8 million was raised. We thank all shareholders who participated in the Rights Issue and welcome those who are new shareholders to the Company.

Outlook

Looking ahead, the Group's key focus is to integrate the Track business, and to leverage the Company's increased scale and market reach to organically grow its existing businesses. A large number of opportunities exist to further grow the m-payment distribution network, rollout new apps, and expand on third party partnerships.

Having the most sophisticated technology solution for the global micro job market, supported by a network of talented people – from our management through to our micro-job experts that earn revenue from our services – means Crowd Mobile is exceptionally well positioned to capitalise on the global mobile economy mega trend.

In addition, it is the Board's intention to appoint an additional Non-executive Director early next year. FY16 is certainly expected to be another monumental year for Crowd Mobile. Shortly I will hand over to Domenic Carosa, Crowd's Chief Executive Officer, who will be presenting Crowd's strategy for FY16 in further detail.

On behalf of the Board, let me close by thanking the team at Crowd Mobile for their huge effort during this past year. And of course, thank you to our shareholders, my fellow Directors and all our stakeholders for their continued support.

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For further information please contact:

Domenic Carosa
Chief Executive Officer
M: +61 411 19 69 79
E: dom@crowdmobile.com

Eric Kuret
Investor Relations, Market Eye
M: 0417 311 335
E: eric.kuret@marketeye.com.au

About Crowd Mobile

Crowd Mobile is a global m-Content, m-Payments, m-Commerce, mobile entertainment and Infotainment Company. Crowd Mobile operates in 50 countries, is connected to over 150 mobile carriers and provides products in over 30 languages.

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