

29th February 2016

Crowd Mobile Limited (ASX: CM8)

ASX Release

Crowd Mobile secures strategic partnerships to expand network to South America

Highlights:

- Crowd Mobile signs partnership agreements to launch into Brazil and Columbia
- The partnerships will allow the Company to launch its Question & Answer (**Q&A**) & Content Subscription products into both markets which have around 100 million smartphone users
- There is little capital investment required to expand into these lucrative markets as Crowd Mobile already supports the languages used in the two countries
- Brazil is the largest smartphone market in South America and Brazilians spend 10 minutes more on average per day on their devices than people in other countries

Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3) (**Crowd Mobile** or **the Company**) is pleased to announce that it has signed agreements to launch into the two South American countries of Brazil and Colombia as the Company advances its global expansion strategy.

The Company has established mobile-payment (**m-payment**) connections with telecommunications companies Vivo, TIM, Oi and Claro in Brazil and Claro, Movistar and Tigo in Columbia that will give Crowd Mobile access to a market with nearly 100 million smart phone users.

“Our expansion into these markets is particularly significant because there is next to no capital expenditure needed for the roll-out of our services. Our Q&A services already support Spanish and Portuguese, the main languages in these countries. We will use this as a stepping stone into more South American countries.” said Crowd Mobile CEO, Domenic Carosa.

“The addition of these two major markets to our network further strengthens Crowd Mobile’s ability to expand its global mobile platform and product offerings to our consumers. We view this expansion as an integral part of Crowd Mobile’s plan to become a truly global mobile player, and anticipate meaningfully increasing our market share in these regions.”

Brazil is the largest smartphone market in South America with more than 76 million smartphone users and this is expected to rise rapidly over the coming years regardless of the economic cycle.

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Further, Brazilians spend an average 84 minutes a day on their smartphones, 10 minutes longer than the global average. Recent reports from statistics polling firm Nielson IBOPE indicated a 48% increase in smartphone sales in Brazil in Q3 2015 compared to the previous corresponding period.

Colombia's smartphone users are currently estimated to be almost 17 million strong and this is expected to rise to more than 24 million by 2019, bringing total smartphone penetration up to an estimated 70% of mobile users.

Recent changes in the Colombian regulatory environment favours consumers, including the elimination of permanency clauses in contracts, phone number portability and the simplification of contracts, which will likely promote smartphone usage to the benefit of platform operators.

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About Crowd Mobile

Crowd Mobile is a mobile-first company with a world-leading platform that provides personalised expert advice that goes beyond Google as well as world leading Content Subscription products. Operating across 50 countries and 30 languages, the Company has partnered with over 160 mobile carriers to enable customers to pay for its products and services through their mobile phone or with Google or Apple Pay. Crowd Mobile, which has also developed a diverse range of products in the m-payment, entertainment and infotainment space, is listed on the Australian and Frankfurt stock exchanges (ASX: CM8 & FWB-XETRA: CM3)

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