

8 March 2016

Crowd Mobile Limited (ASX: CM8)

ASX Release

Crowd Mobile to launch first professional services Q&A app for financial advice

Highlights:

- Crowd Mobile partners with leading investment management firm Peak Asset Management to launch a financial services Question & Answer (Q&A) app using its Crowd Experts platform
- This is the first financial advice app in Australia to connect consumers with an expert
- The app will allow users to ask questions and obtain general investment advice from experts at Peak Asset Management for a small fee
- The Australian financial planning and advice industry is worth \$5bn a year according to IBISWorld
- The financial services app marks Crowd Mobile's first expansion into the professional services, as the Company looks to increase its income by diversifying its revenue base

Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3, **Crowd Mobile**, “the Company”) is pleased to announce that it has signed a Letter of Intent with leading Melbourne-based investment management firm Peak Asset Management (**Peak**), to launch a financial services Q&A app in April 2016.

The app will enable users to ask personal financial questions and seek general investment advice from experts at Peak for a small fee. It is anticipated that users will pay \$9.99 to ask a question. Crowd Mobile will keep 25% of the revenue generated from the app while Peak will be paid the balance.

The new app is the first professional services Q&A service by Crowd Mobile as the Company looks to move up the value-chain to diversify its revenue base. Crowd Mobile's existing portfolio of Q&A apps deals with more general topics ranging from fitness and food to health and fashion. The Q&A service is underpinned by our Crowd Experts technology platform, providing customers with an experience that goes beyond Google.

This is the first time a financial advice app of this kind has been introduced in Australia and the move coincides with the industry trend to make greater use of technology. Consumers will be able to ask general questions about the share market and economy, or get expert opinion on specific stocks.

“We are on track for our ninth consecutive quarter-on-quarter growth in the number of paid questions, and this clearly shows that people are increasingly looking for personalised answers that go well beyond the Google experience,” said Crowd Mobile's Chief Executive Officer Domenic Carosa.

“By offering a professional services Q&A app, we are not only diversifying our income base but have the opportunity to charge a greater fee to reflect the professional quality of the advice being provided and consumers’ willingness to pay an increased level of fees for such advice. Financial services is only our first foray into this niche market. We plan to introduce an extensive range of professional services Q&A apps to seamlessly connect people with professionals such as doctors, lawyers and veterinarians.”

Niv Dagan, executive director of Peak Asset Management, commented “We are excited about the opportunity Crowd Mobile brings to our business. We view Crowd Mobile’s growing ecosystem in over fifty countries as a great avenue to add value to our global audience of investors. In particular, we were drawn to Crowd Mobile and their expertise in running a Q&A process on a technology platform that we know works. We believe this partnership revolutionises the way investors receive general advice by providing clients with greater flexibility, on-the-go convenience and technology on a global scale.”

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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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