



10 March 2016
ASX Release

Mobile Embrace Expands Direct Carrier Billing in UAE with Second Major Mobile Operator

- **Second major direct carrier billing mobile operator launch in UAE, increases reach to a further 7.6 million customers**
- **New launch with one of the fastest growing mobile communications and technology providers in UAE**
- **MBE now has complete coverage to approximately 17 million UAE mobile users**
- **MBE is now live across 15 mobile operators in 6 countries**
- **Capacity to now expand direct carrier billing operations into a further 14 countries – new territories pending**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE**) is pleased to announce that following the launch of direct carrier billing services with a major mobile operator into United Arab Emirates (UAE) earlier in the month, the Company confirms that it has secured a second major mobile operator in UAE to provide direct carrier billing.

This new launch allows Mobile Embrace to deliver direct carrier billing to a further 7.6 million customers in the United Arab Emirates giving complete coverage of approximately 17m customers.

The launch gives the second mobile operator's customer base access to quality products and services via direct carrier billing.

Mobile Embrace's CEO and Co-Founder Chris Thorpe said: *"We have enjoyed a successful expansion into the Middle East and this launch gives us immediate and much greater critical mass in the UAE."*

"It is a validation of MBE's direct carrier billing strategy that both mobile operators in the United Arab Emirates are now adopting this payment method across products and services available to their customers."

"Global mobile operators are now recognizing that connecting their subscribers to quality digital content and our turnkey consumer engagement and billing platform generates immediate incremental revenue."

"MBE is now live with its second UAE mobile operator making its direct carrier billing operations live across 15 mobile operators in 6 international territories. This agreement represents a meaningful organic revenue growth opportunity for MBE and the pipeline"

Mobile Embrace Limited ABN: 24 089 805 416

Level 23, 100 William Street, East Sydney NSW 2011 Australia

T +61 2 9360 3385 **F** +61 2 9360 2775 **W** www.mobileembrace.com

For personal use only



provides scope for the team to expand carrier billing operations into a further 14 countries."

~ ENDS ~

About Mobile Embrace Limited

Mobile Embrace Limited (ASX:MBE) is a mobile commerce company. Through our integrated and award winning mobile marketing and carrier billing infrastructure we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets.

To learn more please visit www.mobileembrace.com, follow us on Twitter [@ir_mbe](https://twitter.com/ir_mbe) or download independent research on MBE here: <http://mobileembrace.com/investors-2/>.

DISCLAIMER

Forecasts and estimates may be materially different and may be affected by many factors such as the timely release of products and services, dependencies on third parties, the overall global economy, competition in the industry and other events beyond the control of or unforeseen by Mobile Embrace Limited and its subsidiaries

Media Contacts:

Chris Thorpe
CEO & Co-Founder, Mobile Embrace
+61 2 9360 3385

Nicole Hudspith
PR & Comms Manager, Mobile Embrace
+61 2 9360 3385
press@mobileembrace.com

Ben Jarvis
Six Degrees Investor Relations
+61 413 150 448

Mobile Embrace Limited ABN: 24 089 805 416

Level 23, 100 William Street, East Sydney NSW 2011 Australia

T +61 2 9360 3385 **F** +61 2 9360 2775 **W** www.mobileembrace.com

For personal use only