

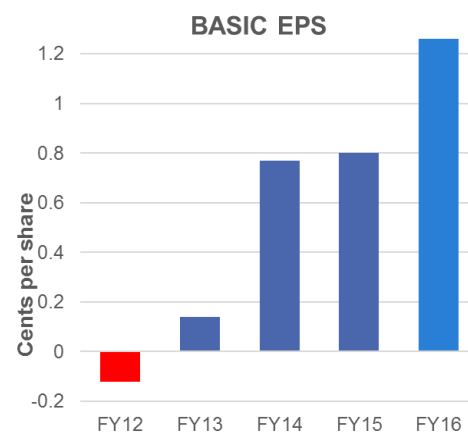
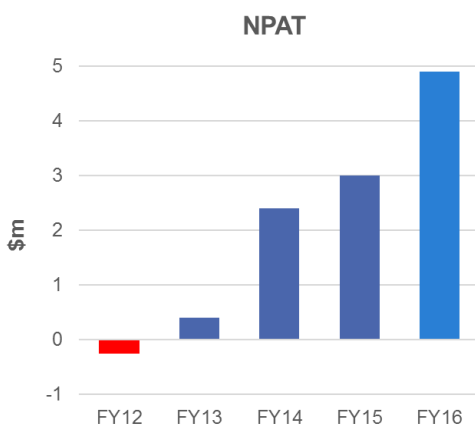
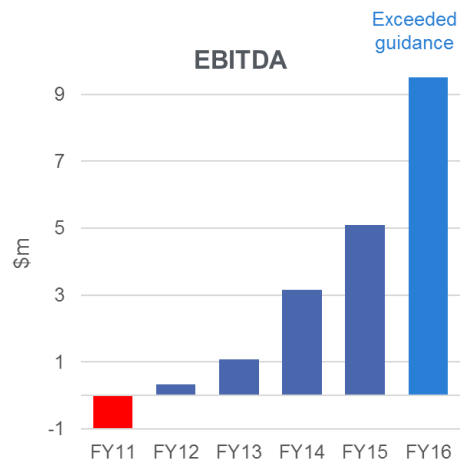
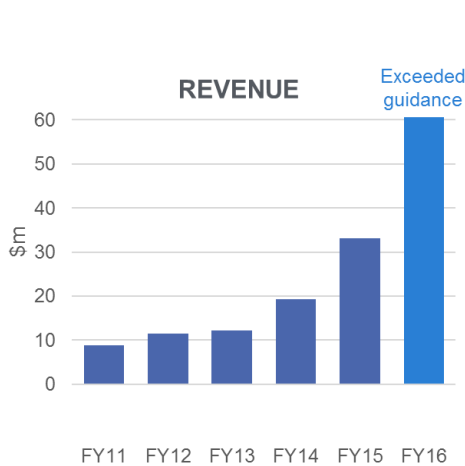
9 August 2016

ASX RELEASE

**FY16 Results Ahead of Guidance, Revenue Up 83%
EBITDA Up 86%**

Mobile Embrace Limited (ASX:MBE), a leading mobile marketing and carrier billing M-Commerce company, has again delivered a strong financial and operational performance for FY2016. From July 2015 to August 2016, MBE has established four new international territories for direct carrier billing and four new International territories for mobile marketing all expanding its operational infrastructure whilst increasing profitability.

- **Revenue of \$60.6 million up 83% year on year (YoY) from \$33.01 million ahead of guidance**
- **EBITDA of \$9.5 million up 86% YoY from \$5 million ahead of guidance**
- **NPAT of \$4.9 million up 63% YoY from \$3 million**
- **Basic EPS 1.26 (cents per share) up 57% YoY from 0.8**
- **Cash at bank \$18 million**



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Chris Thorpe, CEO said: "Mobile Embrace has again delivered strong growth on all the key metrics of Revenue, EBITDA, NPAT and EPS growth year on year. We again exceeded guidance with revenue of \$60.6 million and EBITDA of \$9.5 million which demonstrates the strength, scalability and momentum of the business."

The Company invested in the expansion of its operational infrastructure by continuing to establish multiple new international territories whilst maintaining profitability. Mobile Embrace is strategically positioned to benefit from the global uptake of mobile which continues to grow in importance at a considerable pace and is clearly here to stay and be a major part of our everyday life.

Our focus in FY17 is to continue delivering sustainable growth from our operations which are highly scalable and are generating strong cash flows.

Industry forecasts continue to point to strong and continued growth in the mobile payments and mobile marketing sectors which gives MBE the perfect environment in which to deliver its 3-year strategy."

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 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

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