



ASX Announcement | 10 October 2016
Crowd Mobile Limited (ASX:CM8)

Crowd Mobile & Viacom International Media Networks Announce Strategic Partnership To Develop World-First App Products

Highlights

- Crowd Mobile executes a two-year strategic partnership agreement with Viacom International Media Networks (VIMN)
- Crowd Mobile and VIMN will collaborate to develop new apps leveraging VIMN's popular brands and celebrities to maximise global exposure

Monday, 10 October 2016 – Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3) (**Crowd Mobile** or **the Company**) is pleased to announce it has executed a partnership agreement with Viacom International Media Networks (VIMN), a division of Viacom, Inc (NASDAQ: VIAB, VIA) for the development of new apps [mobile device applications].

The two-year strategic agreement gives Crowd Mobile a license to leverage a selection of VIMN's brands for new app development. Crowd Mobile and VIMN's collaboration will build on the popularity of Crowd Mobile's existing apps through the creation of new products.

The joint development will focus on integrating VIMN brands and celebrities into innovative new apps. Crowd Mobile has negotiated a revenue share agreement for VIMN and plans to initially launch five apps to be released in the coming weeks across emojis and Q&A.

Crowd Mobile's Chief Executive Officer, Domenic Carosa: "Crowd Mobile is delighted to partner with Viacom International Media Networks, a significant force in the international media ecosystem with globally recognised brands and celebrities.

Viacom's commitment to partner with Crowd Mobile is a strong endorsement of our ability to deliver world-class mobile products.

We expect to build a successful model that will generate revenue for both partners, and which can then be applied to a broader range of brands and celebrities.

App development is already underway and we are excited to reveal them over the coming weeks."

Ends

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About Crowd Mobile

Crowd Mobile is a mobile-first company with a world-leading 'Q&A' platform, providing personalised expert advice, and a subscription service giving users access to games, infotainment and security products. We operate across 54 countries and 30 languages and have partnered with more than 160 mobile carriers, allowing users to pay for products and services through their mobile phone or with Google or Apple Pay. Crowd Mobile has developed a diverse range of products in the m-payment, entertainment and infotainment space and is listed on Australian and German stock exchanges (ASX:CM8, FWB-XETRA:CM3).

About Viacom

Viacom Inc. (NASDAQ:VIAB and VIA) is home to premier global media brands creating compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences, and other entertainment content for audiences in 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Channel 5 (UK), Logo, Nicktoons, TeenNick and Paramount Channel, reach over 3.8 billion cumulative television subscribers worldwide. For more information about Viacom and its businesses visit www.viacom.com

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