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migme partners with leading apps Clipeo and Playsino, expanding engagement and monetisation

- New partnerships with Clipeo, a popular mobile media entertainment company, and Playsino, a leading social casino company, to expand engagement and monetisation.
- Agreements provide licensing rights to customise and rebrand their applications for the migme platform, to publish and distribute into migme's key markets.
- New applications contribute to expanding migme's games and applications vertical, expected to become a key pillar for the Company's monetisation strategy.

Global digital media company migme Limited ("migme" or the "Company") is pleased to announce the signing of a co-publishing and distribution agreement with mobile media entertainment company Clipeo Co. Ltd. ("Clipeo") and a separate publishing and distribution agreement with social casino company Playsino Inc. ("Playsino"). By adding more applications and games to the platform, migme will be able to increase engagement and monetisation.

The agreements provide migme with licensing rights to these applications, allowing them to be customised and rebranded for the platform so they can be published and distributed into the Company's key territories of Indonesia, Malaysia, Philippines, Singapore and India. Each company and migme will share revenue for all applicable in-app purchases that migme users make.

Games and applications have proven to drive both engagement and revenue for migme, which is why the Company is expanding the games and applications vertical as part of its monetisation strategy. The Company's growing community of verified artists and influencers can also benefit by using these games and applications for co-marketing, awareness building and increased monetisation of their fan base (refer to diagram 1 below). This strategy also makes migme an attractive platform for other game and applications developers as the Company continues to deliver deeper engagement for them.

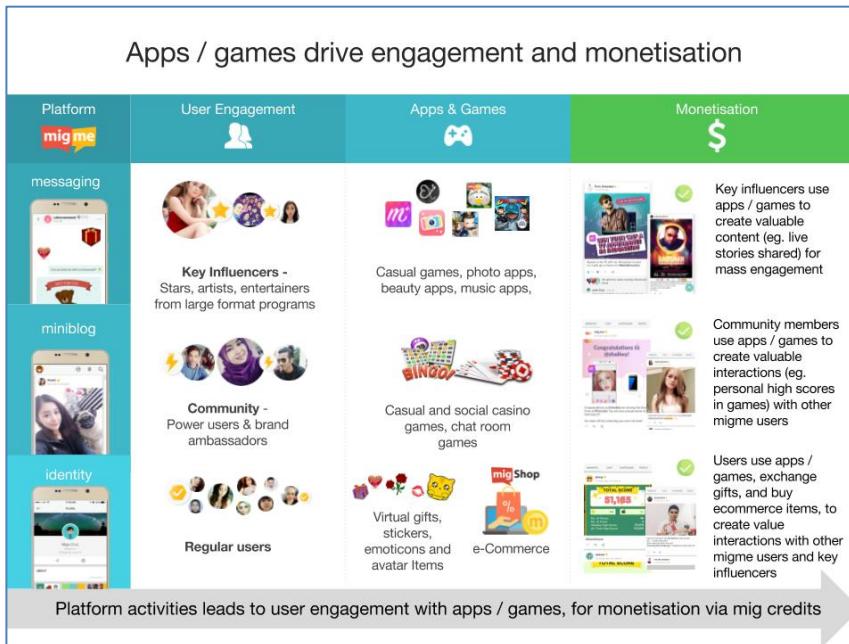


Diagram 1: Apps / games drive engagement and monetisation



Clipo (clipo.co.kr), a BlueArk Global company, is a South Korean mobile media entertainment company focused on creating a community where musical talent and creativity are shared and discovered. Clipo's EIGHTEEN is a mobile media entertainment service that provides a virtual music studio where users can produce and share their performance with the global audience.

migme will work closely with Clipo to develop a rebranded and localised version of EIGHTEEN for migme's key markets, sourcing local content, songs and musical talent. migme will host monthly singing competitions at local high schools to create engaging content and foster new fans. This will be further amplified by the support of migme's local brand ambassadors, artists and key influencers.

The social nature of the application will drive engagement, and premium features will provide additional revenue. It also creates another avenue for migme's artists and influencers to engage in co-marketing, awareness building and monetisation strategies.

Andy Ku, CEO of BlueArk Global and Clipo said, "We are extremely pleased to have Clipo form a strategic partnership with migme and we are also excited to extend our services to customers in migme's key markets. We all look forward to working closely with the migme team on this endeavour and for many years to come."

Playsino (playsino.com) is a US-based premier publisher and developer of virtual currency based social casino games, with a portfolio of eight games including the popular game Bingo World. Based on Bingo World, migme will work closely with Playsino to deliver a rebranded multiplayer bingo game that will also allow for slot play. The game will be based on a free play model where players will use migme credits to participate in the game. Players will not be able to withdraw migme credits or winnings from the game.

Alex Kelly, CEO of Playsino, said, "It is an honour to work with Steven and the rest of the migme team. We have been tracking the growth of their entertainment platform and we are confident our game content will be a great fit for the audience."

Steven Goh, CEO of migme, said, "We are excited to be adding a new social music component to the migme platform, along with a new virtual currency social casino game. These applications are a great fit for our key markets, providing opportunities for higher engagement and monetisation across the migme entertainment platform."

The applications will be available on both Android and Apple iOS.

These new applications follow the recent partnership with Gamespark Interactive Limited which added four new mobile and social casino games to expand migme's gaming strategy. This followed the initial launch of games and applications for migme's Android client in May 2016, with the launch of the Company's first migme-branded mobile game Gone Goose, fantasy sports game Cricbattle, Zombie Lava Shooter, selfie editing apps from Meitu (BeautyPlus and MakeUpPlus) and Mybrana.

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About migme Limited

migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. Social entertainment services are delivered through mobile apps migme and LoveByte, artist management community alivenotdead, social news site Hipwee and ecommerce services through Sold and Shopdeca. The Company is listed and registered in Australia. Headquarters are in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong. For more information, please visit <http://company.mig.me>