



ASX RELEASE: 24 February 2014

## TO LAUNCH NEW SOCIAL MEDIA PHOTO APPLICATION – SNAPTIC

### HIGHLIGHTS

- **SNAPTIC is an exciting new Social Media Photo Application**
- **Application will be available for iPhone, Android & Windows**
- **Numerous marketing initiatives currently being reviewed**
- **Discussions well advanced with international celebrities to promote the application.**
- **Expected global launch in the coming months**

Applabs Technologies (ASX code: ALA) is pleased to announce it is to launch a new mobile photo sharing application called Snaptic. The application will provide users with the ability to capture moments and events overtime in a new random and exciting way. The comprehensive mobile application is envisaged to be fully integrated with Facebook, Instagram and Twitter, allowing the user to upload photos direct from the Snaptic application to existing social media networks.

As part of the marketing strategy, Applabs is well advanced in attracting several international celebrities who will promote the application through their current social media networks. Targeted social media advertising will also be conducted to promote and attract users to Snaptic. Applabs will keep the market informed when agreements have been reached.



Snaptic

Applabs Managing Director Stuart Kidd commented:

“We are very excited to release Snaptic to the market over the coming months and launch a mobile application which we believe will resonate with the younger demographic. Given the globalised commonality for social media based photo applications worldwide, we believe Snaptic offers users something new and exciting, while being delivered in a novel way”

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Applabs has partnered with an independent Australian technology entrepreneur in regards to the concept around Snaptic. Applabs will hold a 90% interest with 10% being held by the private company.

**About Applabs Ltd:**

Applabs Technologies is an ASX-listed company with the unique ability to offer app development, app financing and a full range of services to clients of all descriptions. Its focus is on taking projects efficiently from A-to-Z and has a specialist team of creative professionals who can fulfil those requirements. Experienced UX/UI and visual designers; experts in marketing, launch, and innovation strategies; investment advisors; and world-class programmers; provide customers with a service that's second to none. Applabs can make any vision a reality.

Applabs Technologies works with customers throughout the entire process. The skilful team first get to know the customer and establish the most effective strategy for their mobile needs. Using agile development processes, Applabs then presents striking design solutions, high quality programming and powerful roll-out plans to ensure the app's success. Applabs is dedicated to creating long-term relationships with clients, providing ongoing training and support. Whether an app is a promotion, a solution or a revenue-generator, its customers are only limited by their imagination.

Applabs Technologies also has expertise as an app financing company. The investment team look at entrepreneurial ideas that pass a series of tests. Successful ideas will be funded and marketed by the team, and profits shared with the idea's owner. In addition to mobile app development; web design, SEO, server and cross-platform integration are also offered. On top of this, Applabs holds innovation workshops for customers, aiding them in generating and refining their ideas.

For further information, please contact

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