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Crowd Mobile to launch into Turkey

Crowd Mobile Limited (ASX: CM8) is pleased to announce that it has executed a supply agreement to launch Crowd Mobile services into Turkey which will provide consumers with a seamless mobile product engagement and mobile payment experience. Crowd Mobile is now connected to over 44 telecommunications carriers globally.

Turkey presents an exciting growth opportunity for Crowd Mobile. The country has a population of over 76 million and has Europe's youngest population, with 16.6% aged 18-24 (compared to the European Union with 11.5% in the same age bracket). Over half of the population in Turkey is under 30.4 years of age with a mobile penetration rate of 89.9%.

Crowd Mobile will integrate its "Crowd Sourced" Micro Job Platform with its partner's billing platform to expand Crowd Mobile's global reach and connectivity to mobile operators. The service makes it convenient for consumers to complete transactions via their mobile devices, and provides a frictionless offering that will help Crowd Mobile reach a wider global market.

This agreement further increases Crowd Mobile's presence in Europe, with existing operations in the UK, Ireland, Germany, Switzerland, Austria, Belgium, Italy, Portugal, Spain, Poland, Norway and The Netherlands.

The launch into Turkey allows Crowd Mobile to target and reach additional customers at scale, and monetise their products and services through a seamless payment option that is secure, faster and more convenient than a credit card. Commenting on the Turkey launch, Crowd Mobile CEO, Domenic Carosa, stated:

"We are very excited to be launching Crowd Mobile services in a country with such a young demographic with a high mobile penetration rate. This is an ideal market for Crowd Mobile, and is again consistent with the Company's strategy of expanding its global presence.

"The continued geographic expansion strengthens Crowd Mobile's ability to monetise our key products. With a scalable platform already in place, our focus is to continue to form strategic relationships that will help further expand our target market."

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About Crowd Mobile

Crowd Mobile is a global mobile entertainment and micro job network that allows customers globally to *crowd source* answers to their much-needed questions and pay a small fee for each answer received. Crowd Mobile operates in Australia, NZ, UK, Ireland, Germany, Austria, Belgium, Portugal, Spain, The Netherlands, Switzerland, Italy, Poland, Norway and Turkey across half a dozen languages. Crowd Mobile answered more than 3.4 million questions in FY14.

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Sources:

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