

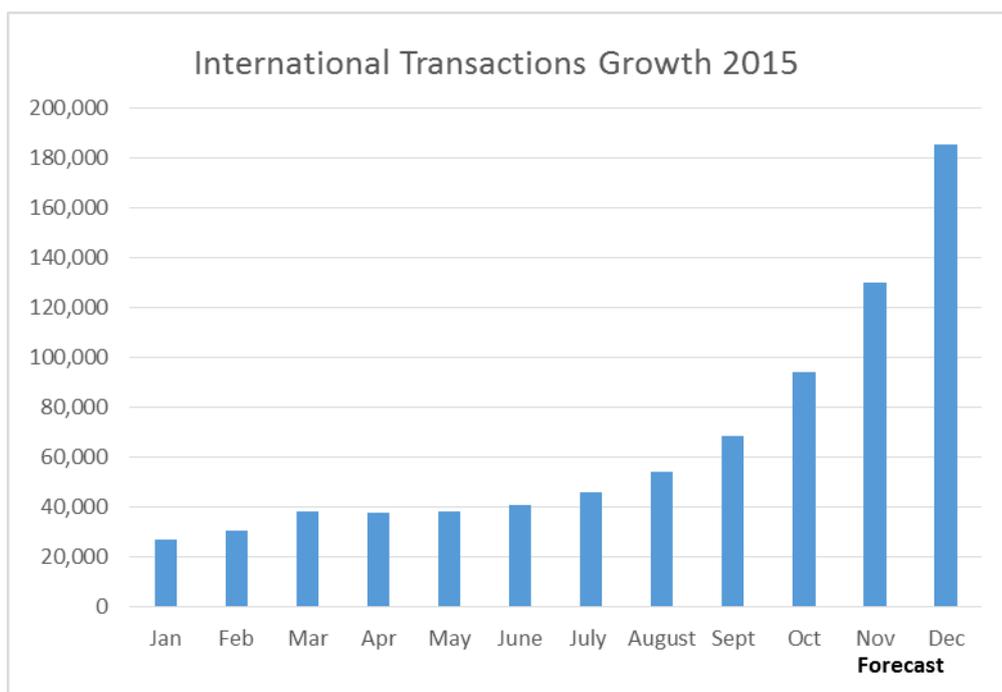
2nd November 2015
ASX RELEASE

International Carrier Billing Operations Driving Strong Organic Growth

- **International carrier billing revenue on track to exceed \$500,000 per month by December – up 150% from \$200,000 in July**
- **Transactions on track for 400% growth July to December**
- **Growth is accelerating**
- **Carrier billing now established in Australia and four international markets**
- **Existing agreements provide scope for expansion of carrier billing operations into a further 15 countries – new agreements in the pipeline**
- **Carrier billing operations present a significant scalable growth platform for MBE’s broader digital performance marketing operations**
- **Domestic & international digital performance marketing businesses also performing strongly**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE**) is pleased to update shareholders on the transaction and revenue growth of its international carrier billing operations. This follows a recent announcement that the company has established its carrier billing capability in Malaysia.

Monthly transaction growth from international carrier billing operations (excluding Australia) is on track to exceed 185,000 transactions this December, up 400% from 46,000 in July.



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Monthly revenue from international carrier billing operations (excluding Australia) is expected to reach \$500,000 this December, up 150% from \$200,000 in July. The company is pleased to confirm that revenue from international carrier billing operations is on track to grow an average of 21% per month from July to December, and is accelerating with penetration in new territories.



MBE now operates carrier billing in Malaysia, along with three additional international markets –the United Kingdom, Switzerland, Singapore, as well as Australia. Through its unique partnerships with global mobile telecommunications companies, MBE has the opportunity to establish carrier billing operations in a further 15 countries.

MBE is confident that this will be one of the fastest growing revenue segments for the company in FY2016 based on the projected roll-out of carrier billing capabilities into new international markets combined with its digital marketing products that drive customer acquisition. MBE is accelerating its profitable customer acquisition across its global network all within its disciplined financial metrics which have a short term impact on EBITDA but will deliver strong revenues and profits in FY16 and beyond.

Furthermore, the company is confident that it can strengthen margins from carrier billing operations as it gives MBE the platform to provide a more integrated and higher margin mobile commerce offering including content, marketing and billing in multiple markets.

Mobile Embrace's Chief Executive Officer, Chris Thorpe commented: *"Our international carrier billing revenue is achieving strong month-on-month growth which is now accelerating considerably. Importantly, we have exposure to multiple new international markets which not only presents a significant revenue growth channel, but it further mitigates risk to our carrier billing operations."*

"Direct carrier billing continues to be a very high growth market as more consumers transact through mobile devices. This trend is reflected in the very strong and material growth MBE is witnessing in its rapidly expanding carrier billing operations. Through our current partnerships and the direct carrier billing agreements we have with leading telcos, international carrier billing is an important and very strategic growth driver for MBE."

"MBE also has a unique opportunity to deliver a more integrated and higher margin mobile commerce offering through its integrated marketing and billing technology platforms and

this is why growth into new markets is a key priority. The organic growth opportunity from an integrated mobile commerce offering is compelling.

"We look forward to updating shareholders on our roll-out of our carrier billing operations into new markets as and when we secure new territories."

MBE is also pleased to confirm that its other international and domestic businesses are performing well which is reflected in the recent revenue and EDITDA update for the first quarter. The acquisition of UK-based Marketing Punch is now operating as part of MBE and pursuing a number of new opportunities. Performance-based digital marketing presents another key growth area for MBE.

- ENDS -

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For Independent research on MBE: www.mobileembrace.com/investors/

About Mobile Embrace Limited

Mobile Embrace Limited (ASX:MBE) is a mobile commerce company. Through our integrated and award winning digital marketing and carrier billing infrastructure we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets. For more information please visit: www.mobileembrace.com

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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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