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ASX RELEASE

Mobile Embrace to Significantly Expand UK Performance Marketing Operations with Database of more than 43 million UK Consumers

- **MBE launches one of the UK's largest, most accurate and up-to-date consumer databases**
- **Database is fully permission-based and compliant**
- **A major organic revenue growth driver for MBE and already being marketed through MBE's UK Performance Marketing operations**
- **Marketing Punch performing well as part of MBE with new major Blue Chip client relationships already secured**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE**) is pleased to announce the significant expansion of its UK performance marketing operations with the launch of one of the largest consumer databases in the United Kingdom, which includes details for 43 million consumers.

The database is made up of 'opted-in' consumers, meaning the consumers have given full permission to receive information from potential marketers. This adds significant value to the database, as it is both permission-based and compliant with the individuals that are being marketed to.

The database has been developed by the company's wholly owned UK based performance marketing business, Marketing Punch, which was acquired by Mobile Embrace in late September 2015. It represents a major future organic revenue driver for MBE in the UK.

The database was amassed by Marketing Punch Data, a new single customer view (SCV) business developed by Marketing Punch, that links various proprietary and partner data sources together, allowing access to an extensive range of consumer targeting information for supply to marketers.

Significantly, the database is one of the largest providers of comprehensive consumer views in the UK with precision targeting of up to 200 permission-based variables including individuals, households, demographics, life stages, SOHOs (small office, home office), credit risks, segmentation, transaction behaviour, share of wallet, and loyalty metrics. As such, it has wide appeal to a broader range of clients undertaking performance marketing based campaigns.

The depth of targeting ensures consumers are presented with products that match their profile. This optimises user experience and encourages loyalty while delivering the best outcome for marketers.

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Mobile Embrace's Chief Executive Officer said: "This database will deliver significant organic revenue growth for our UK operations and represents yet another example of the value we can derive from acquiring strong operating businesses and making them part of MBE.

"Already, the database is being marketed extensively to Marketing Punch's customers in the UK with opportunities to market to MBE's broader performance marketing client base in the UK. It represents a unique and potentially very valuable growth driver for us.

"The underlying technology and design of the database ensures we can pursue replication of this offering in other countries where MBE has performance marketing operations. There is huge organic growth upside in this offering and we look forward to updating shareholders on its take up."

Mr Thorpe added that Marketing Punch's performance since being acquired by MBE has been very encouraging, with the business securing new relationships and expanding existing relationships with leading blue chip corporations; namely, the UK's largest insurance firm, Legal & General and Telefonica (02), the UK's second largest telecommunications provider.

- 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 mobile 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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