

ASX RELEASE

4 DECEMBER 2015

## TMP GAINING REVENUE TRACTION IN KEY ASIAN MARKET

### Highlights

- Tech Mpire's strategy to expand its business in Asia is showing clear signs of traction
- Tech Mpire has recorded a 240% increase in revenue generated in Asia between the September Quarter and the December Quarter to date
- Revenue from Asian advertisers has increased from 10.54% of total revenue in the September Quarter to 34.2% in the December Quarter to date
- Tech Mpire's attendance at Shanghai's ChinaJoy 2015 conference in late July / early August 2015 has resulted in:
  - Strong sales pipeline, with over 100 new advertiser prospects added
  - 13 brand clients engaged to date to use the Tech Mpire platform for performance based campaigns
  - Over 342,000 mobile game installations for advertisers recruited at the conference
- With further marketing initiatives planned in Asia and a strong sales pipeline, the Company is confident of growing its client base across the region
- To bolster this growth, Tech Mpire will be sponsoring the upcoming Affiliate World Asia Conference in Bangkok this month

Tech Mpire Limited (**ASX: TMP**) (**Tech Mpire** or **Company**) is pleased to announce that as a result of recent business development initiatives, including attendance at ChinaJoy 2015, revenue generated in Asia has grown by 240% between the September Quarter and the December Quarter to date. Asia is a key target market for Tech Mpire and clear traction in the region is being demonstrated which is positive for the Company's growth prospects.

ChinaJoy 2015 is an annual, globally influential gaming exhibition in Shanghai showcasing online, mobile and console games. Running from 30 July to 2 August 2015, ChinaJoy hosted approximately 500 exhibitors and attracted over 250,000 attendees. Tech Mpire attended ChinaJoy with the objective of raising awareness in Asia and recruiting a number of Asian based blue-chip, mobile gaming clients.

Over the course of the exhibition, the Company made contact with more than 100 potential advertisers. Thirteen of these advertisers have already engaged Tech Mpire to utilise the platform and generate mobile app installations through performance based marketing campaigns. Since the event, Tech Mpire has generated over 342,000 installs for advertisers recruited at ChinaJoy.

Between the September Quarter when ChinaJoy took place, and the December Quarter to date, the proportion of total revenue generated from Asian clients has increased by 23.64%. Furthermore, the number of advertisers based in Asia has increased from 24 in the June Quarter (before ChinaJoy), to 29 in the December Quarter to date.



Among the clients already active from the conference, Tech Mpire has provided app installs for Elex Technology Co. Ltd, an influential developer of social games supported by Tencent. Elex's apps catalogue includes leading mobile games such as Clash of Kings and Happy Farm, and entertains over 50 million players from 40 countries worldwide. In addition, leading mobile anti-virus and performance application provider, Quihoo 360 Technology Co. Ltd, has partnered with Tech Mpire following ChinaJoy. Quihoo 360 currently has applications available in more than 30 languages with over 200 million users to date.

The traction Tech Mpire is gaining with large, blue chip clients such as these, demonstrates the Company's ability to enable advertisers to effectively reach their target audience.

China's internet advertising spend, which is the second largest in the world and the largest in Asia, is expected to grow from US\$16.2bn in 2014 to US\$33.55bn by 2019<sup>1</sup>. Growth opportunity across Asia therefore remains a key focus for Tech Mpire, and the Company is optimistic about engaging further prospects identified at ChinaJoy in the coming months.

Tech Mpire continues to broaden the geographic reach of its advertiser base with the number of advertisers from outside of North America growing from 60% in the June Quarter, to 68% in the December Quarter to date. As more of these advertisers become active, the Company expects the percentage of revenue sourced from outside North America to increase. The Company also continues to maintain its exceptional track record of advertiser retention with an 84% retention rate for November.

Having previously identified Asia as a strategic growth area for continued focus, Tech Mpire will be exhibiting as a gold sponsor at the Affiliate World Asia conference to be hosted in Bangkok later this month. The Company anticipates this prestigious event will result in significant growth of its affiliate network, supporting efforts for further penetration across the Asian market.

Luke Taylor, Managing Director, Tech Mpire Limited commented:

*“The momentum we have achieved in Asia represents the success of our business development and marketing initiatives as well as the demand in the region for performance-based marketing.*

*“Whilst mobile app campaigns are only part of our business, the rapid market growth makes it a key focus for the Company. We have a strong track record of delivering on mobile app campaigns, with over 10 million installs achieved within ten months across our client base.*

*“With further marketing initiatives planned and a strong sales pipeline in the region, we’re confident of our ability to continue to grow our client base across Asia.”*

<sup>1</sup> Source: PwC - Global Entertainment and Media Outlook 2015-2019

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