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ASX Release

Mobile Embrace Secures Deal with Major Asian Telecommunications Group, Axiata

- **Agreement extends Mobile Embrace's global carrier billing reach with five potential new territories**
- **The partnership strengthens Mobile Embrace's addressable market in Malaysia**
- **Opportunity to reach over 260 million customers**
- **Mobile Embrace now has agreements with the top three telecommunications groups in Asia**
- **Existing agreements provide access to approximately 1 billion mobile subscribers**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE**) is pleased to announce it has entered into a global framework agreement with [Axiata](#), one of Asia's largest telecommunications companies, to provide direct carrier billing for its 260 million mobile subscribers.

Axiata is one of the largest telecommunications groups in Asia. Axiata has controlling interests in mobile operators in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia with significant strategic stakes in India and Singapore.

Mobile Embrace will bring Axiata customers mobile-optimized products and services across a range of verticals, along with the seamless ability to pay via direct carrier billing. Mobile Embrace will provide an easy and secure mobile payment channel, giving Axiata customers the convenience of charging purchases direct to their phone bill. The products and services will be localized and tailored for each territory.

Chris Thorpe, CEO and Co-Founder at Mobile Embrace, said: "We are delighted to be partnering with Axiata. This deal firmly cements our position in Asia with the company now holding agreements with the three largest telecommunications companies in the region. Marrying Mobile Embrace's marketing and carrier billing platforms with Axiata's outstanding customer base will further increase our offering to mobile subscribers across Asia.

"Our global expansion and continuing success in Asia highlights the strength of our integrated marketing and billing infrastructure. Direct carrier billing's popularity continues to grow as it allows for easy and convenient mobile purchases especially in markets where credit card penetration is low."

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Mobile Embrace will continue to update shareholders throughout the coming months as it furthers its global expansion. The Company is also pleased to confirm that its domestic businesses are performing well delivering strong organic growth.

~ ENDS ~

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.

To learn more please visit www.mobileembrace.com, follow us on Twitter [@ir_mbe](https://twitter.com/ir_mbe) or download independent research on MBE here: www.mobileembrace.com/investors/.

DISCLAIMER

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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About Axiata

Axiata is one of the largest Asian telecommunications companies. Axiata has controlling interests in mobile operators in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia with significant strategic stakes in India and Singapore. In addition, the Malaysian group holding company has a stake in non-mobile telecommunication operations in Pakistan.

The Group's mobile subsidiaries and associates operate under the brand name 'Celcom' in Malaysia, 'XL' in Indonesia, 'Dialog' in Sri Lanka, 'Robi' in Bangladesh, 'Smart' in Cambodia, 'Idea' in India and 'M1' in Singapore.

The Group, including its subsidiaries and associates, has over 260 million mobile subscribers in Asia. The Group revenue for 2014 was RM18.7 billion. The Group provides employment to over 25,000 people across Asia. Axiata's vision is to be a regional champion by 2015 by piecing together the best throughout the region in connectivity, technology and talent, uniting them towards a single goal: Advancing Asia.

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Axiata was awarded the Frost & Sullivan 2009, 2010, 2011, 2012, 2013 and 2014 Asia Pacific ICT Award for Best Telecom Group and the Telecom Asia Best Regional Mobile Group 2010 and 2011 for its operations in multiple Asian markets.

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