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ASX RELEASE

Mobile Embrace Confirms Record Half Year Financial Performance with NPAT now up 81% to \$2.79 million

Mobile commerce company Mobile Embrace Limited (**ASX: MBE**) is pleased to update shareholders on its audited financial results for the six months ended 31 December 2015. Mobile Embrace released un-audited financial results for the half on 9 February 2016, and the Company today confirms these results following completion of the half-year audit:

- **Revenue up 99% to \$28 million (1H FY2015: \$14.1 million)**
- **Second quarter revenue of \$16.0 million, 33% up on first quarter performance**
- **EBITDA up 141% to \$4.1 million (1H FY2015: \$1.7 million)**
- **EBITDA margin of 15%**

The one variation from the un-audited results is Net Profit After Tax for the half increased to \$2.79 million up 81% on the previous corresponding period (1H FY2015: \$1.5 million and versus the un-audited reported number of \$2.6 million).

	1H13 \$M	1H14 \$M	1H15 \$M	1H16 \$M	Growth 1H15 - 1H16
Revenue	5.8	9.5	14.1	28	99%
EBITDA	0.3	1.8	1.7	4.1	141%
EBITDA Margin	5%	19%	12%	15%	25%
NPAT*	0.2	1.6	1.5	2.8	81%

Increased from unaudited results of \$2.6M / 76%

As well as the progress reported earlier in the month, Mobile Embrace provides the following update on several key operational developments.

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Strong growth in Direct Carrier Billing

Direct Carrier Billing continues to be a significant growth driver for the company as demonstrated by the continued increase in monthly revenue being generated from expanding global operations.

As Mobile Embrace launches its Direct Carrier Billing into new international markets with new mobile carrier partners, this is likely to lead to material increases in revenue providing strong recurring revenue streams.

Investment in customer acquisition underpins Mobile Embrace for longer term

As previously reported, the Company invested an additional \$4.2 million in marketing during the half that grew new customer acquisitions globally. This investment helps underpin the Company's already strong organic revenue growth for the longer term and deliver significant scale.

FY2015 acquisitions show strong organic growth and scalability

Mobile Embrace's disciplined acquisition strategy is proven with FY2015 acquisitions of The Performance Factory and EggMobi having averaged 141% revenue growth and 111% EBITDA growth 1HFY2016 from 1HFY2015.

Outlook

Mobile Embrace reiterates that it is well placed to deliver continued growth in the second half and into FY2017. Mobile Embrace has a pipeline of operational developments that it looks forward to announcing as they progress.

- ENDS -

Mobile Embrace -- Further information:

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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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