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ASX Release

## Mobile Embrace expands Direct Carrier Billing Services into United Arab Emirates (UAE)

- **Direct carrier billing agreement secured with leading UAE mobile operator with 9 million customers**
- **MBE is now live across 14 mobile operators in 6 countries**
- **Existing agreements provide scope for expansion of carrier billing operations into a further 14 countries with additional agreements in the pipeline**
- **International operations experiencing significant growth and is now profitable**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE**) is pleased to announce that it has expanded its Direct Carrier Billing (DCB) operations into the United Arab Emirates through an agreement with one of the leading mobile phone operators in the United Arab Emirates.

The agreement, secured via one of MBE's existing channel partnerships, means it can now sell digital products and services via direct carrier billing to the more than 9 million customers of the mobile operator.

The agreement represents a meaningful organic growth opportunity for MBE, and it is further evidence that direct carrier billing continues to grow as a preferred payment method for consumers. MBE also expects to shortly launch with a second mobile operator in the region.

Mobile Embrace's CEO and Co-Founder Chris Thorpe said: *"MBE is witnessing substantial organic growth in direct carrier billing operations. International operations are performing exceptionally well and are now generating profits validating the company's strategy."*

*"The UAE and the wider region represent a compelling organic growth opportunity for MBE and we can start building a meaningful revenue base here quickly with minimal outlay. MBE is now operational across 14 mobile operators in 6 international territories with existing agreements providing scope for expansion of our carrier billing operations into a further 14 countries."*

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*"More mobile operators are recognizing that connecting their subscribers to the combination of quality digital content and our turnkey consumer engagement and billing platform generates incremental revenue almost immediately."*

*"We look forward to updating shareholders on our progress here and other operational developments across the Company."*

~ 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](http://www.mobileembrace.com), follow us on Twitter [@ir\\_mbe](https://twitter.com/ir_mbe) or download independent research on MBE here: <http://mobileembrace.com/investors-2/>.

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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