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ASX Release

Mobile Embrace Significantly Expands Direct Carrier Billing Offering in Singapore with a Major Mobile Operator, StarHub

- **StarHub is one of Singapore's major mobile operators with over 2.1 million subscribers**
- **Third direct carrier billing mobile operator agreement in Singapore**
- **MBE now has complete coverage of Singapore's 6.5 million mobile users**
- **Once launched MBE will be live with 16 mobile operators in 6 Countries**
- **Capacity to now expand direct carrier billing operations into a further 14 countries – new territories pending**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE**) is pleased to announce a major milestone in the strengthening of its direct carrier billing operations in Asia with a new partnership with one of Singapore's major mobile operators, StarHub.

Mobile Embrace now has agreements in place with the three major mobile operators in Singapore giving the company leverage to significantly scale up direct carrier billing operations in this market. This will give MBE access to a total of 6.5 million customers across the three mobile operators.

Mobile Embrace will bring StarHub customers mobile optimised digital products and services, and the ability to pay with direct carrier billing, an easy and secure mobile payment channel.

Importantly, having partnerships with all mobile carriers in the one market delivers greater critical mass and marketing spend efficiencies, as well as scale as direct carrier billing products can be distributed across all carriers simultaneously.

MBE's CEO and Co-Founder Chris Thorpe said: *"This is a very significant partnership for Mobile Embrace and will be another meaningful revenue driver for us. Direct carrier billing for digital products via smartphones is rapidly growing as a highly convenient alternative to credit and debit cards globally. This trend is underpinning opportunities for significant organic revenue growth for MBE, and we believe current monthly revenues from international direct carrier billing operations are just in their infancy."*

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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: <http://mobileembrace.com/investors-2/>.

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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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