



ASX Release: 10 May 2016

Mobile Embrace Continues International Expansion with Performance Marketing Operations Launched in South East Asia

- **MBE Performance Marketing business launches in Singapore and Malaysia**
- **Revenue already being generated from South East Asian operations**
- **Performance Marketing now operating in six markets**
- **Additional international markets for Performance Marketing operations to be rolled out**
- **11 additional international markets in review**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE**) today announced that it continues to expand its international operations with the launch of its successful cloud based performance marketing technology platform into Singapore and Malaysia.

MBE's performance marketing operations allow businesses to easily profile their customers, target the right demographic, and validate data and track results. They now deliver approximately 40,000 leads per day to businesses across Australia, New Zealand, France and the UK. The number of leads will increase as new markets are added.

South East Asia offers a significant revenue growth opportunity for the performance marketing business and revenue is already being booked from revenue-sharing partnerships. Malaysia and Singapore have a combined population of approximately 35 million and additional markets in South East Asia are in the pipeline.

Mobile Embrace is strategically pursuing global expansion of both its mobile marketing and direct carrier billing businesses in similar markets so it can leverage its operational efficiencies and synergies. The carrier billing business is operating in six territories that include Singapore and Malaysia.

Chris Thorpe, Chief Executive Officer and Co-Founder at Mobile Embrace, said: *"South East Asia presents a huge opportunity for our performance marketing operations and the early revenue we have generated is encouraging."*

"MBE's performance marketing technology platform is ahead of the market in terms of performance and ROI. We have demonstrated in Australia, New Zealand, France and the UK that we can deliver superior lead generation through our performance marketing offering."

"South East Asia is expected to add significantly to our performance marketing revenue streams through expansion in Singapore, Malaysia and new markets in the region as we roll out the offering."

"South East Asia and Asia more broadly is an important market for MBE and we are aggressively pursuing organic growth opportunities for both our performance marketing and direct carrier billing operations. The addition of a new direct carrier billing market is imminent and we look forward to updating shareholders on this very shortly."

~ ENDS ~

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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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