



ASX Release: 17 May 2016

Mobile Embrace Performance Marketing Operations Launch in UAE and Hong Kong

- MBE Performance Marketing business launches in United Arab Emirates (UAE) and Hong Kong
- Revenue generation has commenced in both markets
- Performance Marketing now operating in eight markets with a further nine markets under review for rollout

Mobile commerce company Mobile Embrace Limited (ASX: MBE), today announced that it continues to strengthen its performance marketing operations with the rollout of the cloud-based performance marketing technology platform into Hong Kong and the United Arab Emirates.

This follows the announcement last week that the platform has also been launched in Singapore and Malaysia. Revenue is already being generated in all four new markets.

MBE's performance marketing operations are now live in Australia, New Zealand, France, UK, Singapore, Malaysia, United Arab Emirates and Hong Kong with an additional nine markets being assessed for rollout.

Chris Thorpe, Chief Executive Officer and Co-Founder at Mobile Embrace, said: *"The take-up of our performance marketing operations is encouraging having delivered strong growth. We are pleased to confirm that they are now generating revenue in eight territories. We are now focused on rolling out the operations to a further nine international markets which will significantly enhance revenue streams across the business."*

~ 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: <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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