
MOBILE EMBRACE

ASX: Capital Raise June 2016
MBE Chris Thorpe, CEO



REACH



ENGAGE



TRANSACT



EMBRACE



DEAL OVERVIEW AND USE OF FUNDS

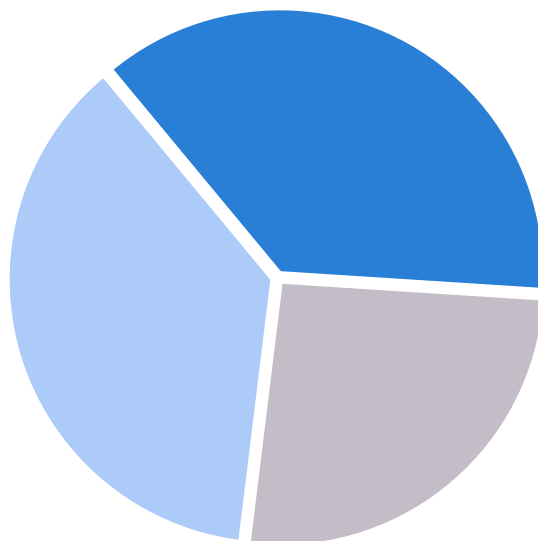


We would like to welcome a number of new financial institutions to the MBE Share Register through a heavily oversubscribed institutional placement to both domestic and foreign institutions, with strong cornerstone support from existing shareholders.

Deal Terms

- \$12m Placement at \$0.30 per share
- Share Purchase Plan (SPP) of up to \$3.5m offered to all existing retail shareholders on the same terms of the placement

FUNDS DISTRIBUTION



INTERNATIONAL DIRECT CARRIER BILLING (DCB) EXPANSION (\$7m)

MBE plans to double its existing DCB footprint to 30 Telcos globally in the next 12 months, which would extend its addressable market to over 500 million mobile consumers across 10 geographical markets

ACQUISITION RELATED EARN-OUTS (\$5m)

To validate MBE's acquisition strategy, all of the performance marketing businesses acquired by MBE over the past 18 months are anticipated to grow by at least 30% per annum, in line with their respective earn-out targets

ADDITIONAL CUSTOMER ACQUISITION AND WORKING CAPITAL (\$3.5m)

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INTERNATIONAL DCB EXPANSION



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CURRENT SOUTH EAST ASIA REACH



PLANNED SOUTH EAST ASIA REACH



With further planned Europe and Middle East expansion

BUSINESS SENSITIVITIES



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MARKET	TECHNOLOGY	COMPETITORS	REGULATION
<p>Fluctuation in mobile advertising spend, Effective access to inventory, business spend on mobile / digital or consumer sentiment Lumpiness that can come from campaign sales or change in spending patterns, changing market conditions or technologies that may impact access</p> <p>Forex Hedging Strategies in place</p> <p>Cash conservatively managed</p>	<p>Competitive technologies Risk that new technologies emerge that impact competitive advantage or market environment</p> <p>Carrier support of billing platforms Carriers changing their support for carrier billing of mobile products and services</p> <p>Programmatic Platforms Use of platforms for purchase/pricing of ad inventory negatively impacting demand or access for mobile advertising</p>	<p>New competitive market entrants Risk that new competitors enter market with a similar business</p> <p>Marketing channels, New Product and Billing channel performance Non-performance of marketing channels or disinterest in products by consumers</p>	<p>Regulation Changes in rules around the regulation of mobile products and services and digital marketing</p> <p>Restrictions in handset platform access – e.g. Apple’s current ecosystem Handset manufacturers or mobile platform developers restricting consumer access to products and services</p>

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