



28 June 2016

ASX/Media Release
(ASX: KNM)

KNeoMedia Launches 3rd Generation Android App

- **Android App launches globally on Google Play – iOS version available within weeks**
- **New technology designed to enhance player experience, boost retention & revenue**
- **App soon to be available in Spanish and Mandarin – significant potential in South America & China**
- **New Apps will greatly enhance revenue opportunities across all channels and markets**

Online education publisher **KNeoMedia Limited (“KNeoMedia” or the “Company”)** (ASX: KNM) is pleased to announce that it has launched the latest KNeoWorld Android App on the Google Play Store. The App will become visible in Google Play global App stores during the course of the day. A fully integrated digital marketing campaign is being launched concurrently to support of the App launch.

The new App allows for long term audience engagement and therefore enhanced player retention and revenue via in-App purchases. New episodes of KNeoWorld are downloaded automatically in the background and then appear in an episode list which prompts a further in-App purchase.

The new and innovative technology was developed by the Company’s team in Goa India together with Leap Innovative Lab of California, integrating Adobe Edge and Phaser JS into a native Android environment to give users a similar experiences across mobile and web. Optimization of the files reduces the size of the App, significantly enhancing the user experience and stability. The new technology will be used as a general purpose game delivery system for further content and games across Android, iOS (iPhone Operating System) and other platforms.

An iOS version using the same technology is anticipated to follow the Android App release within the coming weeks. The release of the new Apps will greatly enhance revenue opportunities across all channels and countries including the PTA Fund raising model in the US. The PTA offering is expected to greatly benefit from the release of the stand-alone Apps for young players in preference to the web based KNeoWorld.

The technology will also allowed for prompt release of the Apps in Spanish and in the case of Android, Mandarin, both of which offer the potential for broader market penetration and reach in a number of geographies, in particular South America and China.

KNeoMedia’s Chief Executive Officer, James Kellett, commented: “The launch of the third generation KNeoWorld Android App, which will greatly enhance player experience and retention, is a significant milestone. More critically, we anticipate that this will become a key revenue driver for the Company, with the addition of the Spanish and Mandarin versions delivering the potential for market penetration into the huge South America and China markets.”

“In addition, this unique technology also has the potential to further improve our suite of product offerings across a number of platforms, channels and regions, once again improving player experience and retention to further build and diversify revenue streams.”

– ENDS –

About KNeoMedia Limited:

KNeoMedia Limited ASX: KNM
Level 1, 61 Spring Street, Melbourne VIC 3000 Australia ABN 41 009 221 783
Email info@KNeoMedia.com Tel +61 (0)3 9286 7500 Fax +61 (0)3 9262 1472

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KNeoMedia Limited
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KNeoMedia Limited is an online games publishing company that delivers world-class edutainment games to global educational and consumer markets (education + entertainment = edutainment).

KNeoMedia publishes and markets from its US-based subsidiary, KNeoWORLD Inc., and sells on a micro-subscription and Apps basis through the KNeoWORLD.com games portal, Apps Stores and via distribution agreements and education departments.

Games Based Learning is an integral part of childhood education. Growth in educational markets, combined with advances in mobile devices and connectivity, will continue to accelerate innovation, adoption, and affordability of our products around the world.

KNeoWORLD is a fun education games portal where young students play their way through a futuristic and epic world. They do this by playing compelling games that are subtly infused with validated educational content including numeracy, literacy, science and arts. KNeoWORLD Apps comply with child online protection and the parent approved simple subscription model provides KNeoWORLD with a global opportunity to quickly deploy in a product vacuum and become a market leader.

For further information please contact:

James Kellett

Chief Executive Officer

T: (03) 9286 7500 M: 0439 805 070

E: jkellett@kneomedia.com

Sophie Karzis

Company Secretary

T: (03) 9286 7500

E: sk@ccounsel.com.au

Released through: Ben Jarvis, Six Degrees Investor Relations: +61 413 150 448



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