

ASX RELEASE

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### **TMP ANNOUNCES STRATEGIC PARTNERSHIP TO BOOST AFFILIATE PERFORMANCE**

- **Tech Mpire has entered an agreement with Silicon Valley ad-tech company, Track Revenue**
- **Through the partnership, Tech Mpire's affiliates will be eligible to take advantage of Track Revenue's powerful affiliate media buying software and optimization tools free of charge**
- **Track Revenue's software provides affiliates functionality designed to improve conversion rates of online media buying**
- **Tech Mpire expects this partnership will assist in further growing revenue through:**
  - **growth in the Company's network of affiliates and advertising reach**
  - **increased volume of activity from existing affiliates**
  - **increased conversion rates for existing affiliates**
  - **performance improvements**
  - **increased exposure with access to Track Revenue's user base**

Tech Mpire Limited (ASX: TMP) (**Tech Mpire** or **Company**) is pleased to advise it has entered an agreement with Silicon Valley, advertising technology company Track Revenue to offer use of Track Revenue software to Tech Mpire's network of affiliates.

Track Revenue's Mpire Plan will provide Tech Mpire's affiliates with extra functionality designed to improve conversion rates of online media buying. Affiliates who meet the conditions of the offer, will not be charged for the use of the software. Both existing and new Tech Mpire affiliates will be eligible providing they meet a minimum monthly earnings threshold for every month they utilise Track Revenue's platform.

By implementing a minimum earnings threshold, the Company anticipates increased volumes of activity from existing affiliates that might habitually distribute their activity over multiple competing networks. The Company also anticipates this offer to attract new affiliates.

Tech Mpire's Chief Marketing Officer, Jeff Botnick said of the partnership, "Reaching the right audience, with the right ads is fundamental to the success of our affiliates. Leveraging Track Revenue software for free, our affiliates will be able to further optimise their traffic, and improve conversion rates, to take their performance to the next level. The extra functionality afforded by this arrangement, makes our network even more attractive to affiliates and demonstrates our commitment to helping our already stellar network, improve further."

“We have been observing Track Revenue as their software has evolved and become increasingly comprehensive. We are delighted to be partnering with them to provide our affiliates with the tools to grow their businesses, rapidly and sustainably.”

As part of the agreement, Tech Mpire’s network will feature on the Track Revenue website and a variety of cross promotion will take place to recruit affiliates from Track Revenue’s existing user base.

Nelson Cheung, CEO of Track Revenue said, “This partnership has evolved out of the mutual goal shared by Mpire Network and Track Revenue, to contribute to sustainable growth in the performance industry, helping our clients constantly adapt and improve. Mpire’s commitment to this goal is demonstrated in its willingness to provide tools, such as our powerful media buying software, to its affiliates. We are excited to welcome the quality affiliates that Mpire are nurturing onto our platform to help them optimise their traffic and drive conversions.”

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For more information, please contact:

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