



28 July 2016

ASX/Media Release
(ASX:KNM)

KNeoMedia Launches HeroWORLD in Norway with Mobile Embrace

- **Provides reach to ~5.8 million mobile phone subscribers in Norway via Mobile Embrace**
- **Follows recent expansion in UK – reach in this market to over 40 million mobile phone users**
- **Further step towards creating diversified revenue streams with edutainment products available across multiple channels and markets**
- **Additional rollouts of HeroWORLD in more European and Asian markets imminent**

Online education publisher **KNeoMedia Limited** (“**KNeoMedia**” or the “**Company**”) (**ASX: KNM**) is pleased to announce that it has launched its HeroWORLD educational games and content in Norway in conjunction with its marketing and distribution partner Mobile Embrace (ASX: MBE).

Through Mobile Embrace’s global billing and distribution platform, MBE are now promoting HeroWORLD to 5.8 million mobile phone subscribers in Norway.

This follows the recent announcement (ASX 15 July 2016) that KNeoMedia has launched phase two of its expansion in the United Kingdom (UK) with MBE, now having reach to over 40 million mobile phone subscribers in this region.

The launch of HeroWORLD in Norway reflects KNeoMedia’s plan to strategically rollout the edutainment product into more European countries in partnership with MBE. Based on the strong take up rates in Australia and the UK, KNM expects similar results in Europe.

As part of its ongoing agreement with KNeoMedia, Mobile Embrace will continue to promote HeroWORLD content and games in Australia and the UK, with both companies sharing transactional revenue. Specifically designed for consumers on smartphones and tablets, HeroWORLD may be easily purchased and downloaded via Mobile Embrace’s direct carrier billing platform.

KNeoMedia’s Chief Executive Officer, James Kellett stated: “The launch of HeroWORLD in Norway is a great milestone for KNeoMedia, it marks our first entry into Europe, and is further validation of the consumer appeal of HeroWORLD.

“This is another step towards creating a diversified and de-risked revenue platform by having our suite of edutainment offerings available through multiple channels and across a growing number of regions and geographies.”

“Together with Mobile Embrace, we are assessing further rollouts of HeroWORLD into other European and Asian markets and expect to make an announcement on this shortly.”

– ENDS –

About KNeoMedia Limited:

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

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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.

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