



1 August 2016

ASX/Media Release
(ASX: KNM)

KNeoMedia Launches HeroWORLD in Switzerland with Mobile Embrace

- **Delivers reach to ~6.6 million mobile phone subscribers in Switzerland via Mobile Embrace**
- **HeroWORLD now being promoted to over 52 million mobile phone subscribers in UK, Norway and Switzerland**
- **Latest expansion represents another solid endorsement of KNeoMedia's edutainment offering**
- **Company assessing further rollouts into additional European and Asian markets**

KNeoMedia Limited ("KNeoMedia" or the "Company") (ASX: KNM) is pleased to announce that it has launched its HeroWORLD educational games and content in Switzerland in conjunction with marketing and distribution partner Mobile Embrace (ASX: MBE).

Through Mobile Embrace's billing and distribution agreement with Switzerland's leading telecommunications provider, MBE are now promoting HeroWORLD to 6.6 million mobile phone subscribers in Switzerland.

This latest expansion follows last week's launch of HeroWORLD in Norway, and comes after KNeoMedia initiated phase two of its move into the UK (ASX 15 & 28 July 2016). KNeoMedia now has reach to a combined total of over 52 million mobile phone subscribers in the UK, Norway and Switzerland.

The move reflects KNeoMedia's plan to strategically roll out the edutainment product into additional European countries in partnership with MBE.

KNeoMedia and Mobile Embrace are currently assessing further strategic roll outs into additional European and Asian markets. KNeoMedia and MBE will continue to promote HeroWORLD games and content across the growing number of regions it is now available in, with both companies sharing transactional revenues.

KNeoMedia's Chief Executive Officer, James Kellett commented: "The launch of HeroWORLD in Switzerland coming straight after Norway represents another step towards creating a diversified and de-risked revenue platform, and is further validation of the consumer appeal of this edutainment offering and the value of our partnership with Mobile Embrace."

"Together with Mobile Embrace, we are currently assessing further rollouts of HeroWORLD into additional European and Asian markets, and we look forward to updating shareholders on our progress in the coming weeks and months."

– 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).

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



Follow KNeoMedia on Twitter: <http://twitter.com/KNeoMedia>

For personal use only