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Mobile Embrace Performance Marketing Operations Launch in Four Middle East Countries

- **MBE Performance Marketing business launches in Saudi Arabia, Qatar, Egypt and Bahrain**
- **Revenue generation has commenced in all markets**
- **Performance Marketing now operating in 12 countries with further markets under review for rollout**
- **Global spend on Mobile Digital Performance Marketing continues to grow rapidly – MBE capturing this growth in multiple markets**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE**), today announced that it continues to strengthen its mobile digital performance marketing operations with the rollout of the cloud-based performance marketing technology platform into Saudi Arabia, Qatar, Egypt and Bahrain.

This follows the recent launch of the platform in Singapore, Malaysia, Hong Kong and the United Arab Emirates (UAE).

Revenue is already being generated in all four new markets and follows strong revenue generation in the markets where MBE has been facilitating performance marketing mobile campaigns. Take up by some highly recognised global brands has been particularly encouraging.

Mobile Embrace's Chief Executive Officer Chris Thorpe said: *"Growth in Mobile Marketing transactions, which are underpinned by MBE's unique Performance Marketing capabilities, are accelerating. The rollout of the platform to four additional and very large markets in the Middle East will ensure MBE continues to deliver solid revenue from its mobile digital performance marketing offering - a powerful customer acquisition channel for a large and diverse range of businesses that is experiencing very rapid growth globally."*

The Middle East is currently experiencing some of the highest growth in mobile adoption of any region globally, with 3G and 4G connections rising from 20 million in 2009 to 182 million in 2015. This growth is expected to continue with mobile broadband estimated to represent 69 percent of all mobile connections in the region by 2020.¹

The further expansion into Middle Eastern countries follows MBE's entry into the UAE in March 2016 via direct carrier billing agreements with two mobile operators and the launch of MBE's mobile digital performance marketing operations in May 2016.

"The UAE has the highest mobile adoption rates of any Arab state, and MBE has targeted other Middle Eastern countries with equally strong opportunities for growth in mobile commerce. For example, the total value of revenue from e-commerce in Saudi Arabia is expected to double between 2015 and 2020 to almost US\$11 billion². With 93 percent of Saudi Arabian Internet users accessing via mobile last year³, MBE are well placed to capitalise on this rapidly emerging market," Mr Thorpe added.

MBE's performance marketing operations are now live in Australia, New Zealand, France, UK, Singapore, Malaysia, United Arab Emirates, Hong Kong, Saudi Arabia, Qatar, Egypt and Bahrain, with additional markets being assessed for rollout in the near term.

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About Mobile Embrace Limited

Mobile Embrace Limited (ASX:MBE) is a mobile commerce company. Through our integrated and award winning mobile marketing and carrier billing infrastructure we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets.

To learn more please visit www.mobileembrace.com, follow us on Twitter [@ir_mbe](https://twitter.com/ir_mbe) or download independent research on MBE here: <http://mobileembrace.com/investors-2/>.

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Forecasts and estimates may be materially different and may be affected by many factors such as the timely release of products and services, dependencies on third parties, the overall global economy, competition in the industry and other events beyond the control of or unforeseen by Mobile Embrace Limited and its subsidiaries

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1 GSMA 'The Mobile Economy: Arab States 2015' Report

2 Statista 2015, Saudi Arabia e-commerce market, revenue.

3 Research and Markets, The Saudi Arabia B2C E-Commerce Market 2016 report, April 27, 2016

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