



16 September 2016

ASX Release

FORTHCOMING RELEASE OF SHARES FROM VOLUNTARY ESCROW

Mobile Embrace Limited (**ASX: MBE** or **Company**) wishes to advise, in accordance with ASX Listing Rule 3.10A, that 4,000,000 fully paid ordinary shares (Shares) are due for release from voluntary escrow on 1 October 2016.

The Shares were issued as part consideration for the Company's acquisition of UK-based Marketing Punch, a market leader in online performance marketing with a growing opted-in database, as announced to the ASX on 29 September 2015.

An Appendix 3B will be lodged with the ASX following their release from voluntary escrow.

~ ENDS ~

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: www.mobileembrace.com/investors/.

DISCLAIMER

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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