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ASX Release

Mobile Embrace Expands International Direct Carrier Billing Operations into Bahrain with VIVA

- **MBE will be live with 21 mobile operators in nine countries – further new market entries pending**
- **VIVA Bahrain is the country's market leader**
- **Modest investment to establish operations in Bahrain**
- **International direct carrier billing now generating \$600K in monthly revenue and accelerating rapidly**

Mobile commerce company Mobile Embrace Limited (**ASX:MBE**) continues to expand its international direct carrier billing operations with a new agreement signed in Bahrain with the country's leading mobile operator, VIVA Bahrain, a subsidiary of Saudi Telecom.

International direct carrier billing operations now generate \$600K in monthly revenue for MBE and this revenue base is accelerating rapidly. MBE now has direct carrier billing operations established in nine international markets with further new country entries pending for minimal financial outlay.

The Middle East and North Africa (MENA) region is growing in importance for Mobile Embrace with excellent telco relationships established. Direct carrier billing and performance marketing operations are now established in five countries through the region and there is potential for further regional growth.

For consumers in Bahrain, direct carrier billing is a compelling opportunity given that credit card penetration is low. As such, the smartphone is becoming the principle payment method for digital products and services as direct carrier billing can be used by anyone with a mobile phone or mobile-connected tablet.

Mobile payments are an accepted and growing form of payment in the MENA region showing a compound annual growth rate (CAGR) of more than 80%, and an average transaction value per user of almost US\$200.00.¹

Chris Thorpe, CEO and Co-Founder at Mobile Embrace, said: *"Our direct carrier billing operations are expanding very rapidly and our push into new international markets is delivering revenue growth from both direct carrier billing and performance marketing operations."*

¹ www.statista.com/outlook/331/106/mobile-payments/africa-middle-east



"We are progressing with many more low-cost international market entries for direct carrier billing and performance marketing, and we are very focused on achieving much greater scale globally. The trend for consumers to transact more and more through their smart devices underpins our confidence and validates our strategy."

Mobile Embrace looks forward to updating shareholders on further international growth shortly.

~ ENDS ~

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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: www.mobileembrace.com/investors-2/.

About VIVA Bahrain

VIVA Bahrain is a fully owned subsidiary of the Saudi Telecommunications Company (STC) and launched its commercial services in March 2010 with the aim of transforming the telecommunications landscape in the Kingdom of Bahrain. Backed by unrivalled experience, knowledge and vision, VIVA has experienced phenomenal growth in its six years of operations and continues to perform exceptionally well.

Since entering Bahrain's telecom market, VIVA has become the market leader. VIVA has also positively impacted the telecommunications market by changing the way it does business and has been at the forefront of innovation by launching the latest high-tech devices first, along with having introduced a comprehensive Wholesale and Enterprise portfolio with national and international services.

For more information, please visit www.viva.com.bh.

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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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