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ASX Release

Mobile Embrace Expands International Direct Carrier Billing Operations into Thailand with dtac

- dtac is Thailand's second largest mobile telecommunications provider with 25.5 million subscribers
- MBE Direct Carrier Billing (DCB) will now be live in 10 countries
- Capacity to expand direct carrier billing operations into a further 10 countries - new country roll-outs are pending
- Modest investment to establish operations in Thailand
- MBE international DCB transaction growth continues

Mobile commerce company Mobile Embrace Limited (**ASX:MBE**) is pleased to announce that it has expanded its international direct carrier billing (DCB) operations into Thailand through a new agreement with dtac, a subsidiary of Telenor, and Thailand's second largest mobile telecommunications provider in Thailand with circa 25.5 million mobile subscriptions¹.

Thailand is a compelling addition to MBE's portfolio, with a population of 69 million and mobile penetration rates already at 125%². The agreement with dtac represents strong expansion within the Asian market, growing MBE's footprint in the region adding to agreements already established in Singapore, Pakistan, and Malaysia.

As previously advised, significant investment is being made to scale up MBE's international DCB operations which are delivering solid month-on-month revenue growth. Following the partnership with dtac, MBE will be live in 10 countries, further de-risking and diversifying its DCB business.

Due to competitive handset offerings and high internet consumption from the growth of streaming services and a superior 4G experience, dtac's subscribers are driving the demand for data services. This presents an exciting market opportunity for MBE's DCB products and services. With credit card usage in

¹ <https://www.telenor.com/investors/company-facts/business-description/dtac-thailand/>

² <https://www.telenor.com/investors/company-facts/business-description/dtac-thailand/>

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Thailand at 47%³, direct carrier billing offers subscribers a convenient alternative to pay for mobile-optimised products.

Chris Thorpe, CEO and Co-founder at Mobile Embrace, said: *“We are continuing to scale up our direct carrier billing operations into new international markets as part of our international growth strategy to deliver diversified revenue streams from these operations. This is underpinned by fast-growing consumer utilisation rates for the DCB industry.*

With the launch in Thailand, MBE direct carrier billing operations are now live in 10 countries and we are progressing agreements for a further 10 countries.”

~ ENDS ~

About Mobile Embrace Limited

Mobile Embrace Limited (ASX:MBE) is a mobile commerce customer acquisition 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 [@MobileEmbraceIR](https://twitter.com/MobileEmbraceIR) or download independent research on MBE here: <http://mobileembrace.com/investors-2/>.

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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³ <https://e27.co/e-commerce-payment-trends-apac-2015-20160121>

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