

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	Mobile Embrace Limited
ABN	24 089 805 416

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	David Haines
Date of last notice	4 December 2015

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	N/A
Date of change	1 December 2016
No. of securities held prior to change	415,000 Ordinary Shares 1,000,000 Unlisted Options exercisable at \$0.19 each expiring 31 December 2018 (as approved at the Company's 2014 AGM – 300,000 vested)
Class	Unlisted Options exercisable at \$0.19 each expiring 31 December 2018
Number acquired	N/A. vesting of 350,000 options only
Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	Nil

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No. of securities held after change	415,000 Ordinary Shares 1,000,000 Unlisted Options exercisable at \$0.19 each expiring 31 December 2018 (as approved at the Company's 2014 AGM - 650,000 now vested)
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	As approved by shareholders at the Company's 2014 AGM.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	
If prior written clearance was provided, on what date was this provided?	

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Name of entity	Mobile Embrace Limited
ABN	24 089 805 416

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Gavin Whyte
Date of last notice	4 December 2015

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	N/A
Date of change	1 December 2016
No. of securities held prior to change	395,000 Ordinary Shares 1,000,000 Unlisted Options exercisable at \$0.19 each expiring 31 December 2018 (300,000 vested)
Class	Unlisted Options exercisable at \$0.19 each expiring 31 December 2018
Number acquired	N/A. vesting of 350,000 options only
Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	Nil

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No. of securities held after change	395,000 Ordinary Shares 1,000,000 Unlisted Options exercisable at \$0.19 each expiring 31 December 2018 (650,000 now vested)
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Vesting of options as approved by shareholders at the Company's 2014 AGM

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	
If prior written clearance was provided, on what date was this provided?	

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Name of entity	Mobile Embrace Limited
ABN	24 089 805 416

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Christopher Thorpe
Date of last notice	4 December 2015

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	N/A
Date of change	1 December 2016
No. of securities held prior to change	22,176,639 Ordinary Shares and 3,000,000 Unlisted Options in the name of Waughdoc Pty Limited; and 2,500,000 Unlisted Options in the name of Christopher Thorpe exercisable at \$0.19 each expiring 31 December 2018 (750,000 vested)
Class	Unlisted Options exercisable at \$0.19 each expiring 31 December 2018
Number acquired	Nil - vesting of 875,000 options only exercisable at \$0.19 each expiring 31 December 2018
Number disposed	Nil

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Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	Nil
No. of securities held after change	22,176,639 Ordinary Shares and 3,000,000 Unlisted Options in the name of Waughdoc Pty Limited; and 2,500,000 Unlisted Options in the name of Christopher Thorpe exercisable at \$0.19 each expiring 31 December 2018 (1,625,000 now vested)
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	As approved by shareholders at the Company's 2014 AGM.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

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Part 3 – +Closed period

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If so, was prior written clearance provided to allow the trade to proceed during this period?	
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ABN	24 089 805 416

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Alexander Andrew (Drew) Kelton
Date of last notice	8 July 2016

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	N/A
Date of change	1 December 2016
No. of securities held prior to change	300,000 Ordinary Shares 3,000,000 Unlisted Options exercisable at \$0.19 each (900,000 vested)
Class	Unlisted Options exercisable at \$0.19 each expiring 31 December 2018
Number acquired	Nil – vesting of 1,050,000 options only
Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	Nil
No. of securities held after change	300,000 Ordinary Shares 3,000,000 Unlisted Options exercisable at \$0.19 each (1,950,000 now vested)

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<p>Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</p>	<p>As approved by shareholders at the Company's 2014 AGM</p>
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Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
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Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
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