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ASX Release

Company Announcements Platform

Resignation of Director

Mobile Embrace Ltd (**ASX: MBE**) (**MBE** or **Company**) advises that Mr Gavin Whyte has resigned as a non-executive director of MBE with effect from 4 April 2017. Mr Whyte was appointed to the MBE Board in December 2005.

Mr Whyte will continue with the company as a consultant. Gavin brings a wealth, and decades of global experience in mobile content, billing, marketing and advertising to the Company.

The Chairman of MBE, Drew Kelton, said: *“The Board thanks Gavin for his professionalism, strong commitment and contribution through his long tenure as a director of MBE and we look forward to the value he brings through his continued involvement with the Company.”*

About Mobile Embrace Limited

Mobile Embrace Limited (ASX:MBE) is a mobile commerce company. Through our integrated and award winning digital customer acquisition infrastructure we enable the reach, engagement, transactions with and embracement of consumers at scale. To learn more please visit www.mobileembrace.com.

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