

17 OCTOBER 2017

ASX ANNOUNCEMENT

## Mobecom recommences trading with material contract upgrade

- Mobecom recommences trading on the ASX, following a successful \$5m+ capital raising led by major investments from Sydney-based family office, Tulla Group, and US-based Mobecom Non-Executive Director and former T. Rowe Price CEO, Todd Ruppert
- The Company's flagship airBux offering is a unique digital currency platform that provides liquidity for loyalty points, is validated by a blue chip customer base and is set to accelerate its roll out in 2018
- The airBux platform is ideally-positioned - as the only aggregator and converter of loyalty points across existing schemes into a universal digital currency – to leverage the exponential growth expected in cryptocurrency markets and blockchain technology over the coming years
- Operational performance over recent weeks has been encouraging, including the upgrade of a major contract with multiple companies within South African conglomerate, Spur Corporation, which is alone expected to boost the Company's recurring revenue by 30% in CY 2018
- The near-term outlook is very positive with multiple material commercial agreements at an advanced stage

**Mobecom Limited** (ASX: MBM) (Mobecom or the Company) is pleased to announce its shares commenced trading today on the Australian Securities Exchange (ASX), following a successful \$5m+ capital raising and the acquisition of CSB Engage Pte Ltd.

### Raise led by major investors Tulla Group and Non-Executive Director, Todd Ruppert

The placement was led by PAC Partners and received strong support from new and existing institutional and retail shareholders, including major cornerstone investor, Sydney-based family office, Tulla Group, and Non-Executive Director and former Global CEO of T.Rowe Price, Todd Ruppert, who invested his full entitlement under the Offer.

The issue of 25,556,000 fully paid ordinary shares at \$0.20 raised a total of \$5,111,200, before costs.

The utilisation of funds raised will be significantly weighted towards the Company's accelerated regional rollout plans of its airBux platform.

### Targeting the existing large and growing global loyalty points market with airBux

CSB Engage is a provider of end-to-end technology solutions that enable businesses to build brand loyalty and engage with their customers via digital channels. Its primary offering, airBux, is a Business-to-Consumer (B2C) digital loyalty platform that provides 'liquidity for loyalty' and is poised for a full commercial launch in the 2018 calendar year.

The global loyalty points market is a significant and high-growth market, estimated to be worth US\$132 billion in the US alone<sup>1</sup>. An estimated US\$100 billion of points are currently unredeemed, resulting in large financial liabilities for unclaimed rewards<sup>2</sup> on company balance sheets.

<sup>1</sup> Source: Raymond James.

<sup>2</sup> Source: Brand Loyalty in Collaboration with Visa (The Loyalty Report 2017).

For personal use only

The airBux platform aggregates loyalty points across merchants and creates liquidity for existing loyalty scheme point liabilities. Users of other loyalty schemes can switch into, earn and spend 'airBux' digital cryptocurrency with participating merchants at airBux enabled payment terminals in-store or via the airBux mobile app. Alternatively, loyalty scheme participants can exchange their accumulated points in one scheme, for points in another scheme, based on an agreed exchange ratio. airBux is ideally positioned to leverage the exponential growth in cryptocurrency markets and blockchain technology over the coming years.

airBux will generate recurring merchant membership fees plus transaction-based revenues when consumers use the airBux mobile app to purchase goods and services, pay with airBux digital currency in-store, switch loyalty points from other schemes into airBux or another loyalty scheme, redeem a coupon or earn airBux for a transaction.

Strategic partnerships with established media agencies, existing merchant networks, point-of-sale terminal networks and loyalty scheme providers provide airBux with immediate distribution, scale and the marketing support of localised media giants to drive strong merchant and customer participation. Key partners are financially incentivised to drive user adoption and transactions via the platform.

The Company has now secured a number of key strategic partnerships and expects to launch airBux in Singapore followed closely by South Africa and Australia in CY 2018.

### **Strong operational progress as major contract extended with Spur Corporation**

Management continues to make strong operational progress, recently signing a contract that extends its relationship with South African conglomerate, Spur Corporation (Spur), which alone is expected to increase the Company's recurring revenue by 30% in CY 2018.

The 3-year contract will deliver Mobecom's white-labelled customer loyalty platform and mobile app, built on airBux technology, to Spur's RocoMamas franchise chain and will generate recurring license fee revenue plus additional transaction fees for in-app transactions, resulting in significant revenue upside.

Furthermore, Spur's Panarotti's Pizza Pasta chain, which has been a customer since 2015, is expected to generate ~2x more revenue in CY 2018 than CY 2017, with ordering via the Panarotti's mobile app now possible, resulting in the generation of transaction-based revenues.

### **Outlook**

A number of major commercial deals are currently at an advanced stage of negotiation, resulting in a very positive outlook in the near-term.

### **Mobecom Chief Executive Officer, Neil Joseph, states:**

"Mobecom's listing on the ASX marks a significant Company milestone and has left us well positioned to launch airBux in the 2018 calendar year. We have already signed a number of key strategic partners in Singapore, South Africa and Australia, providing strong validation of the airBux offering and the support and existing distribution from well-established parties in each region."

"The recently signed RocoMamas contract expands our existing relationship with Spur Corporation and is a testament to the value of our airBux platform. Already, we have a strong pipeline of material commercial agreements at an advanced stage that we remain focused on converting into commercial contracts."

**Ends**

**For further information, contact:**

**Media Enquiries**

Harrison Polites  
Media and Capital Partners  
M: +61 409 623 618  
E: harrison.polites@mcpartners.com.au

Neil Joseph  
Chief Executive Officer  
Mobecom Ltd  
M: +61 2 9922 6988  
E: neil.joseph@mobecom.co

Tom Fairchild  
Lead Manager  
PAC Partners  
M: +61 416 495 830  
E: tfairchild@pacpartners.com.au

**About Mobecom Limited**

Mobecom Limited (ASX:MBM) is a full-stack customer engagement technology provider that delivers end-to-end technology solutions for businesses to engage with their customers. Its primary offering, airBux, is a digital currency platform that provides 'liquidity for loyalty' and is the Company's direct to consumer mobile application offering, with a cloud-based currency at its core. With mobile payment, ordering, booking and local offer capability; the airBux cryptocurrency will be the gateway to a new digital lifestyle rewards program.

The Company's existing B2B offering provides its blue-chip customers based in Australia, Singapore, South Africa, the UK and Europe with its proprietary technology offering, built on airBux technology, to deliver the complete set of customer engagement technology requirements for an organisation, working with both back-end (databases) and front-end technology (design mobile applications and websites).

For more information, please visit [www.mobecom.co](http://www.mobecom.co)

**About Spur Corporation Limited**

Listed in South Africa, Spur Corporation is an international restaurant franchisor and one of three major participants in the South African sit-down and quick-service restaurant market. Its stable of restaurant brands includes Spur Steak Ranches, Panarotti's Pizza Pasta, John Dory's, The Hussar Grill, RocoMamas, Casa Bella, Spur Grill & Go and Captain DoRegos, with franchises located in South Africa, the rest of Africa, the Middle East, Mauritius and Australasia.

For more information, please visit <http://www.spurcorporation.com/>