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ASX Release

Board Changes

Mobile Embrace Limited (ASX: MBE) (MBE or Company) today announces that Chris Thorpe has taken the decision to step down from the Board in order to pursue other interests.

Chris has been a director of the Company since 2001. He remains a large shareholder.

Non-Executive Chairman Drew Kelton said: *"The Board recognizes and wishes to thank Chris for his contribution to Mobile Embrace and helping to establish the company that we have today. We understand his decision to pursue other interests and we are pleased that he continues to be a large shareholder of the Company."*

"For some time, the Board has been proactively assessing its structure and skills base to ensure these are aligned with the increased focus on the growing Performance Marketing operations. To that end, we expect to shortly update shareholders regarding a key non-executive appointment."

-ENDS-

About Mobile Embrace Limited

Mobile Embrace Limited (ASX: MBE) is a technology led digital performance marketing 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.

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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