

ASX RELEASE

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TMP OPTIMISES CUSTOMER ACQUISITION COSTS AHEAD OF APAC LAUNCH

KEY HIGHLIGHTS:

- Optimizes company selling costs and margins ahead of APAC launch
- Restructure of Canadian sales team to drive significant cost reductions
- New commission structures in place
- Cost savings to be redirected to the launch of a dedicated APAC sales and marketing office – rolling out by end of this calendar year
- Tech Mpire will continue to pursue revenue growth and diversification through targeting new, premium clients in new geographies
- Continues its commitment to deliver on growth strategies (4 Technology Pillars, APAC expansion and targeting high value clients)

GROWTH STRATEGY

Tech Mpire Limited (**Company** or **Tech Mpire**) (**ASX: TMP**) is continuing its focus on driving revenue and earnings growth through targeting new, premium clients and its APAC expansion.

The Company has previously outlined the three elements of its growth strategy:

1. Leveraging its technology competitive advantages (our 4 technology pillars);
2. APAC expansion; and
3. Targeting high value clients.

Refer to the Company's FY17 investor presentation released to the ASX on 7 September 2017 for further details of its growth strategies.

SALES AND MARKETING RESTRUCTURE

Tech Mpire has conducted an extensive review of its sales and marketing operations as it focuses on driving further revenue growth and profitability.

The Board of Directors, led by Lee Hunter, is pleased to announce an optimisation of its sales and marketing structure to help generate new global revenues in a cost-effective manner ahead of its launch into the Asia Pacific (APAC) region.

As a result of the optimisation, Managing Director of the Canadian operations Jeff Botnick has resigned effective immediately. The Company would like to thank Mr. Botnick for his contribution to date.

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NEW SALES & MARKETING INCENTIVE STRUCTURE

As part of this review, the Company also announces a change in its sales and marketing commission structure. The net impact of the change is that the sales and marketing staff will be more directly incentivised to drive new sales growth.

“The change in commission structure fits with Mpire’s strategy of running lean operations, and continually lowering customer acquisition costs as the Company scales up.” Says CEO Lee Hunter.

FINANCIAL IMPLICATIONS

The net result of these changes is a significant reduction in key personnel costs. The Company reaffirms that it expects revenue growth to build over coming quarters backed weighted to the 2nd half of 2018. This will be due to new sources of high quality traffic, the growing competitive advantage afforded by TrafficGuard, and the establishment of new sales operations, most notably in the APAC region.

Currently, a significant amount of the Company’s revenues are generated from North American clients. The APAC launch will provide Tech Mpire the ability to grow and diversify its revenues by geography and client mix. These APAC revenues are expected to be reflected in the upcoming March Quarter.

OUTLOOK

“Tech Mpire continues to press ahead with its APAC expansion program and I am personally excited for Mpire to be operating in this market. APAC has been our core focus for the past three months as the mobile advertising spend in this region is set to surpass the North American market, representing significant opportunities for Tech Mpire. Key members of the APAC team are set to commence this calendar year and I look forward to providing more detail to the market very soon” says Tech Mpire’s CEO Lee Hunter.

“Growth, profit and quality clients are at the heart of what each Tech Mpire employee focuses on. The new commission structure will ensure that our sales teams are rewarded for rapid growth in both revenues and profits which ultimately leads to greater shareholder returns.” continued Hunter.

Tech Mpire continues to deliver on its growth strategy of accessing higher volume, higher quality sources of supply to enhance the Company’s ability to service the needs of high value (tier 1) clients. To achieve this objective, Tech Mpire is exploring a range of synergistic options which will allow it to enhance its supply channels. The Company expects to make further announcements in due course.

The Company expects to provide the market with updates on its APAC expansion, further technology developments as well as other enhanced efficiencies as key milestones are achieved over the coming weeks.

ABOUT TECH MPIRE (TMP)

TMP provides cost-per-install (CPI) advertising for the world's biggest brands, helping them acquire users for their mobile apps wherever they are in the digital world.

Clients are attracted to TMP's success-fee based pricing model, its ability to deliver results at scale through its nxus[®] technology platform, and its ability to ensure installs and user acquisition are high quality through its TrafficGuard fraud-detection filter.

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For more information, please contact:

Investor Enquiries

Lee Hunter

Managing Director

Tech Mpire Limited

08 9473 2500

investor.enquiry@techmpire.com

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