

Appendix 3X

Initial 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 30/9/2001.

Name of entity	Mobile Embrace Limited
ABN	24 089 805 416

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Ian Elliot
Date of appointment	29 November 2017

Part 1 - Director's relevant interests in securities of which the director is the registered holder

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.

<p>Number & class of securities</p> <p>Ian Elliot (or his nominee):</p> <p>3,000,000 unlisted options to acquire ordinary shares in the Company (<u>subject to receiving shareholder approval at the next general meeting of shareholders</u>) on the following terms:</p> <p>1,000,000 vesting 29 November, 2018 exercisable at 8.25 cents and expiring 29 November, 2021;</p> <p>1,000,000 vesting 29 November, 2019 exercisable at 8.25 cents and expiring 29 November, 2022; and</p> <p>1,000,000 vesting 29 November, 2020 exercisable at 8.25 cents and expiring 29 November, 2023.</p>

+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

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

Name of holder & nature of interest	Number & class of Securities
Note: Provide details of the circumstances giving rise to the relevant interest. Nil	

Part 3 – 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)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.

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