

7 December 2017

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Ms Violetta Codreanu

Senior Adviser, Listings Compliance
ASX Compliance Pty Ltd

Mobile Embrace Limited (**ASX: MBE**) (**MBE** or **Company**) refers to the Appendix 3B lodged with the ASX on 30 November 2017 in respect of the 3,000,000 unlisted options which, as noted in the Appendix 3B and the Appendix 3Y of Mr Elliot, are subject to shareholder approval at the Company's next AGM. For the purposes of clarification, although an issue date of 29 November 2017 is noted in the Appendix 3B, these have not yet been issued as shareholder approval has not been granted.

Pursuant to ASX Listing Rule 3.10.3, the Company provides the following information:

Class: Unlisted Options to acquire Ordinary Shares in the Company:

Number: 3,000,000

Terms: 1,000,000 vesting 29 November, 2018 exercisable at 8.25 cents and expiring 29 November, 2021;
1,000,000 vesting 29 November, 2019 exercisable at 8.25 cents and expiring 29 November, 2022;
and
1,000,000 vesting 29 November, 2020 exercisable at 8.25 cents and expiring 29 November, 2023.

Issue Price: Nil.

Exercise Price: 8.25 cents each.

Purpose: Remuneration.

Recipient: The Company's Non-Executive Chairman.

JUSTIN B CLYNE

Company Secretary

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.

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