

ASX RELEASE

22 JANUARY 2018

TECH MPIRE LIMITED SELECTED AS A PARTNER TO DEVELOP ASIA PACIFIC MEDIA CAMPAIGNS WITH A PREMIUM, GLOBAL VIDEO STREAMING COMPANY

HIGHLIGHTS

- Tech Mpire has been selected and engaged as part of a core group of marketing partners to assist in the development of upcoming Asia Pacific (APAC) media campaigns with one of the world's largest video streaming companies.
- TMP will assist in the media strategy and campaign planning for promoting the Client's mobile app across key APAC markets.
- Subsequent agreements to run the campaigns would need to be signed once the final media strategy is approved later this quarter. Revenue from a signed agreement would start next quarter.
- This is the first tier 1 Client engagement for TMP's new APAC sales operation.
- This new Client engagement is an early result of TMP's strategy to focus on premium, global mobile advertisers with highly scalable business models.

A new, premium Client for Tech Mpire

Sydney (SYD) - Tech Mpire Limited (Company or "Tech Mpire") is pleased to announce it has been selected as part of a core group of marketing partners to develop upcoming Asia Pacific media campaigns with one of the world's largest video streaming companies. Requesting confidentiality, the Client is one of the world's most successful video streaming companies, listed on their home market stock exchange and with a global user base. Already seeing significant growth in Asia Pacific, the Client has identified the region as a cornerstone of its expansion strategy and is aggressively marketing in many APAC countries.

Tech Mpire will assist in the media strategy and campaign planning to promote the Client's video content in order to secure new installs of their mobile app and signups to their service. Once the media strategy and campaign specifics are approved by the Client, Tech Mpire will then need to sign agreements with the Client to begin running the approved campaigns across key Asia Pacific (APAC) markets. Tech Mpire will commence the campaign development process with the Client in coming weeks, with the campaigns currently planned to run next quarter. Any revenue from a signed agreement would be for the next quarter.

First Client engagement for Asia Pacific

Late last quarter, the Company announced the establishment of its new Asia Pacific sales operation, beginning with the hiring of James Dutton as the new Managing Director. As outlined in the Company's Annual Report presentation for FY17 as well as the 'Asia Pacific Growth Strategy' presentation from December 2017, Asia Pacific represents a core growth region for TMP, with region now dominating the app world and providing a significant revenue diversification opportunity.

This new Client is the first to be engaged by Tech Mpire in APAC, and is a validation of TMP's strategy to reach new high growth markets, targeting well funded mobile advertisers in the region.

The importance of TMP's unique technology

A critical factor for the Client was the fraud prevention capability offered through TMP's "TrafficGuard" technology.

TrafficGuard is unique intellectual property of TMP and provides the Company with a strong competitive advantage. With invalid traffic becoming an increasing problem within the mobile marketing industry, TMP's ability to proactively block low quality and fraudulent sources of app installs represents a key differentiator. The Company's proprietary ability to process, interpret and react to campaign data in real time has provided the Client with the confidence of a successful outcome to this test campaign.

"The overarching issue within the performance marketing industry at the moment is invalid traffic and fraudulent installs, leading to a lower return on investment (ROI) for advertisers. Mpire is at the forefront of this through TrafficGuard, which captures fraud in real time. We will be working very closely with our Tier 1 clients to educate them more on the benefits of our technology." said CEO Lee Hunter.

Validation of TMP's Tier 1 client strategy

The arrangement with this Client helps validate Tech Mpire's ongoing strategy of targeting premium, Tier 1 clients.

As outlined in the CEO Letter from December 2017, the Company's highest strategic focus right now is securing new premium clients to grow global revenues and profitability. TMP has spent the last few quarters orienting the business to better serve these premium clients, focusing on improvements to the Company's technology, traffic sources, and sales operations.

"We've been selected to work with the client at the very start of their marketing process, allowing us to tailor the most effective campaign for their needs. This campaign planning we'll be undertaking is in line with our premium client strategy. Tier 1 clients with large and predictable budgets allows us to better service their needs. I will update the market further on the progress of this campaign planning and look forward to making further announcements on this and other Tier 1 clients" said Hunter.

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.

-Ends-

For personal use only

For more information, please contact:

Investor Enquiries

Lee Hunter

Chief Executive Officer

Tech Mpire Limited

08 9473 2500

investor.enquiry@techmpire.com