

ASX RELEASE

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## TRADING UPDATE

## Key Highlights

- First TrafficGuard® revenue expected in September quarter
- TrafficGuard® saved clients in excess of \$200,000 in media costs associated with invalid traffic in the month of August
- Contracts signed in all three target segments and strong pipelines for future growth in each
- Estimated \$750,000 R&D refund to be received
- Trials in Direct Advertiser segment commencing in September
- Additional clients in all segments expected in the December quarter

Tech Mpire Limited (Company or Tech Mpire) (ASX: TMP) is pleased to provide a trading update to shareholders.

## First revenues and performance from TrafficGuard®

TrafficGuard® saved clients over \$200k in media spend that would otherwise have been consumed by invalid traffic in August. First revenues from both TrafficGuard® and nxus® expected to be received this month. The Company will generate a minimum of \$50k per month through the license of TrafficGuard® and nxus® to its first network client, ClearPier Inc.

The Company is working closely with Omnicom Media Group (MENA) as they launch their performance business in the MENA region. First revenues from Omnicom Media Group's license of TrafficGuard® are expected in the December Quarter.

## Sales and marketing update

The Company is pleased to advise that it has secured clients on contracts in each of its identified customer segments – media agencies, advertising networks and direct advertisers.

*Media agencies* provide advertising services to direct advertisers, sourcing online traffic from multiple sources including advertising networks.

Omnicom Media Group (MENA) is TrafficGuard's first agency client. Agencies are generally significant global organisations with multiple subsidiaries, which present ongoing opportunities to grow revenues by penetrating across the organisation. Tech Mpire is targeting and in conversations with several other global agencies.

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*Advertising networks* supply app install traffic to media agencies and/or to direct advertisers. ClearPier is TrafficGuard's first advertising network client.

The Company has historically dealt with all major advertising networks during previous performance marketing operations. These several hundred networks comprise the sales funnel for the Company as it looks to sell its Software as a Service (SaaS) solutions to advertising networks, globally.

*Direct advertisers* are businesses promoting their own apps through a number of different channels. Previous performance marketing operations have provided the Company with thousands of sales-qualified leads in this direct advertiser segment, enabling TrafficGuard® to secure its first direct advertiser client this month.

Tech Mpire Interim CEO, Mathew Ratty said, "Early traction with clients and prospects validates TrafficGuard's sophisticated approach to ad fraud mitigation. We are very pleased with the progress made to secure our first clients and build strong pipelines across all three of our launch target segments. We look forward to working through our strong sales pipeline and continuing to drive global SaaS sales revenue".

#### Research and Development Refund

Tech Mpire anticipates receiving a significant R&D grant of approximately \$750,000 for the FY17-18 tax year. The Company will update shareholders once this money is received.

#### About Tech Mpire

Tech Mpire Limited (ASX: TMP) is a global mobile advertising business. Interim CEO Mathew Ratty recently announced the transition of its business model from volatile campaign driven revenues to annuity style Software as a Service (SaaS) revenues through servicing global corporate customers. Following the sale of 90% of its performance marketing division to ClearPier (see ASX announcement dated 3 August 2018), Tech Mpire is now a global B2B SaaS business, with its two initial SaaS clients being ClearPier (<http://clearpier.com/>) and Omnicom Media Group (MENA) (<http://www.omnicomgroup.com/>).

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