



crowd mobile

**ASX Announcement | 8<sup>TH</sup> OCTOBER**  
*Crowd Mobile Limited (ASX:CM8)*

## **Crowd Mobile added as a Certified Partner by Snap Inc. (NYSE:SNAP)**

### **Investments highlights**

- Snap Inc. (NYSE:SNAP) has added Crowd Mobile as an Certified Partner to assist with creating unique brand experiences
- Crowd Mobile will leverage the Snap Inc. platform across e-commerce, direct response and data-driven advertising for their own products and clients
- The partnership provides validation to external brands and clients of Crowd Mobile as a leading performance marketing partner
- Snap Inc.'s Snapchat is a global multimedia messaging app with approximately 188 million daily users

**8th October 2018 - Global mobile entertainment and digital media company Crowd Mobile Limited (ASX: CM8 & FWB: CM3) (“Crowd Mobile” or “the Company”)** is pleased to announce that Snap Inc, (NYSE: SNAP) (‘Snap’) has added Crowd Mobile as a Certified Partner for the creation of unique brand experiences for its global messaging app Snapchat.

Crowd Mobile leverages Snap’s functionalities and capabilities across e-commerce, direct response and data-driven advertising for external clients.

Crowd Mobile has been working closely with Snap for several years for its own Q&A Division products. More recently, the Company has been using Snap for external clients, including large Fortune 100 companies.

Although the partnership is via Crowd Mobile, the Company will be able to use it across both its mobile and media divisions.

### **Crowd Mobile’s Chief Executive Officer, Domenic Carosa:**

“We are pleased to have been added as a Certified Partner by Snap. This partnership further validates Crowd to potential clients and will provide us with better access to Snap’s technology and limited beta test programs. In addition, it will allow us to have quarterly face-to-face workshops with Snap which will enable us to improve our offering and ultimately generate increased revenue for our products and agency partners. A further company update will be provided at the upcoming AGM, 28<sup>th</sup> November 2018”.

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### About Crowd Mobile

Crowd Mobile Limited (ASX:CM8) is a global technology company creating digital platforms, building mobile products and working with digital influencers to make customers smile.

Crowd Mobile's business consists of three divisions: Q&A, Subscription and Crowd Media. The Q&A division connects those seeking answers with qualified experts, the Subscription division delivers mobile content including games, apps, music and video and the Crowd Media division is focused on the digital influencers industry. Crowd Media includes [Crowd.Agency](#) a digital influencer marketing agency and [Crowd.ly](#), an influencer commerce platform. All of the company's divisions are underpinned by its mobile payments and distribution network.

Crowd Mobile's networks are strengthened by its partnerships with hundreds of mobile carriers and some of the world's largest agencies, brands and media companies. The Q&A and Subscription divisions operate in over 60 countries and 30 languages and Crowd Media has worked with over 6,000 digital influencers worldwide. Crowd Mobile is listed on Australian (ASX:CM8) and German (FWB: CM3) stock exchanges. To learn more please visit: [www.crowdmobile.com](http://www.crowdmobile.com).

### About Snap Inc.

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. For more information, visit [snap.com](http://snap.com).

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