

## **ISENTRIC LIMITED (ICU:ASX)**

(ACN 091 192 871) Level 10, 50 Pitt Street, Sydney 2000

Tel: (02) 9538 0802

Website: www.isentric.com

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## **ISENTRIC ANNOUNCEMENT TO ACCOMPANY 4C**

The operating cash outflow for the March quarter was impacted by several items. During the quarter the we continued to invest in new business opportunities, with a significant investment being made in Myanmar. The policy of the Company is to expense all development costs as incurred. The quarter also was impacted by the payment of staff bonuses for the Arte business, which continues to perform well. These costs were slightly more than \$0.5M for the quarter.

Arte Mobile has maintained its high level of performance this quarter with the acquisition of 1.1 million new paying users in Indonesia. We have achieved tremendous growth with our Digital Media services along with our co-branded services, MINI GAME, MEME and GAME BUFFET, which have generated huge interest from XL AXIATA's subscribers.

The Enterprise Mobility division continues to secure projects and annual licensing fees from existing clients such as Public Bank, Kuwait Finance House and Touch & Go. Enterprise Mobility has continued to invest in the e-Wallet project and we are working to partner with financial institutions to roll out the e-Wallet. The development of the e-Wallet has assisted the business to secure a grant for fintech commercialisation programs.

The revenue and gross contribution per division for the March 2018 quarter are outlined below.

	Revenue		Gross contribution	
	3Q18 (million)	2Q18 (million)	3Q18 (million)	2Q18 (million)
Enterprise Mobility	\$0.69 (30%)	\$0.84 (30%)	\$0.11 (9%)	\$0.23 (13%)
Digital Payments	\$0.50 (21%)	\$0.45 (16%)	\$0.02 (1%)	\$0.01 (1%)
Digital Media and Services	\$1.04 (44%)	\$1.41 (50%)	\$1.02 (81%)	\$1.39 (81%)
Digital Gaming Services	\$0.12 (5%)	\$0.11 (4%)	\$0.11 (9%)	\$0.09 (5%)

Management are leveraging the digital media product which has been developed in Indonesia through the localisation of the product to allow it to be launched in the Burmese market. Management are working closely with Telenor Myanmar to launch these services in the next quarter.

Our Myanmar business, My Play, has been working on developing a new social gaming platform, SKM 2.0 which will be released in May. Management are finalising the development of additional, games which are expected to be launched in the next quarter. My Play management expect the launch of SKM 2.0 platform and additional games should result in a significant improvement in revenue from social gamming in the next quarter.