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## **Crowd Mobile enters licensing agreement with AdMetric**

- **Crowd Mobile enters exclusive agreement with Australian-based content developer AdMetric Group to license and distribute premium social messaging platform “Krafty”**
- **License deal demonstrates Crowd Mobile’s strategy of broadening its content offering and leveraging its global m-Payments platform**
- **Agreement is expected to generate an additional source of revenue for Crowd Mobile**

**Crowd Mobile Limited (ASX: CM8, FWB-XETRA: CM3)** is pleased to announce that it has entered into an exclusive agreement with AdMetric Group Pty Ltd (**AMG**), an Australian based content developer. The agreement allows Crowd Mobile to license and distribute AMG’s new premium social messaging platform “Krafty” through the Crowd Mobile platform, leveraging its global m-Payments capabilities.

Commenting on the agreement, Crowd Mobile Chief Executive Officer Domenic Carosa said: “We are very excited about the AMG licensing agreement and being able to distribute new content to our customers. By leveraging our existing customer network and global m-Payments capabilities, we are adding an additional revenue source for the business.

Krafty has the power to seamlessly convey trending social media conversations and topics with a single moving image via SMS which can be forwarded to other friends, subsequently creating a ‘viral loop’ to rapidly increase the product’s user base.

Crowd Mobile is currently connected to over 75 mobile operators globally in over 30 countries. The service is expected to be launched in Australia in late August before being rolled out internationally to the remaining Crowd Mobile markets.

“We will continue building on the Crowd Mobile strategy of both creating and licensing content which leverages our global m-Payments network. The larger our m-payments network, the larger our addressable market”, Mr. Carosa said.

### **Track Acquisition Update**

The Company has recently completed an investor roadshow with meetings in Asia, USA & Europe and the Company expects to be in a position to update the market shortly.

-ENDS-

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**About Crowd Mobile**

Crowd Mobile is a global m-Payments, mobile entertainment and micro job network that allows customers globally to *crowd source* answers to their much-needed questions and pay a small fee for each answer received. Crowd Mobile operates in Australia, NZ, UK, Ireland, France, Germany, Austria, Belgium, Portugal, Spain, The Netherlands, Switzerland, Italy, Poland, Norway and Turkey across over 10 languages. Crowd Mobile answered more than 3.4 million questions in FY14.