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Crowd Mobile Limited (ASX: CM8)

ASX Release

Crowd Mobile trading update

Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3) (“Crowd Mobile”) is pleased to provide an update on its operations for the month of November 2015, the first full month of trading following the completion of the Track Holdings B.V. (“Track”) acquisition.

Key highlights for the month of November 2015 include:

- **Revenue of AUD\$4.0 million (unaudited)**
- **Earnings before interest, tax, depreciation and amortisation (EBITDA) of AUD\$1.1million (unaudited)**
- **Track integration progressing to plan**
- **Appointment of Hans de Back as Chief Executive Officer of Track**

Commenting on the November results, Crowd Mobile CEO Domenic Carosa said:

“We are delighted to report that the Track business is performing well, and broadly in line with expectations. In the month of November, our first month of trading as a combined entity, Crowd Mobile generated a significant lift in revenue and earnings, further highlighting the profitability of the group. Unaudited revenue was \$4.0 million and unaudited EBITDA was \$1.1 million for the month of November – both largely in line with expectations.

“With the Track acquisition now complete, the focus is on ensuring a smooth integration of the Track business and delivering value to our shareholders”, said Mr Carosa.

Crowd Mobile appoints Hans de Back as CEO of Track

In order to facilitate the smooth integration and optimum performance of Track, Crowd Mobile is pleased to announce that it has appointed Hans de Back as the Chief Executive Officer of Track. Mr de Back is currently a Non-executive director of Crowd Mobile, and his wealth of international technology experience makes him the ideal candidate to oversee the newly acquired Track.

Mr de Back has significant experience across multiple technology industries including mobile, gaming and social media. He holds a Masters degree in corporate law from Amsterdam University and has extensive international experience having worked with companies throughout Europe, North and South America, the Middle East and Asia Pacific.

Mr de Back joined the board of Crowd Mobile in September 2014, and has been a vital contributor to the growth of the Crowd Mobile group.

Commenting on his appointment, Mr de Back said:

“I am thrilled to be joining Crowd Mobile in an executive capacity in what I see as a very exciting stage of development. The Track acquisition is a game changer for Crowd Mobile, providing a very strong strategic fit and positioning the combined group as a leading m-payments organisation globally.

“I am looking forward to completing the integration of Track and capitalising on the significant revenues and earnings that the business is generating. I have every confidence in the board and management of Crowd Mobile, and am delighted to be working alongside them in these exciting times”, said Mr de Back.

Also commenting on the appointment of Mr de Back, Mr Carosa, said:

“Hans has been an integral member of the Crowd Mobile board, and his many years of technology and social media experience have played a very important role in shaping the direction of Crowd Mobile. We are very fortunate to have Hans step into an executive role and lead the Track business, which is now an important division of the Crowd Mobile group.

“I welcome Hans into his new role and look forward to working alongside him as we look to continue the sustained growth of the Crowd Mobile business”, concluded Mr Carosa.

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About Crowd Mobile

Crowd Mobile is a global m-Content, m-Payments, m-Commerce, mobile entertainment and Infotainment Company. Crowd Mobile operates in 50 countries, is connected to over 150 mobile carriers and provides products in over 30 languages.