

18 January 2016

Crowd Mobile Limited (ASX: CM8)

ASX Release

Crowd Mobile Trading update - Record Results

Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3) is pleased to provide a trading update to the market using the following, unaudited metrics:

- **Revenue of \$4.1 million for the month of December 2015** (Nov-15 \$4.0 million)
- **EBITDA* of \$1.3 million for the month of December 2015** (Nov-15 \$1.1 million)
- **Billed message volume of 2.12 million messages for Q2 2016– up 74% on PCP** (Q2 2015: 1.22 million) and 7% higher on the previous quarter (Q1 2016: 1.98m)
- **Debt Facilities increased by EUR3.0m (c\$4.6m AUD) by existing European bank**

* EBITDA (Earnings Before Interest, Tax, Depreciation & Amortisation) are actual unaudited numbers excluding share based payment expenses within the period.

Commenting on these results, Crowd Mobile CEO Domenic Carosa said:

“It has been an exciting quarter for Crowd Mobile with many important goals achieved following on from the Track Holdings acquisition, completed in Europe at the end of October 2015. We have expanded our app portfolio with the launch of 5 new apps whilst executing supply agreements to launch Crowd Mobile services into South Africa and more deeply into Asia. This strong performance combined with a significant increase in our global footprint will further ensure our revenues and profitability improve over the longer term.

“From an organic perspective, we have delivered another record quarter for the company, maintaining our impressive billed messages growth rate. There were 2.12 million billed messages over the quarter, representing a 74% increase on the same quarter last year, and a 7% increase on the previous quarter. We now have over 1,000 experts answering questions in over 30 languages, and our platform remains scalable for additional apps and mobile content.

As part of the strategy to secure competitive funding, Crowd Mobile has secured an additional €3.0 million in debt finance (currently undrawn) from its existing European debt provider.

The key terms of the debt, listed below, are consistent with the existing facility agreement:

- Facility has been increased by another €3.0 million (c\$4.6m AUD)
- Facility is 3 year and revolving in nature, providing flexible funding base for the business

Commenting on the debt facility enhancement, Crowd Mobile CEO Mr Domenic Carosa stated, “We believe this signals a high level of confidence in the group’s ability to generate profits and free cash flow.

We are continuing to focus firmly on the integration of the Track Holdings business, which is going well in Europe, and remain confident that the acquisition will propel Crowd Mobile to becoming a truly global mobile company.

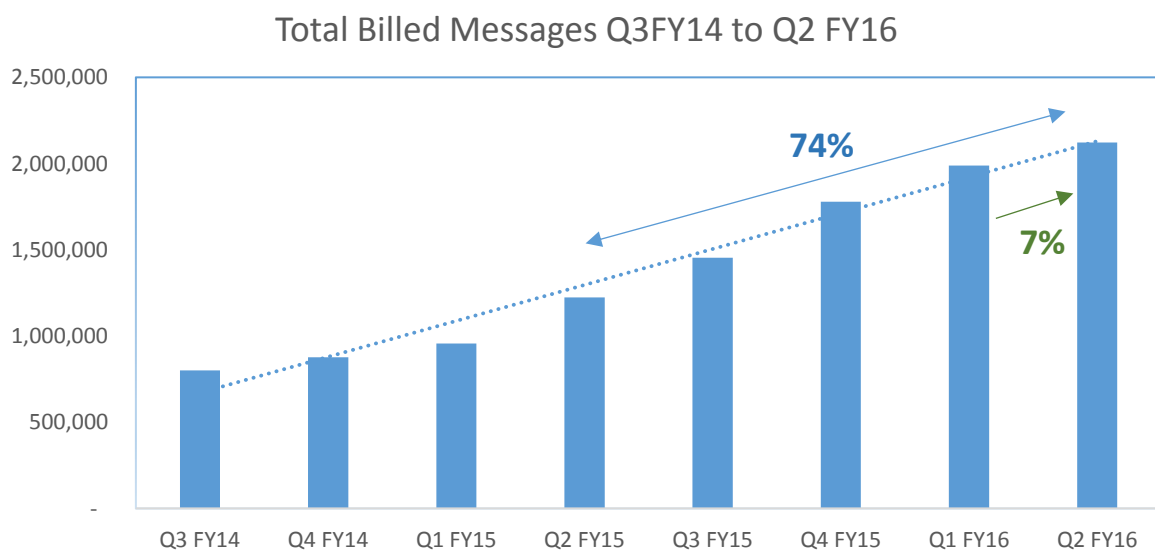
“In terms of financial performance for the month of December, we generated unaudited revenue of \$4.1 million and unaudited EBITDA of \$1.3 million, excluding share based payments.

Although early days, the unaudited results for November and December are encouraging and represent an annualized run-rate for Revenue of \$48.5 million and EBITDA excluding share based payments, of \$14.5 million.

“Looking ahead, Crowd Mobile is determined to continue the expansion of its operations in existing markets, whilst opening up new markets where our mobile offerings and m-payment capabilities can leverage the explosive growth in smart phone penetration and usage”, concluded Mr. Carosa.

It is expected that our FY2016 audited half year results will be released 28th February 2016.

Billed message volume for period Q3 FY14- Q2 FY16



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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 160 mobile carriers and provides products in over 30 languages.