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Crowd Mobile Limited (ASX: CM8)

ASX Release

Crowd Mobile to gain access to one billion mobile users through strategic partnership

Highlights:

- Crowd Mobile signs strategic partnership deal with ONEm Communications to gain access to around one billion mobile users from around the world
- ONEm is one of the world's leading mobile services companies with a network of partners that include top-tier telcos and global Internet brands
- ONEm will offer Crowd Mobile's Q&A driven services through a revenue sharing arrangement
- The strategic partnership will greatly expand Crowd Mobile's international footprint and give the Company greater access to a number of key emerging markets

Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3, "Crowd Mobile", "the Company") is pleased to announce it has signed a partnership agreement with one of the world's leading mobile services providers that will give around one billion mobile phone users access to the Company's range of mobile content apps.

The strategic partnership with UK-based ONEm Communications is significant as it will greatly expand Crowd Mobile's international reach through ONEm's partnership network that includes several global telecommunications groups and leading Internet companies like Facebook and Google.

Through the strategic partnership, ONEm will provide mobile operators with access to question-and-answer (Q&A) driven services delivered through Crowd Mobile's own sourced community of human experts.

"We're very excited about our partnership with ONEm Communications. Joining the ONEm ecosystem means our innovative mobile products will become available to customers in over 20 emerging markets, continuing our global expansion strategy. We especially look forward to strengthen our footprint across Africa and Asia-Pacific, where we know our products will be in high demand," said Domenic Carosa, CEO of Crowd Mobile.

ONEm is a B2B2C service for mobile operators. Its ecosystem of services provides mobile operators with a growing number of voice and SMS based services which transform the traditional mobile user experience from simple Voice and SMS to closer to what people experience on the Internet.

Crowd Mobile will be able to reach a wider audience of mobile users and will benefit from ONEm's global marketing campaigns that are done in partnership with international mobile operators.

“We are proud to welcome Crowd Mobile to our growing ecosystem of partners and mobile operators,” said Christopher Richardson, CEO of ONEm. “We believe today’s mobile subscribers want instant access to personalised services and this partnership will provide even more value and innovation to our services ecosystem.”

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About Crowd Mobile

Crowd Mobile is a public (ASX: CM8 & FWB-XETRA: CM3) global m-Content, m-Payment, m-Commerce, mobile entertainment and infotainment company. Crowd Mobile operates in 50 countries, is connected to over 160 mobile carriers and provides products in 30 languages. The Company is focused on the global mobile economy, constant innovation and cutting edge technology. Crowd Mobile products are available across all platforms, enabling customers to pay for its products using Carrier billing, Google or Apple Pay.

About ONEm Communication

ONEm sees itself as a friendly global innovator for the benefit of Mobile Network Operators to further their reach with global community services that work over their voice and SMS networks.

ONEm is a company focused on developing an ecosystem that enables these core assets to reach their true potential. In the face of relentless internet innovation, ONEm sees an opportunity to provide mobile operators with a new ecosystem that is complementary to their existing business. ONEm creates a new user experience by bringing to ordinary mobiles a capability so far only enjoyed by internet-enabled devices.