



11 August 2014

Dear Shareholder,

Please find on the reverse a summary sheet that has been prepared for shareholders and new investors in migme limited (formerly Latin Gold Limited).

Following the receipt of shareholder approval on 19 June 2014, I have great pleasure in advising that the merger between the mig33 group of companies and migme limited is now complete. As a consequence, the Company's securities were re-listed on the ASX on Monday 11 August 2014.

Completion of the merger marks a significant development in the evolution of your Company. The migme platform originated in Perth in 2006 as mig33 – a low cost SMS and mobile chat alternative for mainstream phones. Subsequently the company moved to Silicon Valley and for a period had a number of top tier venture shareholders. There, we learnt a lot about what it takes to build a world-class consumer internet company. We followed the user base and our understanding of the market opportunity from Silicon Valley to Asia, where the company is now headquartered.

The mobile internet has changed, and so has mig as a value proposition – beyond chat to a microblogging platform, with virtual gifts, games and a growing portfolio of social entertainment. The brand was relaunched in June 2014 and as this year progresses, the platform is being positioned to take advantage of the rise of the internet for the next 3.5 billion users in emerging markets. We're truly excited with this opportunity.

We also would like to welcome Big Build Enterprises Limited (Big Build) to our register as a 19.9% cornerstone investor. Big Build is a wholly owned subsidiary of FIH Mobile Limited, which is part of the Hon Hai group (commonly known as the Foxconn Technology Group) With existing cash reserves and the injection by Big Build of a further \$8 million (through a share placement completed as part of the merger process), your Company is now well-funded and well placed to advance the growth strategies of migme limited.

As co-founder of the mig33 group, I am proud of our achievements to date and I look forward to providing you with further updates on our progress as we expand our user base and monetisation efforts.

Should you have any questions, please visit our corporate website at <http://company.mig.me>, or feel free to email me at steven.g@mig.me.

Yours sincerely,

Steven Goh
Chief Executive Officer

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mig me



SOCIAL MEDIA FOR THE NEXT 3.5 BILLION

migme is a social entertainment platform targeted at the world's next wave of internet users — the 3.5 billion people in emerging markets. The platform offers chat, content, and blogging services to acquire new users, with a vibrant, successful and growing virtual goods economy for monetization. Virtual goods that generate revenue include gifts, games, avatar items, emoticons and stickers.

Listed on ASX

ASX Code

Last price

Issued capital

Market Cap.

Website

migme Limited

MIG

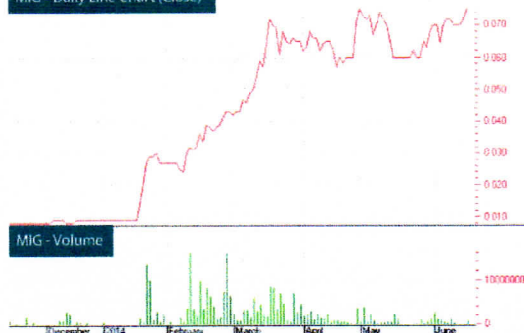
A\$0.40

251 million ordinary shares

A\$100 million

www.mig.me

MIG - Daily Line Chart (Close)



Board & Management

Chairman

CEO and Executive Director

Executive Director

Howard Dawson

Steven Goh

"Charles"

Yen-Chang Pan

Non-executive Director

Non-executive Director

Non-executive Director

Non-executive Director

Yichin Lee

Andy Zain

Dmitry Levit

John Lee

Top Shareholders

Big Build Enterprises Ltd 19.9%

Founder & Board members 16.3%

Employees 15.0%

Milestones

Aug 2013 Android client beta launch
Jan 2014 RTO agreement to list on ASX
Feb 2014 Acquisition of alivenotdead.com
Apr 2014 Strategic investment from FIH
Jun 2014 Android client – open platform update

Highlights

- Experienced management team
- Strategic cornerstone investor — FIH Mobile (part of the Foxconn Technology Group) with track record of success
- alivenotdead.com — access to over 1800 celebrity artists
- Proven monetization model
- Open platform provides a "plug & play" ecosystem to enable easy bolt-on acquisitions
- Pipeline of acquisition / strategic relationships to deliver rapid growth

Growth Strategy

The goal is to be the social media platform / ecosystem for the next 3.5 billion internet users. Mobile internet adoption, in the emerging markets of Asia, Africa and India, is on a massive growth inflection point as low-cost Android smartphones start proliferating these markets. migme intends to accelerate growth using a coherent strategy of platform building, organic growth and targeted acquisitions.

Open Platform

Built and delivered on the latest low cost, scalable and open source technologies, the migme platform is currently available on Android, WAP, Web & J2ME, with future updates anticipated to include Blackberry and iOS. Open Platform ready for expansion through OpenAuth, share buttons, media partnerships and acquisitions. Provides for seamless integration of other applications / communities.

Initial Engagement

- Chat & chatrooms
- Communications
- Miniblog

Enhanced Engagement

- SNS
- UGC
- Social games

Monetization

- Virtual goods
- Avatars
- Premium services
- Social games

Revenue

- Prepaid
- Advertising & sponsorship

Freemium Monetization Model

Freemium model consistent with the model used by social networks and gaming companies including Tencent, Line, Kakao, Mixi, Zynga, King and others.

Corporate Opportunity

Strategic acquisitions / relationships

- Acquire — increase user numbers
- Retain — value adding user interactions
- E-commerce — increase fluidity of monetizing activities



FIH Mobile provides access to Foxconn's distribution networks, allowing migme to deliver software onto Android phones at the manufacturing level. Foxconn (2317.TW – US\$40.5 billion market cap.) is the largest mobile / tablet manufacturer in the world, manufacturing approximately a third of the world's mobile phones.

Important Notice & Disclaimer — This information sheet has been prepared by the management of migme Ltd (the 'Company') for general information and not as specific advice to any particular party or person. The information is based on publicly available information, internally developed data and other sources. Where any opinion is expressed in this information sheet, it is based on the assumptions and limitations mentioned herein and is an expression of present opinion only. No warranties or representations can be made as to the origin, validity, accuracy, completeness, currency or reliability of the information. The Company disclaims and excludes all liability (to the extent permitted by law) for losses, claims, damages, demands, costs and expenses of whatever nature arising in any way out of or in connection with the information, its accuracy, completeness or by reason of reliance by any person on any of it. **Forward Looking Statements Disclaimer** — The information sheet provided contain statements related to our future business and financial performance and future events or developments involving the Company that may constitute forward-looking statements. These statements may be identified by words such as "expects," "looks forward to," "anticipates," "intends," "plans," "believes," "seeks," "estimates," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to stockholders and in press releases. In addition, Company representatives may from time to time make oral forward-looking statements. Such statements are based on the current expectations and certain assumptions of the Company's management, and are, therefore, subject to certain risks and uncertainties. A variety of factors, many of which are beyond the Company's control, affect the Company's operations, performance, business strategy and results and could cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements or anticipated on the basis of historical trends. Due to rounding, numbers presented throughout this and other documents may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures. The documents provided in this information sheet include supplemental financial measures that are or may be non-GAAP financial measures.