



Investor Presentation

29th August 2014

To be acquired by Q Limited (ASX: QXQ)

Crowd⁺Mobile

Highlights

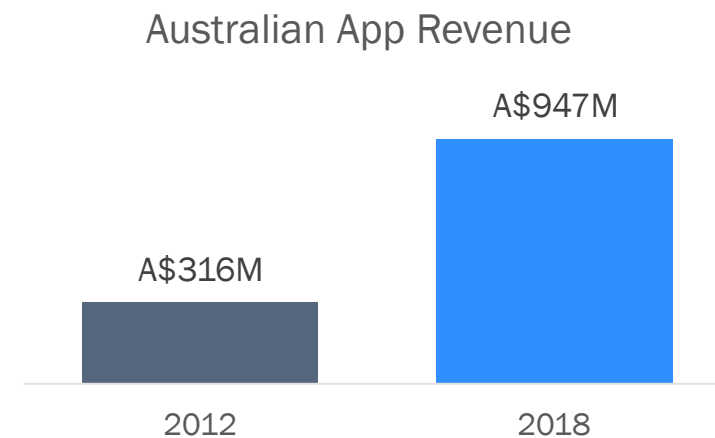
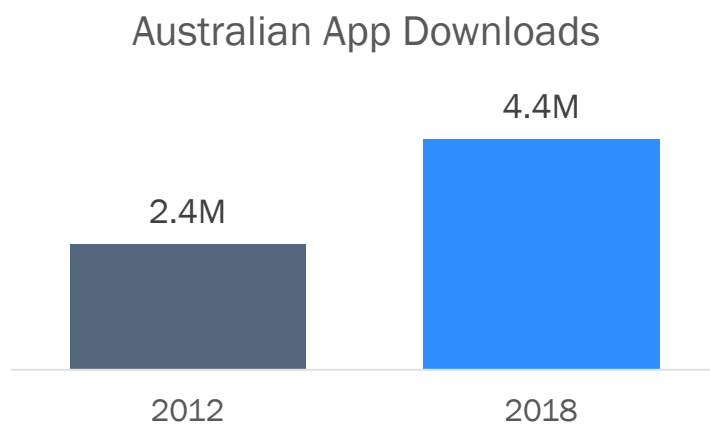
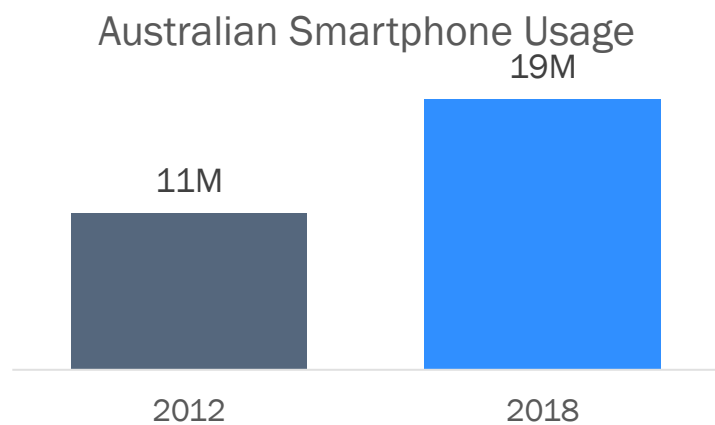
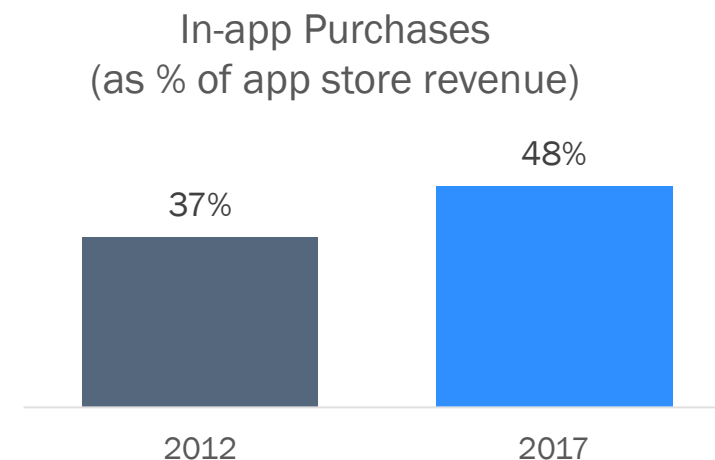
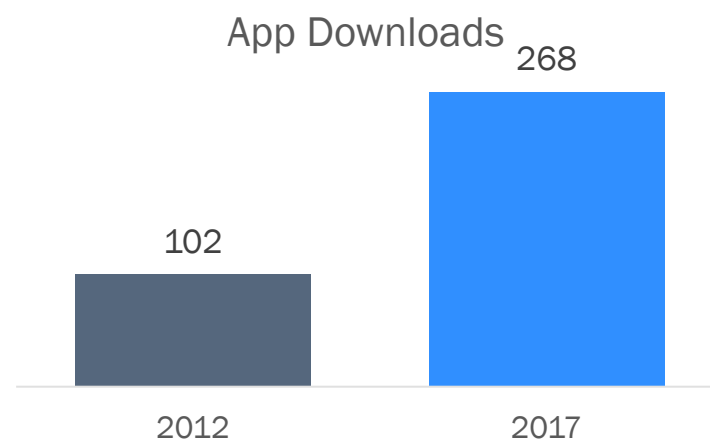
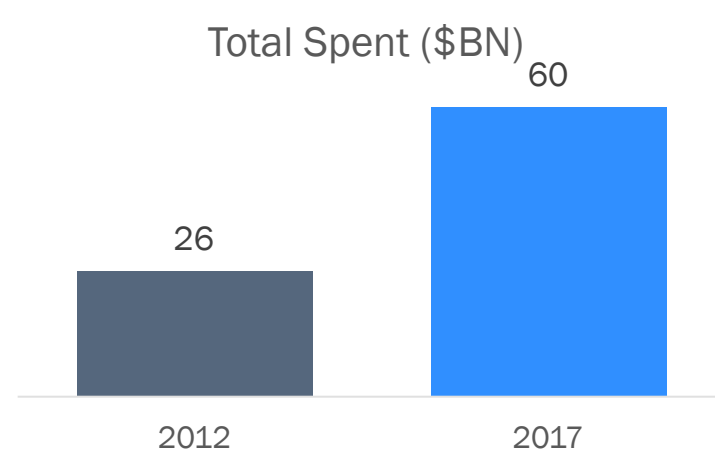


Q Limited to acquire Crowd Mobile

- ▶ Crowd Mobile is global mobile entertainment and mobile focused cloud micro job company
- ▶ Q Limited (ASX: QXQ), has signed a binding term sheet to acquire the 100% of the Crowd Mobile Australia Pty Ltd group of companies (“Crowd Mobile“)
- ▶ Crowd Mobile Financials in FY14 were \$9.7m revenue and \$2.2m EBITDA (unaudited management accounts)
- ▶ Q Limited is acquiring Crowd Mobile for a consideration of 2,444,000,000 shares at 0.5 cents (\$12,220,000) which values the transaction at < \$5.6x FY14 EBITDA.
- ▶ Re-Listed Group is expected to re-list with an EV of circa \$14.5 million (excluding cash) based on a circa 6.8x FY14 EBITDA multiple
- ▶ Business led by leading internet entrepreneur Domenic Carosa who will become Managing Director

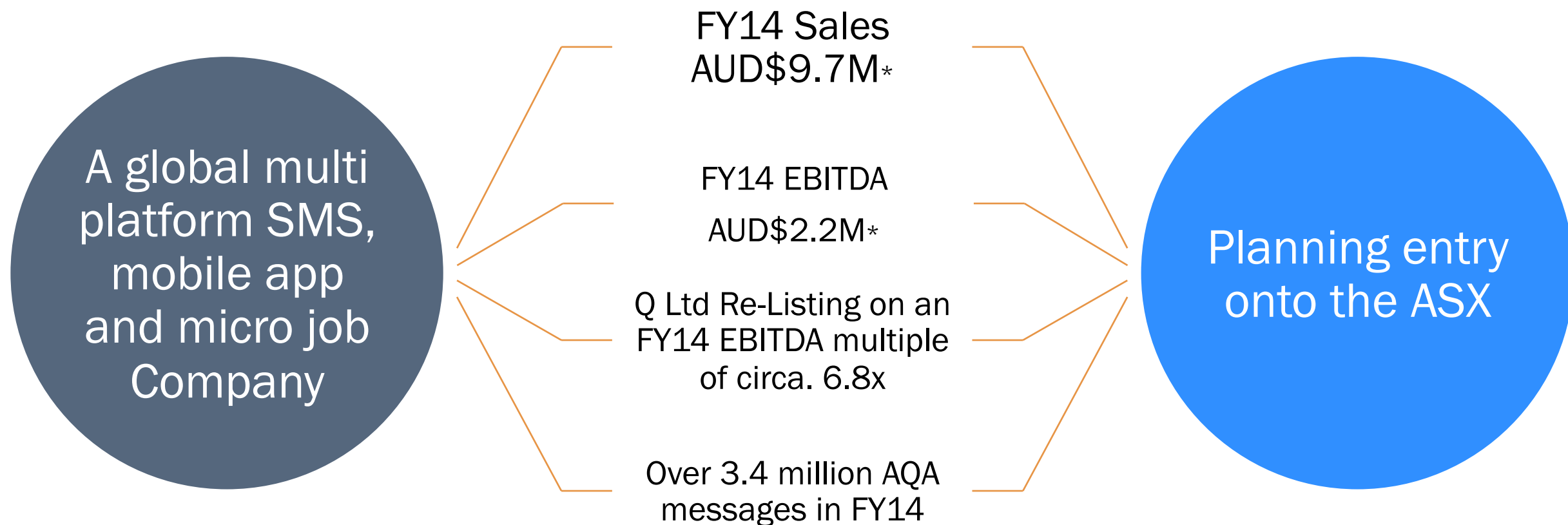
Global & Australian App Trends

Significant growth forecast



Crowd Mobile

Company financial overview



* Management Accounts which are in the process of being⁴audited.

Vision

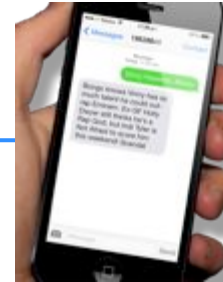
A Global, mobile focused, micro job platform

CrowdMobile

- ▶ To build a global cloud based micro job workforce (jobs that take less than 5 minutes)
- ▶ Targets the growing app info and entertainment usage markets globally
- ▶ Over 3.4 million Any Question Answered (AQA) messages in FY14



Tina wants
goss on her
friend



Bongo SMS
has a micro jobber to
answer the question



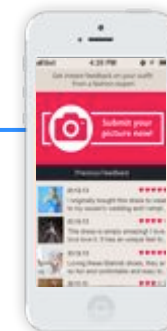
John ask for
relationship
advice from
WWJD



What would Jesus
do would answer
with the help of a
religious person



Kelly wants
some advice on
a dress she is
about to buy



Passion for
Fashion has a
fashion expert
answer



Current Products & Brands

Over 3.4m million questions answered in FY14

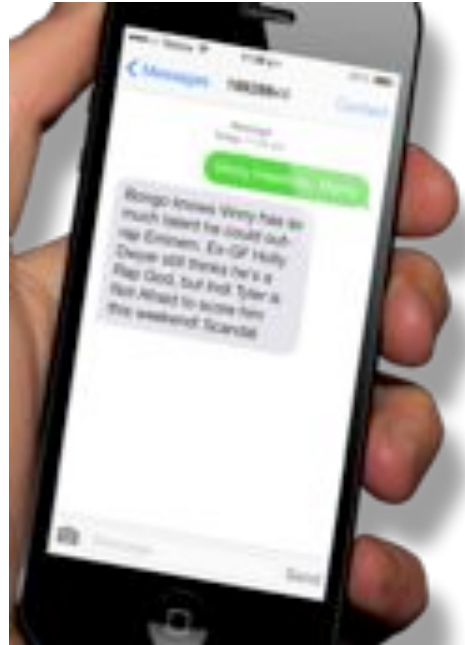
CrowdMobile

Bongo
Thinks



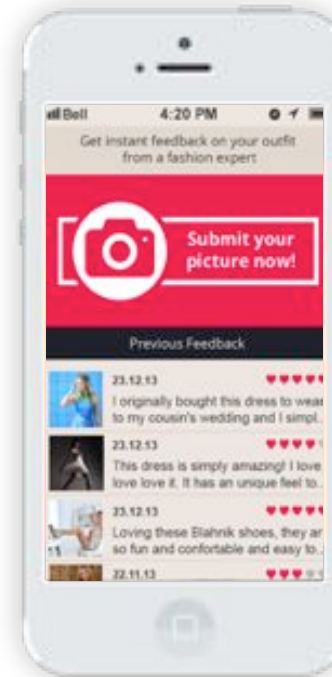
BongoThinks.com

Bongo
Knows



AskBongo.com

Passion For
Fashion



Passion4fashionApp.com

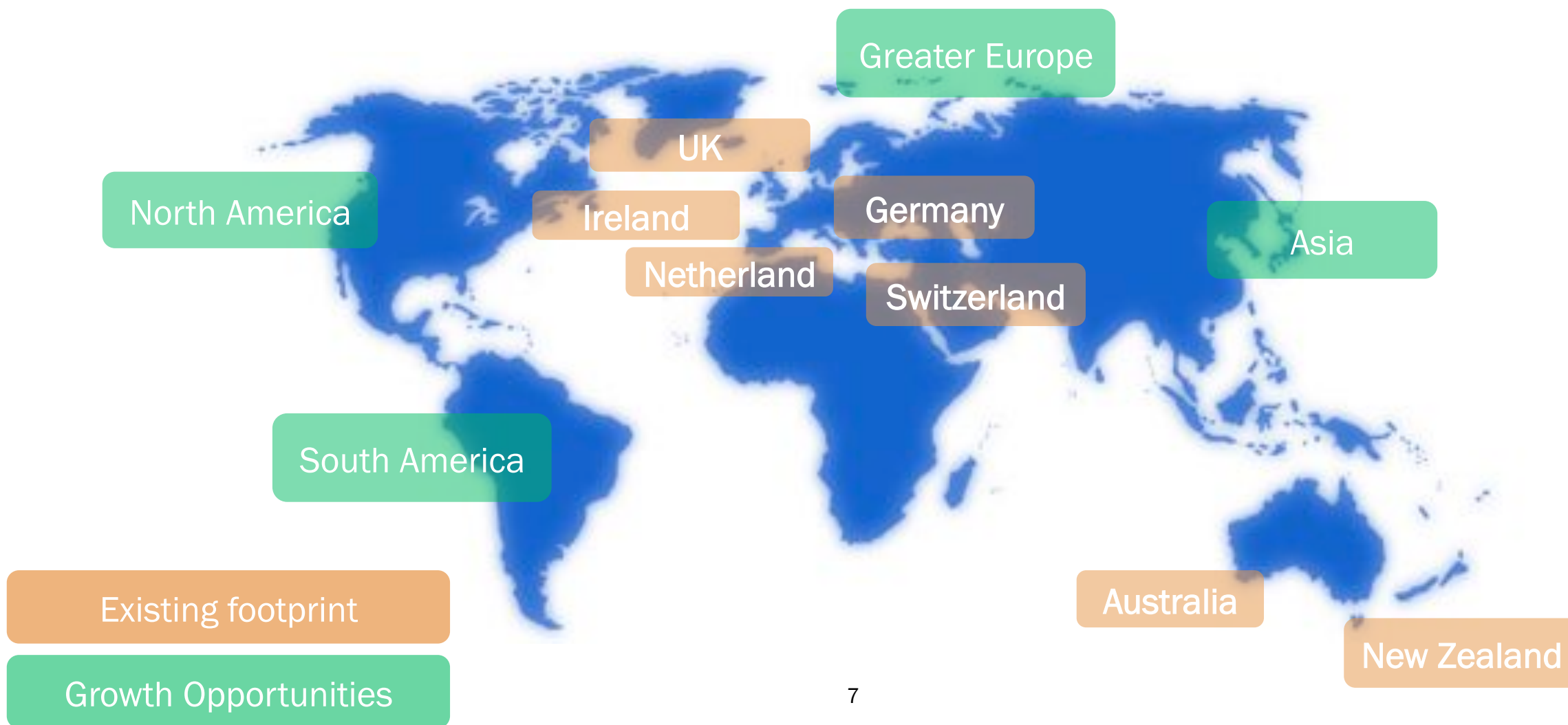
What Would
Jesus Do



WhatwouldJesusDoapp.com

Global Footprint

Significant Potential

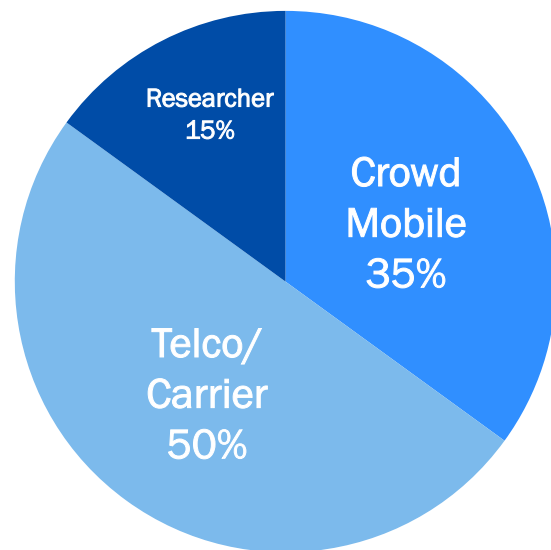


Who we get paid from

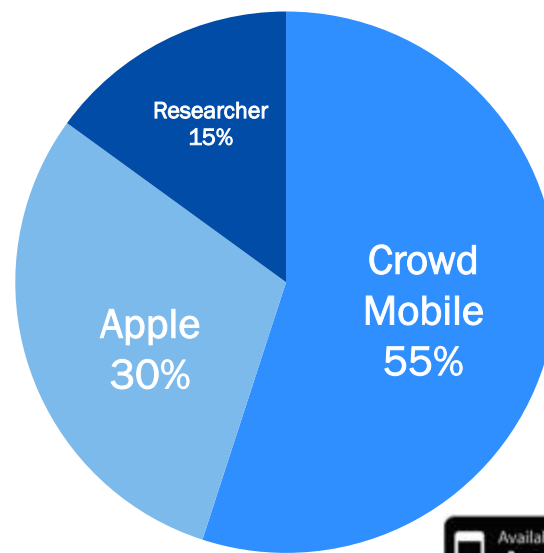
Bluechip upstream providers & revenue splits

CrowdMobile

Revenue Split Telco/Carrier



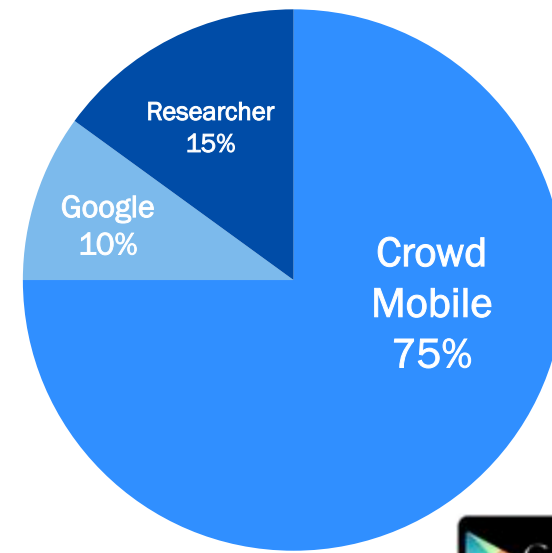
Revenue Split Apple



8



Revenue Split Google



MICRO JOB PLATFORM GLOBALLY DISTRIBUTED WORKFORCE



RESEARCHERS

500+ trained
researchers in English,
German & Dutch

+



24/7 SERVICE

Providing 24/7 service
(using micro-job
platform)

=



LOW COST

management of
questions in a cost
effective manner

Our Customers

2M customers served through top tier partners



16 – 39

Brand conscious

Socially active

High disposable income
(& they spend that income)

Own a mobile phone

CrowdMobile

twitter

facebook



GLOBAL
GATHERING

1800 SCHOOLIES
WWW.1800SCHOOLIES.COM.AU

Global Executive Team

Experience and Expertise



Domenic Carosa
Chairman & CEO

Extensive experience in technology and ASX listed companies including growing destra to revenues to over \$100M.

(Location: Melbourne)



Bill Kyriacou
CFO

Managed company during growth phase over last 5 years. Bill has extensive SME and ASX company experience.

(Location: Melbourne)



Tobias Schlitzke
COO

Manages the growth and operations of the company across multiple countries and time zones. Significant start-up and growth focused roles Including Swisscom

(Location: Berlin)



Iain Clark
CTO

Ensures that Crowd Mobile's core technology platforms globally are running and that new products are released on time. Previously with with Goldman Sachs.

(Location: Melbourne)



Lucas Hamel
CMO

Responsible for Crowd Mobiles customer acquisition strategy. Previously at Jesta & Jamster, the world's largest SMS mobile entertainment company.

(Location: Berlin)



Gregor Cooney
International Marketing Manager

Responsible for Crowd Mobiles global expansion strategy including establishing relationships with MTV and other key partners.

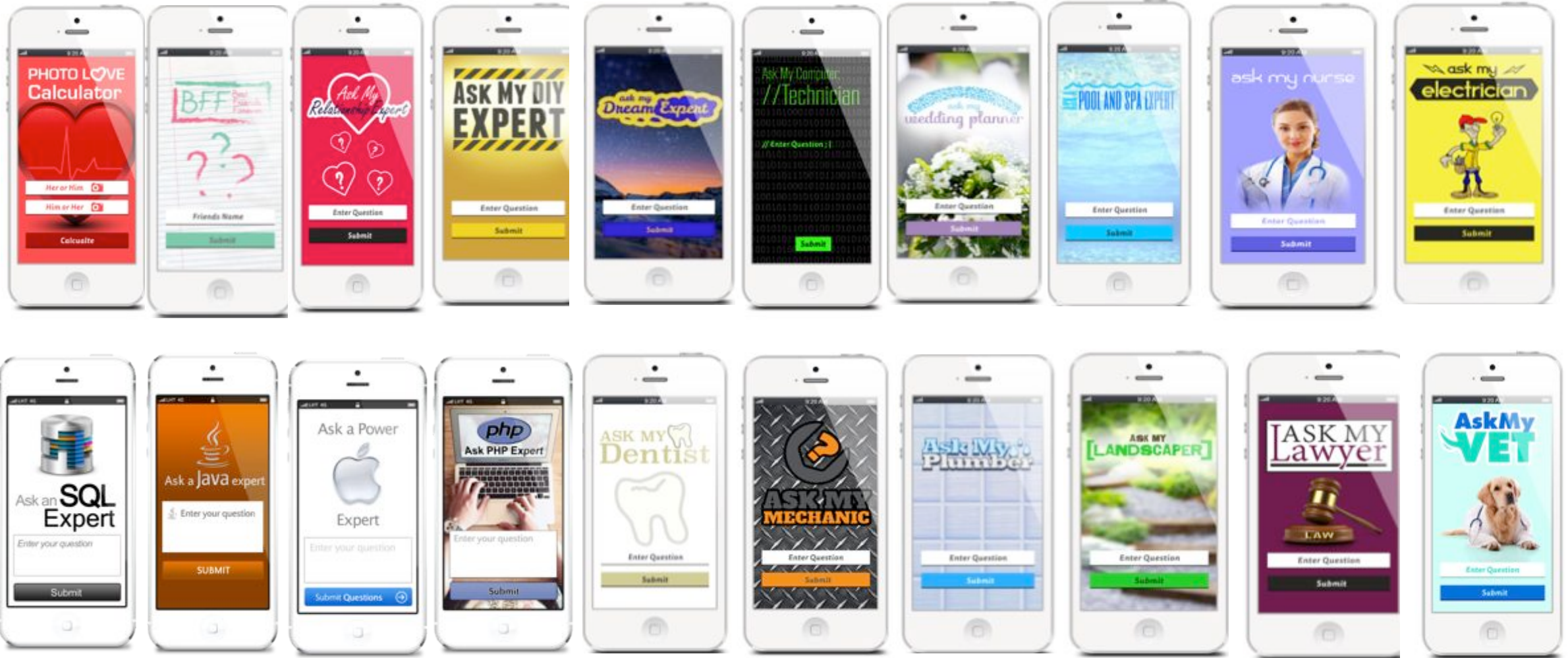
(Location: UK)

Mobile Apps

Product roadmap

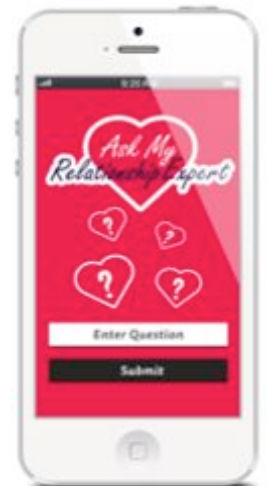


CrowdMobile



Indicative Timetable

Announce Transaction	29 August 2014
Finalise and Lodge Financial Statements	29 August 2014
Announce terms of Share Purchase Plan	5 September 2014
Share Purchase Agreement finalised	17 September 2014
Shareholder meeting to approve SPP share issue	9 October 2014
Close Share Purchase Plan	10 October 2014
Despatch notice of general meeting	14 October 2014
Opening of prospectus offer	4 November 2014
Meeting date	19 November 2014
Close capital raising	20 November 2014
Complete acquisition	21 November 2014
ASX Re-compliance	12 December 2014



Indicative Capital structure

CrowdMobile

	Shares	%
Current QXQ shareholders	102,185,934	3.5%
SPP shareholders	120,000,000	4.1%
Convertible Note Holders	59,382,500	2.0%
Vendors of Crowd Mobile	2,444,000,000	83.5%
Professional Advisor fees	160,000,000	5.5%
Director fees and Performance shares	42,000,000	1.4%
Total	2,927,568,434	100%



Comparable Assets

Strong financial position vs peers



	CrowdMobile	Moko Mobile	Mobile Embrace	Freelancer
Ticker	-	MKB	MBE	FLN
Description	Mobile job platform and mobile apps	Mobile social advertising platform	Integrated mobile payments/marketing	Online outsourcing marketplace
FY14 Revenue	9.7*	8.2**	19.3	22.0***
FY14 EBITDA	2.2*	-10.2**	3.15	-1.60***
Share Price (\$)	-	0.17	0.27	0.765
Market Cap (\$M)	-	102m	101m	334m
EBITDA Multiple*	-	N/A	32x	N/A

*Note: Prices as at 22 August 2014 * Crowd Mobile Management Accounts - ** ASX MKB results annualised from 1HFY14 *** ASX FLN results annualised for 1HFY14*

Investment highlights



Right customer demographic – technology take-up and spend

Large brand portfolio and proprietary IP

Proven profitable business model with solid margins

Global growth opportunities

Globally experienced team driving growth

Disclaimer

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Next Steps

Participate in the future of mobile

CrowdMobile



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