



ASX Release:

MOKO SOCIAL MEDIA
LIMITED

ABN 35 111 082 485
ASX: MKB

T: +61 2 9299 9690
F: +61 2 9299 9629
Suite 4 Level 9
341 George Street
Sydney, NSW 2000
Australia

MOKOsocialmedia.com
contact@MOKO.mobi

MARKET UPDATE

RunHaven to launch app in tandem with web and mobile site upgrades by December 2014

RunHaven to expand with new App launch in January – “RaceAdvizor”

RaceAdvizor to have one of the largest running event databases in the USA with over 30,000 events

NEW YORK, September 23, 2014 – MOKO Social Media Limited (NASDAQ: MOKO, ASX: MKB) is pleased to update the market on the upgrades and development of its running-based product division. RunHaven, a web and mobile site devoted to providing a sanctuary of information for runners, is scheduled for several new upgrades and releases in 4th quarter 2014 including: web and mobile interface upgrades and the launch of the app of the same name.

RunHaven’s site of educational and entertaining running-based articles, is currently upgrading the web and mobile interfaces to provide an enhanced user experience complete with new community and social functionality features. These features include a Forum for the discussion of any and all things running, including: tips, advice, injury questions and stories, race stories, success sharing, etc.; as well as the creation of a Photo Album for user-generated images; and a Shop e-commerce feature powered via a partnership with *Pacers*, a specialty running retailer with stores in the greater Washington DC area. These improvements are slated for October 2014 on both iOS and Android.

Also in development for a January 2015 launch is RaceAdvizor, RunHaven’s ultimate running race portal, which will be one of America's largest mobile and online information hubs for running events. Providing runners with a one-stop location for in-depth racing information of approximately 30,000 races each year, runners will be able to find the perfect event, whether it is across town or across the country. RaceAdvizor's database will include all categories of running races including: road races, trail races, ultra-marathons, themed races, obstacle course races and fun runs. Runners will be able to search by proximity, date range, race

distance and race name.

RaceAdvizor will take the guesswork out of choosing your next race by providing runners with the ability to:

- Find essential event details including the event, name, date, location, race distance(s) and a description.
- Read and write race reviews on topics such as: the course, management, shirts, award quality, value, etc.
- View and upload race pictures.
- See a 10-day weather forecast for the event's location.

[PHOTOS ON FOLLOWING PAGE]

Search From Over 30,000 Races!

PROXIMITY: Within 25 miles of Enter City, State or Zip
 DATE RANGE: mm/dd/yyyy - mm/dd/yyyy
 RACE DISTANCE: All Distances
 RACE NAME: Enter name to search
[FIND A RACE](#)



UPCOMING RACES NEAR YOU

Shape Diva Dash Philadelphia 2014
 ★★★★★ 125 Reviews
 Breinigsville, PA 18031 | Saturday, September 13, 2014
 5K

BRINGING HOPE HOME
 ★★★★★ 90 Reviews
 West Chester, PA 19382 | Saturday, September 13, 2014
 5K, Walking 1 Mile

HANDS-ON HOUSE RUN
 ★★★★★ 72 Reviews
 Lancaster, PA 17601 | Saturday, September 13, 2014
 5K, 10K, Half Marathon

UPLOAD PHOTO
Travis Manion Heroes Run
 ★★★★★ 400 Reviews
 Southampton, PA 18966 | Saturday, September 27, 2014
 5K

The Color Run Night
 ★★★★★ 235 Reviews
 Camden, NJ 08101 | Saturday, September 27, 2014
 5K

UPLOAD PHOTO
Pottstown Running Festival and Kids Fun Run
 ★★★★★ 115 Reviews
 Pottstown, PA 19464 | Saturday, September 27, 2014
 Half Marathon, 10K, 5K, Kids 1-Mile Fun Run

YOUR LOCAL WEATHER

Philadelphia, Pennsylvania	Mon	Tue	Wed	Thu	Fri
76° f	74° f	68° f	70° f	70° f	70° f
8pm	13pm	13pm	7pm	7pm	7pm

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 Choose over the shoes for more detail
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ADD YOUR RACE
 Race Directors: Add your event to RaceAdvisor and promote it to runners nationwide.
[SUBMIT](#)

MOST VIEWED POSTS

10 Ways to Survive Your Injury Without Being a B*tch
 September 5, 2015 1,527 views

12 Reasons to Date a Guy who Runs
 September 6, 2015 2,527 views

Compression Socks, Performance Enhancer or Fashion Statement?
 September 5, 2015 1,527 views

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RECENT POSTS

- Running's Moral Dilemmas: You Be the Judge**
 March 10, 2014 1 comment
- 7 Tips for Training with a Jogging Stroller**
 January 19, 2015 1 comment
- Socially Unacceptable Things Runners Do**
 April 10, 2012 0 comments

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<http://runhaven.com/2014/09/04/3-weird-ways-running-changed-me/> ...
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<http://runhaven.com/2014/09/07/gym-2/> ... #running #inspiration
- Running's Moral Dilemmas: You be the Judge.**
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Gillette BODY

BUY NOW

8 Raunchy Things Runners Do and Why

August 21, 2014 | Beth Hudson

★★★★★

6,825 Comments

During a recent marathon, I was trying to distract myself in any way possible. When I wasn't concentrating on my aches and pains, I was...

9 Things to Know Before You Marry a Runner

August 20, 2014 | Beth Hudson

★★★★★

6,825 Comments

When my husband and I got married almost 19 years ago, neither of us ran. In fact, we had skillfully perfected the art of sitting on the couch...

Gaining Weight While Marathon Training... WTF?

September 2, 2014 | Beth Hudson

★★★★★

6,825 Comments

Remember that episode of The Biggest Loser when contestant Daris George gained weight during marathon training and trainer Jillian Michaels bit...

RECOMMENDED FROM THE WEB

by Taboola

Is Kinesio Tape Too Good To Be True?

June 12, 2014 | 20 Comments

Why You Should Rotate Your Running Shoes

June 3, 2014 | 580 Comments

Find Out Why You're Never Too Old To Run

May 19, 2014 | 621 Comments

Iron Upkeep

June 10, 2014 | 242 Comments

Want To Live Longer? Japanese Women Hold The Secret...

June 12, 2014 | 430 Comments

Coming Back From An Injury

June 18, 2014 | 770 Comments

RECENT POSTS

Running's Moral Dilemmas: You Be the Judge

March 10, 2014 | 1 comment

7 Tips for Training with a Jogging Strutter

January 19, 2013 | 1 comment

Socially Unacceptable Things Runners Do

April 10, 2012 | 0 comments

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@NoMoreMrTatGuy

My Gym
http://runhaven.com/2014/09/07/gym-2/ ... #running #inspiration

Running's Moral Dilemmas: You be the Judge.
http://runhaven.com/2014/09/05/runnings-moral-dilemmas-judge/ ...
@MissZapp1 #running

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DESIGNED BY CUSTOM HOUSE

ENDS.

For more information contact:

Australia:

Rudi Michelson
Monsoon Communications
03 9620 3333
rudim@monsoon.com.au

USA:

Adam Handelsman
SpecOps Communications
646 413 9401
adam@specopscomm.com

About MOKO SOCIAL MEDIA Limited

MOKO identifies large user groups around common interests and provides them with tailored mobile applications with information relevant to that common interest. These are developed entirely by MOKO and then distributed at no charge to these groups and their members, in return for exclusive access and advertising rights.

MOKO's flagship mobile app is REC*IT: an application that is launching to more than 800 colleges and universities across the US in the latter part of 2014 that provides information about campus sports and recreational activities. Whether students are spectators or participants of campus sports, clubs and societies, this app provides the specific information they need, together with social functionality such as team chat.

In May 2014 MOKO launched Bluenationreview.com (BNR), which has grown to become one of the most visited active political groups on Facebook in the US. A new non-partisan user-generated political App called VOYCIT will also soon be launched. In December 2014 MOKO will also launch a specialist running community app called RunHaven. RunHaven.com is for US recreational runners with event, training, dietary and other runner-relevant information. MOKO will launch Speakiesy in December 2014. Speakiesy will be a new college social media App exclusive to each campus.

MOKO is listed on NASDAQ (MOKO) and the Australian Securities Exchange (MKB).

This announcement is for informational purposes only and is neither an offer to sell nor an offer to buy any securities, or a recommendation as to whether investors should buy or sell.

Special Note on Forward-Looking Statements

This press release contains information that may constitute forward-looking statements and uses forward-looking terminology such as "anticipate" "propose" "expect" and "will," negatives of such terms or other similar statements. You should not place undue reliance on any forward-looking statement due to its inherent risk and uncertainties, both general and specific. Although we believe the assumptions on which the forward-looking statements are based are reasonable and within the bounds of our knowledge of our business and operations as of the date hereof, any or all of those assumptions could prove to be inaccurate. Risk factors that could contribute to such differences include our ability to prepare required documents in connection with the proposed offering, the timing of regulatory review, performance of our shares on the Nasdaq Global Market, and the performance of the United States and global capital markets and companies in our sector, as well as factors relating to the performance of our business, including intense competition we face; failure to innovate and provide products and services that are useful to users; our ongoing need for capital for investment in new and existing business strategies and new products, services and technologies, including through acquisitions; our dependence on advertising revenues; the potential for declines in our revenue growth rate and downward pressure on our operating margin in the future; increased regulatory scrutiny that may negatively impact our business; legal proceedings that may result in adverse outcomes; failure to maintain and enhance our brand; uncertainty as to our ability to protect and enforce our intellectual property rights; and uncertainty as to our ability to attract and retain qualified executives and personnel. The forward-looking information provided herein represents the Company's estimates as of the date of the press release, and subsequent events and developments may cause the Company's estimates to change. The Company specifically disclaims any obligation to update the forward-looking information in the future. Therefore, this forward-looking information should not be relied upon as representing the Company's estimates of its future intentions as of any date subsequent to the date of this press release. Our plans may differ materially from information contained in the forward-looking statements as a result of these risk factors or others, as well as changes in plans from our board of directors and management.