



25 September 2014

## **ASX ANNOUNCEMENT**

### **migme announces partnership with Universal Music Indonesia**

Social entertainment platform migme Limited ("migme" or the "Company") is pleased to announce a new marketing and promotional partnership with Universal Music Indonesia ("UMI"), providing access to a growing portfolio of artists for migme and extending the Company's reach into the country.

migme and UMI have agreed to enter into a partnership that outlines at least two new UMI artists will be "activated" each month into migme, to participate in promotional contests, concerts and appearances. The artists will also have the ability to use the platform to share new promotional music, videos and photos and for other social media activities. The first candidate artists include Indonesian Idol (Season 8) winner Nowela Elizabeth Auparay and popular boy band 5 Romeo.

In return, the migme platform provides a valuable new social media space to drive engagement and a new fan base for the UMI artists, where they will also receive a share of revenue generated from the sale of virtual goods (including virtual gifts) associated with their respective migme promotions.

migme Chief Executive Officer Steven Goh said Indonesia is a valuable market for the Company and the UMI partnership is part of an overall strategy to build its user base in the country.

"Working with UMI's new artists helps us to grow our content and deliver more entertainment across our platform. In doing so, this drives audience engagement and revenue share opportunities for all our partners," he said.

"We look forward to establishing more partnerships of a similar kind around the globe."

Universal Music Indonesia's Head of Marketing and Promotions – Perry Parikesit said the partnership with migme was an innovative way of incentivizing artists to engage with their fans through social media.

"We are excited to be partnering with migme in this way and we look forward to expanding the reach for our artists both in Indonesia and across the region," he said.

The announcement of the partnership coincides with the migme Indonesian showcase event, '#migjkt – Party with migme' tonight in Jakarta, which will include

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performances by newly signed migme artists Nania Idol (3<sup>rd</sup> place winner from the first Indonesian Idol TV program), Cinta Ramlan, Kikan Namara and Bondan Prakoso. In addition, there will be an exclusive first-look at a Bahasa Indonesia version of migme.

The new UMI marketing and promotional partnership is additive for existing handset partners, as migme continues to pursue digital activities and opportunities for cross promotion with Indonesian telecommunications companies Smartfren and Spice Global/Nexian (see ASX Announcement dated 20 August 2014). Both are also distributing migme into their respective AppStores too.

Notably, today also marks the launch of Smartfren's new Andromax C3 mobile handset, with migme preloaded onto 700,000 devices. Smartfren will share in the revenue generated through the migme platform.

Michael Higginson  
Company Secretary

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### About migme Limited

migme Limited is a leader in delivering social entertainment services, with a focus on emerging markets. The company's flagship platform is migme ([www.mig.me](http://www.mig.me)) with 5m monthly active users and owns artist entertainment site [www.alivenotdead.com](http://www.alivenotdead.com)

The Company's is listed on the Australian Stock Exchange (ASX: MIG), with operations headquartered in Singapore and offices in Malaysia, Indonesia, Taiwan and Hong Kong. For more information, please visit [company.mig.me](http://company.mig.me)

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