

ASX RELEASE

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migme acquires the LoveByte mobile applications business, adding premium activities for monetisation

Highlights:

- migme completes the acquisition of South East Asian based LoveByte Pte Ltd
 - LoveByte Pte Ltd has a Couples sharing mobile app plus avatar and virtual goods creation capabilities with over 200,000 active users
 - Acquisition expected to broaden and further expand engagement and monetisation opportunities for migme
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Social entertainment platform migme Limited ("migme" or the "Company") is pleased to announce the acquisition of LoveByte Pte Ltd ("LoveByte"), a mobile applications business with two core products and virtual content capabilities.

LoveByte was founded by Wei Zhang (Steve) Sng and Jia Jia (Amelia) Chen in Singapore.

Available on iOS and Android platforms, the leading 'LoveByte' mobile application (<http://lovebyte.us>) provides a private space for two people to communicate, share and timeline precious moments together (couples sharing) – and has over 200,000 active users. LoveByte also has a 'MiniMe' avatar creation mobile app and a team experienced with the production of virtual goods.

The terms of the deal involve a purchase price of 757,939 migme shares to be issued on 1 July 2015. In addition, the founders have signed employment agreements and have been granted employee options, details of which are disclosed as part of ASX "Appendix 3B: New Issue Announcement" on file.

migme Chief Executive Officer Steven Goh said the acquisition was a strategic move aimed at further enhancing migme's engagement and monetisation objectives.

migme Limited ABN 43 059 457 279

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Operations: mig33 Pte Ltd 111 North Bridge Road, #26-01 Peninsula Plaza, Singapore 179098

"The trend is to a broader range of specialised social networks and we love what Amelia and her team have built with LoveByte. We're looking forward to helping the Couples app grow," he said.

"Moreover, the combination of the three capabilities – Couples app, avatars and virtual gifts – will help migme strengthen our avatar system and deepen engagement and monetisation options through premium activities for both LoveByte and migme."

Ms. Chen said she welcomed the opportunity to further build out LoveByte's mobile applications products under the migme banner.

"We're excited to be joining the migme team and we look forward to building out the value-add of LoveByte for the Company's growing entertainment platform," she said.

Mr. Sng added, "Joining the migme family is a huge milestone in our mission to help couples stay loving, and we can now ship to more users."

This is the second acquisition for migme in 2014, following on from the purchase of artist and entertainment management group alivenotdead.com in February.

The addition of the LoveByte mobile applications to migme is expected in the last quarter of 2014.

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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) with more than 5m monthly active users and owns artist entertainment site www.alivenotdead.com

The Company's is listed on the Australian Stock Exchange (ASX: MIG) and quoted on Deutsche Börse: WELA (WKN: A117AB), with operations headquartered in Singapore and offices in Malaysia, Indonesia, Taiwan and Hong Kong.

For more information, please visit <http://company.mig.me>