

3 December 2020

## Clarification of Agreement with TikTok

**AppsVillage Australia Ltd (ASX:APV)** (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, refers to the announcement lodged with ASX on 2<sup>nd</sup> December 2020 in relation to signing an agreement with TikTok to launch its SMB advertising campaign manager, JARVIS, on the TikTok platform.

For the purposes of section 4.15 of ASX Guidance Note 8, the Company provides the following supplementary information in relation to entering into the agreement with TikTok:

- The Counterparty to the agreement is TikTok Pte Ltd (Singapore).
- The agreement is for an initial one-year period (being until 2 December 2021), with automatic renewal for an additional year unless either party provides the other party with written notice of its intent not to renew the Agreement at least 30 days prior to the end of the then current term.
- The Company's customers (SMBs) and through it, approximately 4,500 SMBs which are APV's paying customers will have access to advertise on the TikTok platform. The advertising fees are then charged by APV to the customer. The Company will typically achieve a gross profit on every advertisement made via the Company on TikTok. Whilst the exact uplift is commercial in confidence it is anticipated to be an increase of between 15-30% of the amount charged by TikTok to the Company. As such, fees will be payable by the Company to TikTok as part of this arrangement
- TikTok granted the Company and its advertising platform JARVIS access to the TikTok's API, to connect TikTok platform with the Company system so the entire process will be fully automated, fast and scalable. The TikTok API connectivity is NOT open publicly.
- The TikTok API will allow the Company to expand the use of its advertising campaign management application, JARVIS, to the TikTok advertisement platform. This will provide an optimized solution for APVs currently approximately 4,500 paying SMBs and new paying SMBs to quickly and easily create and manage intelligent online advertising and promotion campaigns in a matter of minutes.
- The actual revenue the Company will receive is based on TikTok advertising by APV's current and new customers (SMBs), However, given the popularity of TikTok and as such, its ability to drive revenue for SMB's, the Company expects that it will see material revenue over time from this new strategic partnership.
- There are no material conditions that need to be satisfied before the partners become legally bound to proceed with the terms of the commercial agreement.
- There is no other material information relevant to assessing the impact of the commercial agreement on the price of value of the Company's securities.

**-Ends-**



This announcement has been approved and authorised for release by Max Bluvband, AppsVillage CEO

For further information, please contact:

**Investor Relations**

Rod Hinchcliffe  
Media and Capital Partners  
P: 04 1227 7377  
E: [rod.hinchcliffe@mcpartners.com.au](mailto:rod.hinchcliffe@mcpartners.com.au)

**Media Enquiries**

Melissa Hamilton  
Media and Capital Partners  
P: 04 1775 0274  
E: [Melissa.hamilton@mcpartners.com.au](mailto:Melissa.hamilton@mcpartners.com.au)

**About AppsVillage Australia Limited**

AppsVillage provides an easy and inexpensive SAAS solution that allows small-to-medium businesses to create and manage their own mobile application as a means of connecting with their customers and growing their business.

AppsVillage's technology has automated the design, development, maintenance and marketing of mobile apps, allowing any business to build, preview and launch their own application without have any code writing or digital marketing knowledge.