

Disclaimer

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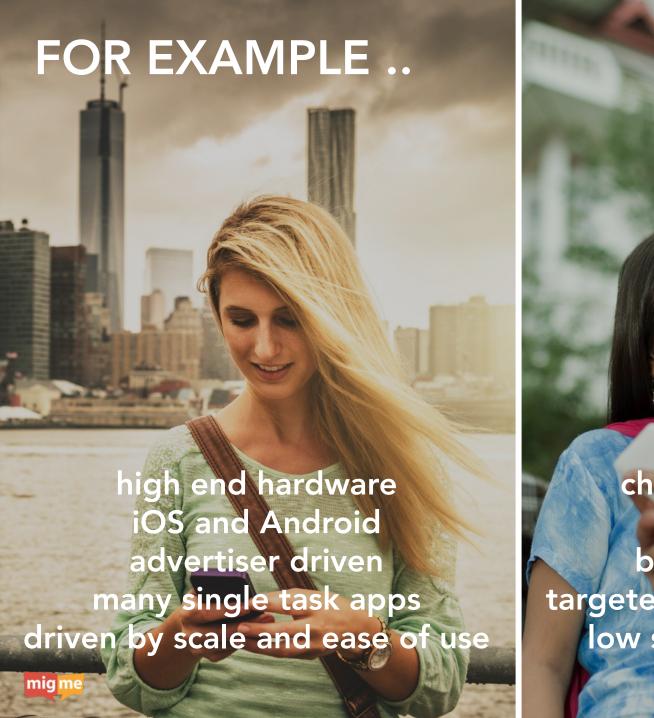
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The documents provided contain statements related to our future business and financial performance and future events or developments involving the Company that may constitute forward-looking statements. These statements may be identified by words such as "expects," "looks forward to," "anticipates," "intends," "plans," "believes," "seeks," "estimates," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to stockholders and in press releases. In addition, Company representatives may from time to time make oral forward-looking statements. Such statements are based on the current expectations and certain assumptions of the Company's management, and are, therefore, subject to certain risks and uncertainties. A variety of factors, many of which are beyond the Company's control, affect the Company's operations, performance, business strategy and results and could cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements or anticipated on the basis of historical trends. Due to rounding, numbers presented throughout this and other documents may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures. The documents provided in this presentation include supplemental financial measures that are or may be non-GAAP financial measures.



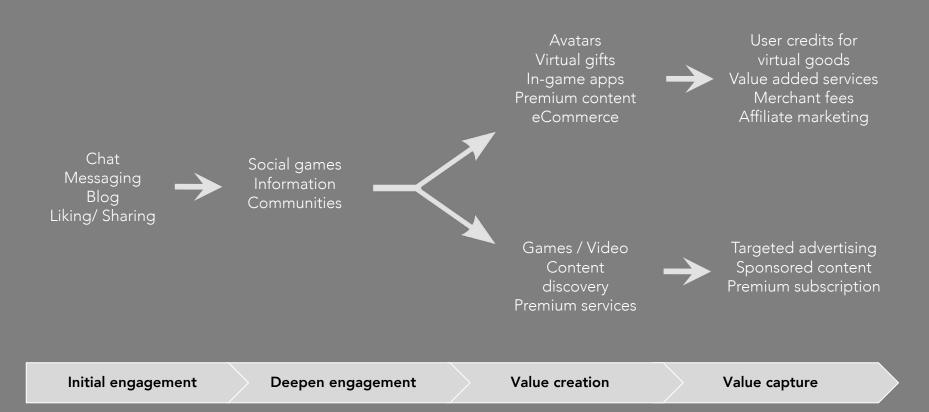








PLATFORMS HAVE EVOLVED AT A DIFFERENT PACE AND WITH A DIFFERENT FOCUS IN DIFFERENT GEOGRAPHIES: WESTERN, EAST ASIAN, SOUTH ASIA, SOUTH EAST ASIA, ETC ...





SOCIAL NETWORKS HAVE EVOLVED DRAMATICALLY OVER THE PAST 15 YEARS

#MicroEngagement

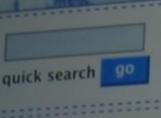




Facebook

From a college photo site (with pokes) to the largest global social media platform Mark Zuckerberg's Profile









Information

Account Info:

Mark Zuckerberg Name:

The beginning (February 4, 2004 Member Since:

July 19, 2005 Last Update:

Basic Info:

School

Student Status:

Sex:

Residence:

Birthday:

Home Town:

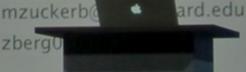
High School:

Contact Info:

Email:

Screenname:

Mobile:

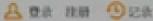














游戏直播

斯精彩

财经直播

交发互动

遊戏中心

YE WAR WELL BY I CO BANG

YY.Com

From a gamers networking platform to the largest video streaming platform in China







B-2621A



BH 5081.A



Mr 1292 A



III 743.A.

ER 400 A



脚 797人



















Yes! Something BIG from me is i'm going to release a new single very very soon! \n\n#IMISSYOU\n\nwww.cintaramlan.com













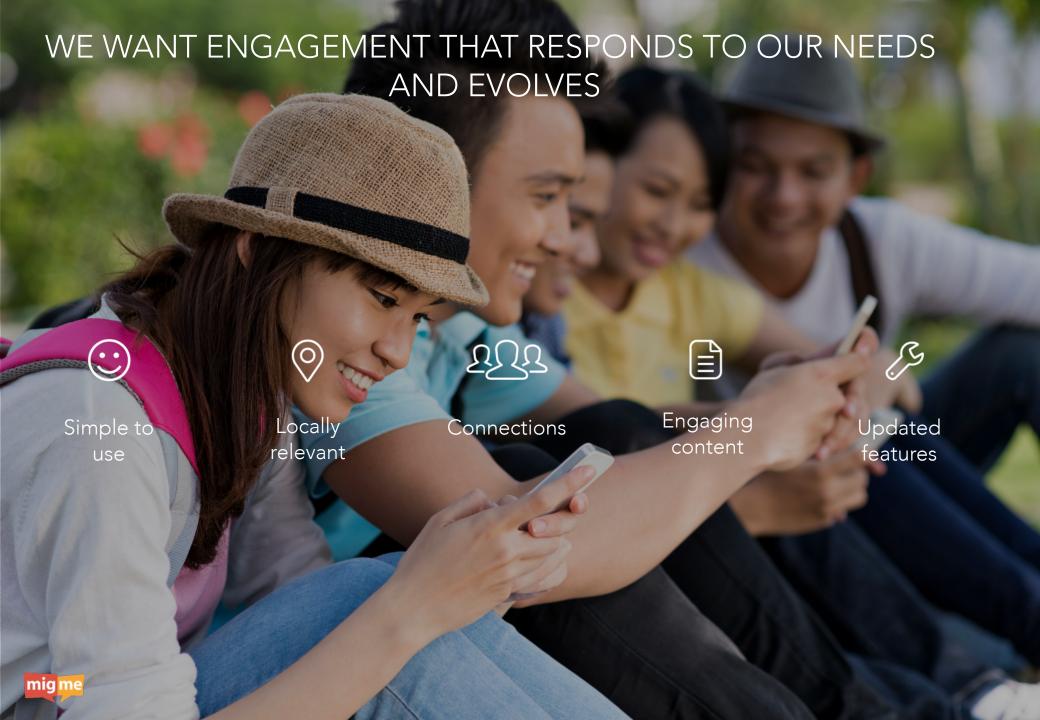
Indonesian singer Cinta Ranlam announced the death of her brother Iwan on migme











LOCALLY RESPONSIVE SOCIAL PLATFORM

USA, Europe, Australia ... model

- Simpler Platforms
 - Photos / videos
 - Posts
 - Share / Comments
- Freemium model
- Advertiser driven
- Platforms typically don't share with Content Creators
- Desktop + Mobile
- IOS Dominant

China, Korea, Japan ... model

- Complex Platforms
 - Games
 - Virtual gifts
 - Avatars
 - Fan engagement
 - Photos / videos
 - Posts
 - Share / Comments

- Freemium model
- Micropayments & Advertiser driven
- Content Creators may have a financial share
- Desktop + Mobile
- IOS / Android

Emerging Internet (migme)

- Visually Simple
- Complex by function
 - Games
 - Virtual gifts
 - Avatars
 - Fan engagement
 - Photos / videos
 - Posts
 - Comments

- Freemium model
- Micropayments
- Content Creators have a financial share
- Small data footprint
- Mobile Dominant
- Android Dominant



migme is an evolving social platform for emerging economies

News and conversations

Artists

News

Chat

Miniblog



hipwee



Fosters formation of online communities between artists and their fans

Social news site
distributing
digital content for
young Indonesian
urbanites

Social entertainment service including chat, chatrooms, blogging, virtual gifting and community

Business model that unlocks / shares value with content creators

Apps & Games

With Miniblog and Chat, extend the experience with apps using deep linking. Apps and Games like Gone Goose, Meitu's Beauty Plus, MyBrana, Boat Royale, Bingo, Poker and many others ...

E-commerce

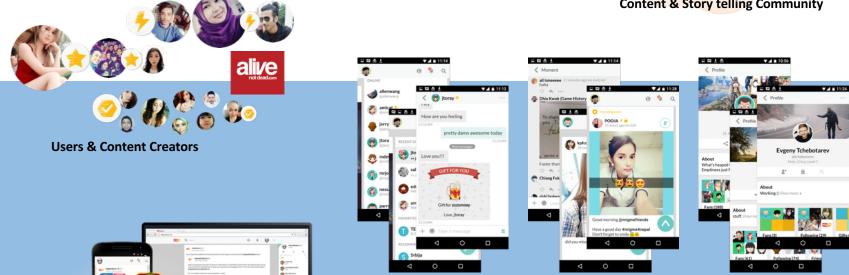
A2C and C2C, with relationships to Lazada, Snapdeal and others. Being integrated so that users may play use their credits to be able to purchase memorabilia, gifts and branded items with content creators, and many other things.



Vibrant Ecosystem



Content & Story telling Community



Chat, Miniblog, Profiles (Soon: Video Stories)



Android & Mobile Web first. IOS, J2ME, Desktop web support



Virtual Gifts

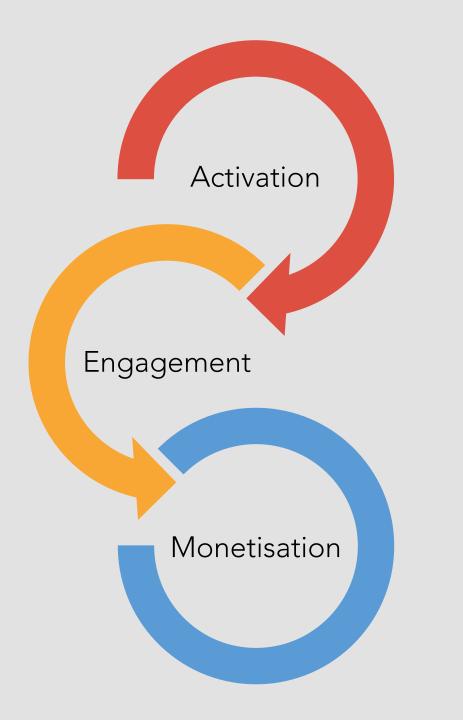


Apps & Games



E-Commerce

Users, Content Creators and Stars (Alivenotdead), draw and engage users on the platform (primarily Android + Mobile Web), stories are told with Hipwee's platform and shared to other media (facebook, yahoo, etc), and the platform is extended with valuable and monetising experiences with virtual gifts, apps and games, and e-commerce. Migme is working with the MOX Accelerator on platform polish, instrumentation, and lifetime-value-per-customer management.



Organic referrals and Preinstallations

Artist engagement
Partnering with Major Media
Active games users
Cross product engagement

Virtual gifts
Apps and Games
Ecommerce



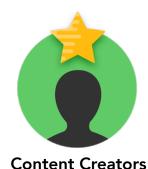


Pathway to profitability ..



.. Working with MNC Group in Indonesia, Anak Jalanan, one of Indonesia's most popular Soap Operas, delivered the group over 6m MAUs in one month.

Challenge: grow to several dozen programmes running at any time in India, Indonesia and the Philippines



.. Draw audiences from other platforms, engage with chat, miniblog, games and gifts (drive up to several thousand dollars each of which we share up to 50% with them)

Challenge: grow several dozen driving an average of several hundred \$ each, to several thousand at the same rate



.. Add to migme's functionality without us having to build it, and drive engagement, referrals and monetisation. 1% to 10% may monetise up to \$50 per month of which our share may be up to 50%.

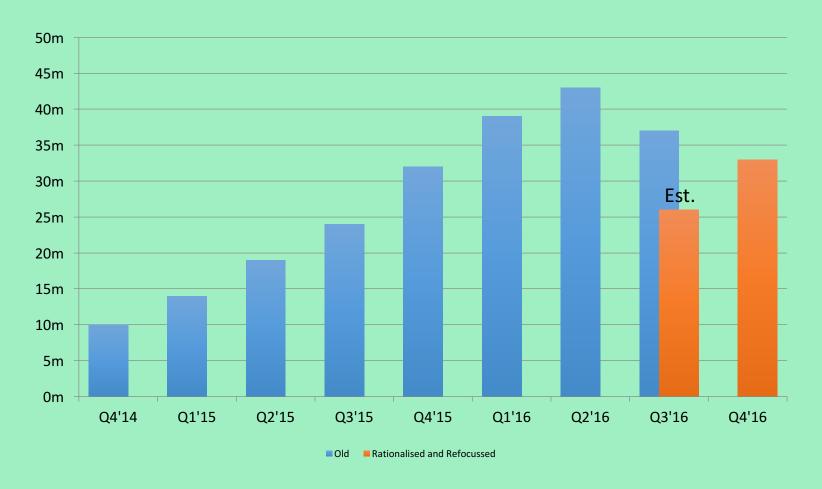
Challenge: grow to > 3% of group's monthly active users monetising at \$4 to \$6 each.

Growing the active userbase through media and content creator partnerships, stimulating organic growth with games. Conversion to Valuable / Monetising relationships, to cover a monthly operating profile of around USD\$750k per month. As little as 2,000 Artists driving \$400 a month (>50% revenue share), and 50,000 games users at \$15 per month may deliver a cashflow positive business in 2017*.





Fourfold increase in monthly active users in two years



^{*} In September 2016, migme reviewed its portfolio of investments and rationalised its customer userbase to deliver a position where the group may operate on a cashflow positive basis in 2017.





#target100

100m+

monthly active users by end of 2018

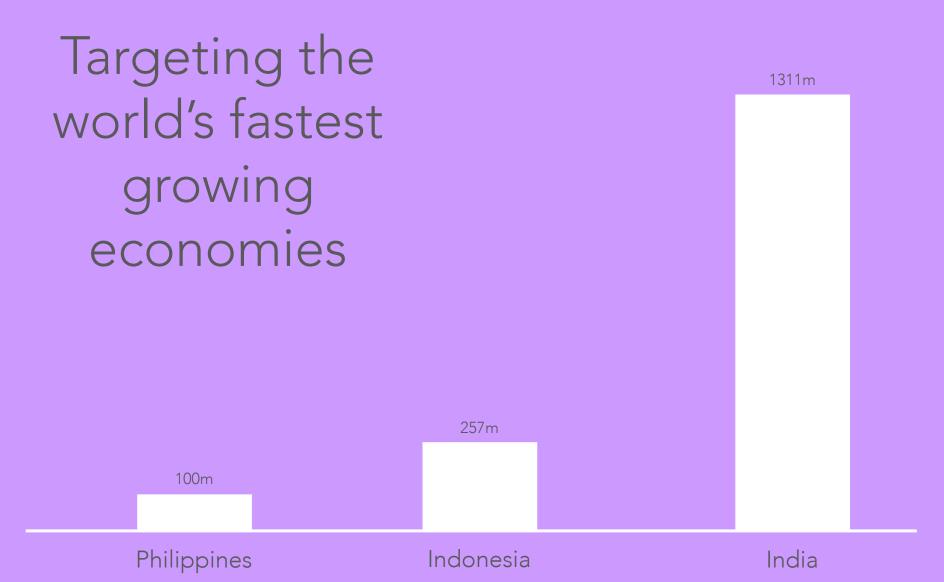
>5%

monthly paying users

\$2-4

per revenue user per month







Supportive shareholders



Quality content partners







Experienced distribution partners





Corporate Summary



migme Limited

Listed: August 2014 (ASX: MIG)

Registered Office: Sydney

Board:

Chairman - Andy Zain,

CEO & Cofounder - Steven Goh

Directors: John Lee, Yen Chang

(Charles) Pan, Yichin Lee, Stephen

Llanwarne



Capital Structure

Shares on issue: 316m

Unlisted options: 22.3m

Last price (ASX)* : A\$0.052

Market capitalisation*: A\$16.4m



Top Shareholders

Founders, Board & Management: ~9%

Meitu Inc. : 5.3%

FIH (Mobile) ** : 18.2%

Top 20* : 72.2%



Experienced Board and Management Team

Board



Andi Zain (Chairman)

Director of tech incubator Ideabox in Indonesia, with 15 years experience building Internet and mobile businesses in Southeast Asia



Steven Goh (Executive Director, CEO, Cofounder) Over 20 years experience in fundraising, developing and

commercialising compelling Internet services for consumers.

Also cofounder and former CEO at Sanford Securities in

Australia



Yen Pan Chan (Executive Director)

Former Special Assistant and Chief Investment Director of FIH Mobile, with an 18 years business career



John Lee (Non-Executive Director)

CEO of a mobile games platform company in Singapore. Former venture capitalist at Softbank Venture Capital



Yichin Lee (Non-Executive Director)

Managing Partner of FCC Partners Inc. with 20 years business experience. Former CEO of NASDAQ listed Gigamedia Limited



Stephen Llanwarne (Non-Executive Director)

Over 30 years of technology experience across commercial systems, global investment banking and mobile. Former CIO / Founding Partner at Zurich Capital Markets Asia

People

- Company has over 180 people from 2 dozen countries
- Operations spanning 7 countries
- Business focused on 3 primary target markets covering 2 major geographies



Target markets

Operations



