ASX RELEASE   13th AUGUST 2018

TRAFFICGUARD® ONBOARDS OMNICOM MEDIA GROUP MENA

Tech Mpire Limited ("**Company**" or "**Tech Mpire**") (ASX: TMP) announces that Omnicom Media Group Middle East and North Africa (MENA) has licensed TrafficGuard® for an initial term of one year.

TrafficGuard's license fee will be based on a percentage of cost-per-install advertising spend protected by TrafficGuard®. There is no minimum fee.

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About Tech Mpire

Tech Mpire (ASX: TMP) is an advertising software innovator, helping brands, agencies, and ad networks acquire new customers wherever they are in the digital world.

About TrafficGuard®

TrafficGuard® is Tech Mpire's fraud prevention software as a service. It detects, mitigates and reports on mobile ad fraud before fraud impacts mobile advertising budget, protecting advertisers from the direct and indirect costs of fraud. Three formidable layers of protection block both general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT) to ensure that mobile app advertising results in real app users. With visibility of traffic across thousands of campaigns, TrafficGuard's machine learning can identify emerging patterns, trends and indicators of fraud quickly and reliably.

For more information, please contact:

Mathew Ratty
Interim Chief Executive Office
Tech Mpire Limited
+61 8 9473 2500
investor.enquiry@techmpire.com