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AppsVillage integrates with Instagram

- AppsVillage integrates with Instagram increasing the Company's potential customers by an estimated 100 million customers globally
- Demonstrates strong relationship with Instagram owner Facebook, that is now further expanded by providing Instagram users access to AppsVillage technology
- Integration represents a significant achievement and potential for revenue growth for the Company

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a revenue generating SaaS solutions company providing small-to-medium businesses (SMBs) an inexpensive and simple way to build and manage their own branded mobile app, is pleased to announce it has integrated its SaaS solutions platform with Instagram representing a strategic extension to the Company's relationship with Facebook (owner of Instagram).

Instagram is the world's second largest social media channel, boasting over 1 billion active monthly users including over **100 million businesses**, representing a significant market for growth for AppsVillage.

AppsVillage has established its business by building a relationship with Facebook that allows SMBs to build and launch a powerful marketing mobile application for their business based on their Facebook profile, in less than one minute. Now, this exciting step forward allows Instagram users to also easily build an application for their business based on their Instagram page.

The integration with Instagram is a fantastic achievement for the Company representing the next step in its platform evolution with additional outreach to circa 100 million potential customers with the same technology utilised by Facebook SMB users.

Max Bluvband, Founder and CEO comments:

"We are dedicated to continuing to enhance the marketing channels outreach for our clients. We are excited to provide this new enhancement to millions of SMB users who can now upgrade their business Instagram account into a powerful mobile business app"

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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.