

2 September 2019

## H1 2019 CEO Summary

- **58% increase** in **H1 2019** invoiced revenues (to **\$631,000** vs. \$398,281 in H1 2018)
- **69% increase** in **H1 2019** paying customers (to **4,246** vs. 2,500 in H1 2018)
- Successful completion of the public offering
- Continuous growth across all KPIs

Dear Investors,

On behalf of the Board, I would like to thank you for your ongoing support and welcome you all as shareholders of AppsVillage – Where our mission is to aid the growth and development of millions of small and medium businesses globally.

Our recent Initial Public Offering received strong support in Australia and internationally, and closed well oversubscribed, raising \$5 million before costs. As a result, AppsVillage is well-funded to execute our growth strategy to become a leading SMB solutions provider and will continue to focus on targeting the 35 million SMBs in Australia, USA, Canada and the UK.

Despite the natural focus on the recent listing process, The Company performed well throughout the period and has delivered invoiced revenues of **\$631,000** for the first half of 2019, 59% higher than the **\$398,281** delivered in the corresponding period of 2018. This represents a significant achievement for us and demonstrates how much traction our business model is generating in an ever-growing economy.

Furthermore, AppsVillage also secured **4,246** paying SMB customers during H1, 69% higher than the **2,500** customers securing in H1 of 2018. This also represents a high achievement for the Company and provides further technical and commercial validation of our product offering.

We have now reached an inflection point in our growth and view our ASX listing as a platform for us to deliver exponential growth over the coming years. We expect our customer acquisition and revenue generation to remain on this strong upward trajectory and to deliver results with similar growth rates for the full year.

We envisage the next six months to be incredibly busy for us and we are excited for this next phase of operational and commercial growth for the Company. Once again, the Board and I would like to thank you for your ongoing support and we look forward to updating you with developments in due course.

On behalf of the Board,



Max Bluvband,  
Chief Executive Officer, AppsVillage Australia Ltd

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For further information, please contact:

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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.