

17 October 2019

AppsVillage introduces Microfinance Services

A unique financing platform expansion for its 4,000+ SMB clients

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider enabling small-to-medium businesses (SMBs) to build and manage their own branded mobile applications, is pleased to announce its intended expansion into the Fintech Microfinance sector with the launch of its “AppsVillage | Capital” product, later this year.

During 2019, the Company experienced rapid SMB customer growth of its mobile application offering, as described in its Prospectus dated 7 June 2019. As a result, the Company now boasts a database of over 500,000 SMBs globally and upwards of 4,000 paying businesses on its platform.

The Company intends to leverage and further capitalise on its growing traffic and customer engagement by offering one-click Microfinance services via a staged roll-out over the next 18 months, subject to satisfying all relevant regulatory requirements. The Company intends to roll out the following services.

- Micro loans & credit
- Micro savings
- Micro insurance

The AppsVillage | Microloans service will be the first to launch during H1 2020 and will offer one-click credit and loans of between \$5000 and \$50,000. AppsVillage | MicroLoans will be made available to all existing AppsVillage SMB customers, initially within Australia and the U.S before being rolled out more widely.

APV's Microloans offering enables existing customers to apply and obtain business micro loans within 24 hours, made possible via the SMBs existing credit-vetted profiles on the AppsVillage platform.

This enables customers that have already been approved by AppsVillage for credit for their subscription fees to access additional funding for their businesses to expend and grow their businesses on the AppsVillage platform.

The service aims to support SMB growth and sustainability globally, as well as a providing significant additional revenue opportunity for AppsVillage as it will generate revenue by charging of competitive interest and fees on loans provided.

The AppsVillage capital business model will utilise sources of capital from reputable third party financial institutions bearing no financial exposure to the Company.

Key features of the AppsVillage upcoming MicroLoans service:

- Fully automated application submission process completed via the AppsVillage platform. The application submission will be available through the AppsVillage management App to all of the current and future customer base for seamless service discoverability and maximum engagement

- Funding delivered within 24 hours of successful application submission
- Loan value between \$5,000 – \$50,000
- Average loan repayment period of between 3 and 18 months
- Competitive interest rates

The Company is currently in the final stages of meeting its relevant regulatory compliance requirements for the launch of its new products in Australia and the US. Upon the confirmation or receipt of all relevant regulatory approvals, the Company reasonably expects to launch its new product during the first half of 2020, and to grow its offerings from that point.

Max Bluvband, Co-Founder & CEO stated: "Our Company is in a unique position to leverage its existing SMBs customer base to introduce additional services on our platform. An SMB owner who creates a mobile app with our technology will be able to get financing in one-click to potentially expend their business and profitability. This is the best value for customer centric vertical integration, and a positive expansion of the Company's offering to its clients."

--Ends--

For further information, please contact:

Corporate Enquiries

Nathan Barbarich
RM Corporate Finance
P: 08 6380 9200
E: nbarbarich@rmcf.com.au

Media Enquiries

Hannah Howlett
Media and Capital Partners
P: 04 5064 8064
E: Hannah.howlett@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.