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## **APV partners with Seek Capital LLC to provide Micro-Finance for SMBs in the U.S.**

### ***Seek Capital to provide Micro-Finance capital backing for AppsVillage's Micro-Finance offering***

- Significant milestone achieved as AppsVillage signs its first agreement with leading USA based SMB finance provider, Seek Capital LLC
- Seek Capital LLC will provide funding related services to AppsVillage customers, for loans between US\$5,000 and \$US50,000
- AppsVillage to leverage its vast US SMB client base to market and generate sales of Micro-Finance services
- AppsVillage to receive commission of 25% of the fees received on each executed loan to SMB clients

**Max Bluvband, Founder and CEO comments:** "The upcoming launch of our Capital Micro-Finance services represents the next phase of growth for AppsVillage. We are focused on building a fully integrated platform designed to support small-to-medium business (SMB) growth globally and we see this expansion as an important step forward in achieving this goal."

**AppsVillage Australia Ltd (ASX: APV)** (AppsVillage or the Company), an SMB SaaS solutions provider, is pleased to announce it has signed an agreement with Seek Capital LLC ("**Seek Capital**") to provide funding services to AppsVillage's 100,000 SMBs across the USA.

**Seek Capital, LLC:** Based in the USA, Seek Capital provides consulting services and funding procurement to SMBs across the USA. Seek Capital works on behalf of the SMB to assist with the application process and obtain the required amount of funding from various third-party sources. To date, Seek Capital has procured in excess of \$300 million in loans for SMBs ranging from US\$5,000 to US\$500,000.

Under the terms of the agreement, AppsVillage will leverage its network of more than 100,000 SMB's based in the USA to market and generate sales of Seek Capital's small business funding and funding-related services. Seek Capital's funding services will also be available to APV's SMB customer base via the apps they create using the AppsVillage platform.

AppsVillage will be marketing loans of between US\$5,000 and US\$50,000. All financial products will be approved and provided by Seek Capital or a Seek Capital approved third-party provider.

Seek Capital will pay AppsVillage commission equating to 25% of the fee paid to Seek Capital by each customer introduced by AppsVillage.

This is a significant milestone achievement for AppsVillage demonstrating the company's ability to deliver on its growth strategy of expanding its product offering to become a leading SMB growth solutions provider. It also provides APV diversified revenue generation and puts

the company in a strong position to deliver customer and revenue growth over the coming 12 months.

**Roy Ferman, CEO of Seek Capital comments:**

“Seek Capital is excited to work with AppsVillage and to be the partner of choice for their SMB clients in need of business funding. It is well known that a lack of capital is a growth constraint for a high percentage of SMBs and we are excited to help SMB owners provide the injection of capital they need to capitalize on new opportunities. AppsVillage is the ideal strategic partner as it has a large and growing base of SMB clients and has built trust and goodwill, and we view the additional capital as the next phase of offering. We are very proud to be able to support its mission to assist its SMB clients.”

**--Ends--**

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 the ability to create and manage their own mobile application as a means of connecting with their customers and growing their business.

AppsVillage 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.