



10 December 2019

Strategic institutional placement to continue growth momentum

AppsVillage attracts institutional investors with outlook of growth

Max Bluvband, Founder and CEO commented:

“We were encouraged by the strong support from a range of funds and institutional investors in this round and we are now in an exceptionally good position to deliver on our commercial growth strategy. We look forward to delivering more solutions for small businesses worldwide and continuing to deliver value for our shareholders.”

- Successful completion of placement raising \$2.5 million at \$0.25 per share led by Merchant Corporate Advisory
- Strong support received from key strategic Funds, Institutional and Sophisticated Investors from Australia and Asia
- AppsVillage now poised to accelerate its revenue growth

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS Fintech solutions provider for small and medium businesses, today announces it has successfully completed a private placement to key strategic Funds, Institutional and Sophisticated Investors. Raising approximately \$2.5 million by issuing approximately 10.0m fully paid ordinary shares at \$0.25 per share, a 13% discount to the last closing price and a 25% premium to the IPO price.

Led by Merchant Corporate Advisory and corner-stoned by an existing shareholder, the placement was highly sought after.

AppsVillage welcomes its new institutional and sophisticated investors, from both Australia and Asia, significantly broadening the geographical spread of the Company's share register.

The capital raise follows a stronger than anticipated acceleration in operational and commercial growth since the IPO on the 23rd of August 2019 and supports the Company's focus to remain in a strong position to continue to deliver stronger growth in 2020.

The Company will issue the shares by utilising its existing placement capacity under Listing Rule 7.1.

Use of funds

AppsVillage will use all proceeds from the placement to continue its operational expansion into the US by establishing an office and initiating an aggressive customer acquisition strategy to increase its footprint and deliver material customer and revenue growth in H1 2020.

The remaining funds will be used to enhance its current SaaS offering with further investment into its marketing, analytics and customer support operations, generating revenue across new and existing high growth markets.



The Company will also commence strategic planning and integration for the roll-out of its micro-finance offering in strategically important geographies, including Australia and the US which remains on track to launch in Q1 2020.

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For further information, please contact:

Investor Relations

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

Media Enquiries

Melissa Hamilton
Media and Capital Partners
P: 04 1775 0374
E: Melissa.hamilton@mcpartners.com.au

Corporate Enquiries

Justin Klintberg
Merchant Corporate Advisory
P: +61 408 889 730
E: jklintberg@merchantcorporate.com.au

About AppsVillage Australia Limited

AppsVillage provides an easy and inexpensive SaaS Fintech 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 having any code writing or digital marketing knowledge.