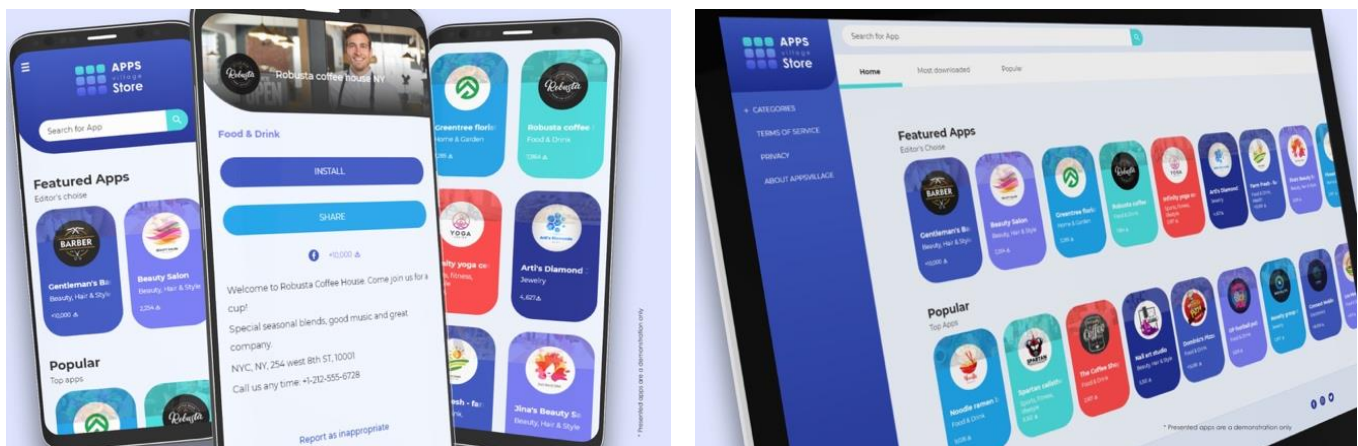30 January 2020

AppsVillage to launch online App Store enabling mobile applications marketplace for small businesses

The Store aims to push AppsVilage ~7,000 business customers to new levels of global exposure

- Similar to Apple Store® (NASDAQ: AAPL), AppsVillage Store will offer app downloads and a marketplace to drive sales of the SMBs products and services

- Store aims to expand global business and drive revenue growth

- Allowing customers to take advantage of SMBs sales and coupon offers without the need of downloading their apps

- Currently launching in Beta version with full launch expected in the coming weeks

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses (SMBs), today announces it has expanded its operations with the beta launch of the SMB app store and marketplace, branded the ***AppsVillage Store***, to drive online exposure and promote SMBs and generate further revenues for AppsVillage.

The AppsVillage Store is accessible via store.appsvillage.com, specifically designed to promote, boost and grow SMBs currently utilising the Company's app auto creation.

The Store will have two parts, *Apps Downloads* and *Marketplace*:

Apps Downloads
All apps created via the AppsVillage platform will automatically be made available for download via the App Downloads section, driving exposure for the SMBs and increasing AppsVillage's competitive advantage.
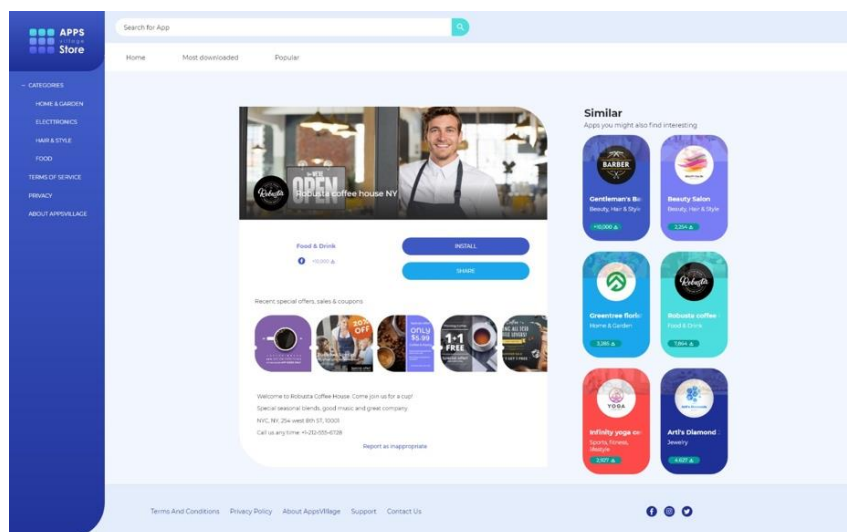
As part of the offering, SMBs will also be able to upgrade their subscription to access additional functionality including appearing on the Featured SMBs page, increasing their App's audience reach and visibility on the web.

Marketplace
The Marketplace is an online platform allowing SMBs to promote their services and provide discounts, deals and coupons to customers. Customers will be able to search for a service in a specific location and access the range of deals and offers from APV's SMBs. The end customer is not required to download the SMB's app in order to claim the deal.

The Marketplace will also incorporate a payment solution for the end customer to purchase products and services directly from the Marketplace and AppsVillage will take a percentage commission on all sales generated via its marketplace platform.

The Company will be implementing a targeted marketing strategy to rapidly grow the number of SMB subscriptions and subscription upgrades, in turn delivering continuously growing revenues for APV.

Focusing Growth
The launch of the AppsVillage Store demonstrates the Company's commitment to delivering on its growth strategy, becoming a global SMB marketing platform with a suite of SaaS products and continuously growing revenues.

The *AppsVillage Store* is expected to be fully launched during H1, following the completion of the beta optimization process.

Max Bluvband, Founder and CEO comments:
"The launch of this new platform puts AppsVillage ahead of the competition and offering in the SMB sector. We are working to grow into a leading global player within the SMB sector and are developing a suite of SMB focused products and services to grow our footprint and deliver stronger revenues."

--Ends--

This announcement has been approved and authorised for release by Max Bluvband, AppsVillage CEO.

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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.