

16 June 2020

AGM CHAIRMANS ADDRESS

Dear shareholders,

I would firstly like to welcome you to the inaugural AGM of Appsvillage and thank you for your support in what has been a very busy year for the Company since listing on the ASX in August 2019. To introduce myself, my name is Bahram Nour-Omid and I have very recently joined the Appsvillage Board of Directors as Chairman and Non-Executive Director.

My career in the investment markets spans 30 years and during that time I have worked with a large number of technology start-ups. I was first introduced to Appsvillage in 2017 and it was immediately apparent how much potential the Company has to provide SMBs with the tools necessary to grow their business and reach a large target audience at a fraction of the cost that is being adopted by large enterprise.

Appsvillage's unique offering is a breakthrough SaaS platform specifically designed to support SMBs to grow and market their business. It offers fast and simple app development, content creation, advertising capabilities leveraging artificial intelligence and small business loans all of which can be completed in less than one minute.

Since its listing, Appsvillage had made a number of great achievements and has demonstrated its ability to rapidly scale its platform. Some other key achievements for the period include;

- Expansion of its app development offering into emerging markets;
- Strengthening its commercial relationship with Facebook enabling the integration of an enhanced Facebook advertising offering;
- Successful expansion into microfinance and subsequent agreements signed with a number of US and Australian small business loan providers;
- Official launch of Appsvillage microfinance in the US;
- The integration on advanced artificial intelligence to improve Facebook advertising and customer retention; and
- The completion of an oversubscribed institutional placement to accelerate the roll-out of the Australian microfinance offering expected in Q2 2020s.

In light of these achievements, specifically demonstrating the ability to rapidly scale customer growth and revenue, we are now focused on executing our long-term growth strategy focusing on profitable customer growth. Going forward you will see dramatically reduced CAC and much improved customer ROI as we further expand our capabilities. As a result, this will lead to slower revenue growth and the Company is implementing strategies to manage this.

This shift in focus is something the Company has been planning for some time and have committed the next 12 months to doing so. This strategy will take the Company onto its next phase of growth and we currently expect profitability by the end of calendar year 2021.

As part of increasing customer ROI, we will be continuously upgrading, enhancing and expanding our app development, Facebook advertising, AI and microfinance offerings as you will have seen in recently announced developments.



AppsVillage has a very large market opportunity and while SMBs have been dealing with the challenges presented by COVID-19, the Company is very well positioned to support and help grow these businesses as economic activity recovers from the impacts of the pandemic.

I would once again like to thank you for your ongoing support as an AppsVillage shareholder and look forward to updating you on the Company's progress in the coming year.

Thank you

Bahram Nour-Omid

-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.