

15 July 2020

JARVIS results exceed industry benchmark by nearly 300%

The AI-based marketing campaign automation platform delivers significantly improved Facebook campaign results for SMBs across the retail, beauty & fitness sectors.

Max Bluvband, Founder and CEO comments:

"The data and results delivered thus far are incredibly encouraging and demonstrate how well JARVIS works. We are focused on ensuring our AI technology is specifically designed to offer the most value to SMBs in replacing the need for employing costly promotion agencies or human marketing employees SMBs cannot afford."

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, today announces its Facebook advertising campaign management software for intelligent automation of online advertising, JARVIS, has delivered strong preliminary results from its first-round integration with AppsVillage's SMB customers.

JARVIS was officially launched on 18 June 2020 and has been engineered to serve as an artificially intelligent (AI) marketing manager for Facebook advertising and promotional campaigns. JARVIS is focused on improving customer reach, call to action results and user conversions.

First-round integration of JARVIS is based on more than 1000 campaigns within the retail shopping, beauty and fitness sectors and has delivered excellent results when compared to sector benchmark data for successful advertising campaigns¹, demonstrating the efficacy of the offering and its utility.

Shopping and retail		
	JARVIS	Benchmark
Click through rate	3%	1.02%
Cost per click	\$1.20	\$1.85
Cost per action	\$14.00	\$38.33

The launch of JARVIS supports the Company's long-term growth strategy that is focused on delivering profitable customer growth. This is being executed by continuously expanding and improving the capabilities of the Company's technology, which will deliver better results for our customers leading to a significantly improved customer ROI.

-Ends-

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

For further information, please contact:

¹ <https://www.wordstream.com/blog/ws/2019/11/12/facebook-ad-benchmarks>

**Investor Relations**

Rod Hinchcliffe
Media and Capital Partners
P: 04 1227 7377
E: rod.hinchcliffe@mcpartners.com.au

Media Enquiries

Melissa Hamilton
Media and Capital Partners
P: 04 1775 0274
E: Melissa.hamilton@mcpartners.com.au

Corporate Enquiries

Justin Rosenberg
Gleneagle Securities
P +61 2 8277 6683
E: justin.rosenberg@gleneagle.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.