

8 September 2020

AppsVillage opens JARVIS to non-subscribers following better than expected performance

Guy Ruck, Head of Israel Domestic Market at Facebook:

"AppsVillage has the potential to become a game changer for small businesses. We see them as a frontrunner in creating online presence, enabling SMBs to grow through intelligent advertising campaign management"

The JARVIS standalone advertisement service will include:

- Leads generator of potential customers per Ad
- 3 clicks full advertisement cycle from creative through to lead generation
- Freemium - Pay only once advertising
- Ability to integrate with large third-party SMB service providers such as mobile carriers, credit providers and financial service operators
- Reduced customer acquisition costs

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, today announces it will launch its Facebook advertising campaign management App, JARVIS, as a standalone offering to non-subscribers, following its recent ground-breaking successes.

JARVIS was launched in June (refer ASX release 18 June 2020) and enables SMBs to easily build and manage intelligent online advertising and promotion campaigns on Facebook that normally require an experienced and potentially expensive campaign manager.

To date JARVIS has delivered exceptional results, achieving a 300% increase in new sales leads for SMBs, reducing cost-per-lead expenses by 50% and doubling the number of monthly ads posted by customers across the shopping, retail and Beauty, and cosmetics sectors.

The success JARVIS has had in the market has led the Company to offer JARVIS as a standalone product to SMBs that are not current subscribers of AppsVillage's core app-development platform. This creates a unique opportunity for AppsVillage to engage with a broad range of customers who are only focused on creating advertising and promotion campaigns.

JARVIS has the capability to intelligently manage the complete advertising lifecycle from creating an ad or advertising campaign through to managing leads generated to final sales results. This can be performed on a one-off basis or it can be tailored to run as an advertising package for the customer.

Importantly, JARVIS also has the ability to integrate with large third-party SMB service providers such as mobile carriers, credit providers and financial service operators, for promotion and advertising purposes.

The service will initially be offered as a freemium and non-subscriber SMB's will be able to access JARVIS via the standalone App or website and pay only once for advertising. The offering is expected to be live in Q4 2020.



Launching JARVIS as a standalone offering requires no additional capital expenditure for AppsVillage and it supports the Company's strategy of reducing its customer acquisition costs and growing profitably.

-Ends-

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

For further information, please contact:

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.