

ASX RELEASE

18 November 2014



migme announces new collaborations with music and content companies Sony Music Indonesia, Warner Music Indonesia, E Motion Entertainment and GP Records.

Highlights:

- Partner companies will deliver a growing portfolio of artists, entertainment and music content to migme to grow, monetise and retain users.
 - Partner companies will receive revenue – share from virtual gifts and goods directed to their artists.
 - Follows pre-install arrangements with key smartphone handset providers, partnership with Universal Music Indonesia and payments provider DOKU, all working to establish a strong presence for migme in Indonesia with over 200 million people.
 - Expected to deliver an increase in monthly active users and sales in 2015.
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Social entertainment platform migme Limited ("migme" or the "Company") together with leading companies Sony Music Indonesia, Warner Music Indonesia, E-motion Entertainment and GP Records have announced a collaboration to bring a broad portfolio of artists, entertainment and music content to the migme platform.

These collaborations create a new channel for artists and content creators to build a fan base on migme, where they can share their artists' latest news, music, promotional videos, photo's and partake in other social media activities. The partner companies (or the artists) receive revenue and hence share from virtual gifts and goods directed to the artists on the migme platform.

The new relationships with partner companies will serve to reinforce the migme strategy of using artist engagement to grow, monetise and retain users. Users will be able to interact with artists by live chat, contests, promotions and buying virtual gifts for their favourite stars.

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The Company and the partner companies have already begun the collaborations with the signings of Memorandum of Understanding for the revenue share terms, the selections of the first sets of artists for rollout, and initial marketing and promotional campaigns for immediate rollout. The Company expects definitive agreements to be signed with each of the new partners in early 2015.

Sony Music Indonesia is the prominent music label in Indonesia and Managing Director Alexander Sancaya said, "This is a great new partnership for Sony Music and we look forward to introducing great artists and entertainers to migme's users in the coming months."

Warner Music Indonesia Managing Director Toto Widjojo said: "migme has a popular history in Indonesia and we look forward to our collaboration with them to grow our shared target market segments. Warner's artists will provide further leverage to migme so they can deliver great experiences for their users."

E-motion, a Jakarta-based music label, artist management firm and content provider, is optimistic about the partnership and Senior Vice President Didi Mukti said, "We are very excited by this collaboration with migme. We believe this will be a profitable opportunity for both parties and we look forward to great engagement and synergies in the future."

Record label GP Records Managing Director Dahlia Wijaya said, "migme is an innovative social entertainment platform that is more than social media. We look forward to promoting our artist's songs on migme, organising joint events with fans in Indonesia and across the Asian region, and working together on monetisation initiatives."

migme Chief Executive Officer Steven Goh said: "We are in the business of building audiences on our platform and monetising through premium events, with virtual gifts and games. Indonesia is a country of more than 200 million people and several thousand artists. These collaborations, along with our handset and payment footprint, means we have the potential to drive thousands of US dollar sales per artist per month, as we bring more of these onto the platform in 2015."

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About migme Limited

migme Limited is a leader in delivering social entertainment services, with a focus on emerging markets. The company's flagship platform is migme (www.mig.me) with more than 7m monthly active users and owns artist entertainment site www.alivenotdead.com and couples app. www.lovebyte.us

The Company's is listed on the Australian Stock Exchange (ASX: MIG) and quoted on Deutsche Börse: WELA (WKN: A117AB), with operations headquartered in Singapore and offices in Malaysia, Indonesia, Taiwan and Hong Kong. For more information, please visit <http://company.mig.me>