

ASX RELEASE

11 December 2014



migme opens platform to apps and game developers, invests in game developer MatchMe

Highlights:

- New Application Programming Interface (API) allows developers to extend apps to migme platform.
 - Night Spade Mobile Game Studio and Tweensoft engaged to deliver games in Q1 2015.
 - Investment of \$400,000 into regional games platform MatchMe.
 - Beta testing has started on six MatchMe games, with more to launch in early 2015.
 - Apps and games to drive user engagement, monthly active user numbers and monetisation.
-

Social entertainment platform migme Limited ("migme" or the "Company") is pleased to launch an Application Programming Interface ("API") for developers to attract applications (apps) and game makers to the platform.

Additionally, the Company is announcing an investment of \$400,000 into regional games platform developer MatchMe Pte Ltd ("MatchMe") through a convertible note. MatchMe is headquartered in Singapore and has a development team in Hungary.

By connecting their apps to migme's new API (based on OAuth and REST), developers will be able to take advantage of a growing pre-install user base, audience-building activities with media partners and localised payment options.

With the API, migme has added a single login for recently acquired couple's app LoveByte (www.lovebyte.us) and will add games and apps from Night Spade Mobile Game Studio (www.nightspade.com) and TweenSoft (www.tweensoft.com).

These will complement the competitive gaming and tournament-style games from MatchMe, six of which will start beta testing for delivery into the migme service later this month.

migme Limited ABN 43 059 457 279

13/36 Johnson Street, Guildford, Western Australia 6055

Mailing Address; PO Box 566, Belmont, Western Australia, 6984, Telephone: +61-8-9378 1188

Operations: mig33 Pte Ltd 111 North Bridge Road, #26-01 Peninsula Plaza, Singapore 179098

This launch follows gains in handset distribution, local media partnerships and payment channels. migme has also grown to over 9 million monthly active users (MAUs).

migme CEO Steven Goh said adding apps and games to the migme platform was a strategic move that the Company expected would deliver an increase in user activity and MAUs.

“We’re excited with both the launch of the developer program and our investment in MatchMe,” he said.

“Games are a great way for migme to drive user engagement and monetisation, which increases shareholder value. “

“We’re unique in that all our partners, be they handset manufacturers, recording artists, payment services or app and games developers, share financially in helping us to build a distinct proposition for social media users in emerging markets.”

MatchMe Co-CEO, Hal Bame said: “We are pleased to bring our cross-platform, multi-player games to the migme platform in various exciting tournament-style formats, as we continue to grow our game content portfolio. We look forward to further collaboration in 2015.”

To find out more details of the program, visit <http://developer.mig.me> or email developer@mig.me.

Michael Higginson
Company Secretary

Media contacts

Australia/Asia
Luke Forrestal
Mobile: (+61) 411 479 144
lforrestal@canningspurple.com.au

USA / Asia
Timothy Johnson
Mobile: (+1) 408 499 7617
tim.j@mig.me

migme Limited ABN 43 059 457 279

13/36 Johnson Street, Guildford, Western Australia 6055

Mailing Address; PO Box 566, Belmont, Western Australia, 6984, Telephone: +61-8-9378 1188

Operations: mig33 Pte Ltd 111 North Bridge Road, #26-01 Peninsula Plaza, Singapore 179098

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 9 million 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>