

21 January 2015



**migme enters e-commerce with acquisition  
of online entertainment shopping site Sold.sg**

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**Highlights:**

- Acquisition of Sold.sg comprises a pay-to-bid auction and an e-commerce site, for a combination of cash and shares
- Addition broadens the range of services delivered through migme's growing user base from virtual gifts, games and content, to now include e-commerce
- Sold.sg site re-launch in February – to be progressively integrated with the migme platform and will expand to key markets during 2015

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Social entertainment platform migme Limited ("migme" or the "Company") is pleased to announce the acquisition of online entertainment shopping site [www.sold.sg](http://www.sold.sg) ("Sold.sg") from Singaporean company Soldgers Pte Ltd.

Sold.sg comprises two main assets: a pay-to-bid auction site and an e-commerce site. Users will be able to place bids for a range of goods via the auction site and buy goods via the e-commerce site.

"The e-commerce sector is now growing quickly in emerging markets and evolving in developed ones, and this acquisition broadens the service profile of our platform to take advantage of the upside that this sector growth brings," said migme Chief Executive Officer Steven Goh.

"In our view, the key to the incredible success of Taobao, one of Alibaba's key ecommerce assets, was it's social experience. Over the current year, we'll be looking to replicate some of that success by bringing a playful social e-commerce experience to migme's platform and growing user base."

"This acquisition broadens our service beyond virtual gifts and games, and includes working with our distribution partners, integration with migme's games and applications platforms, and with our media partners and verified artists, to create new and innovative, valuable experiences for their communities. "

"We are very excited about the acquisition. We believe that Sold.sg is a complementary addition to the migme platform and their team will further grow the Sold.sg business," says Qiuyan Tian, co-founder of Sold.sg and now of art e-commerce site Art Loft Asia.

Sold.sg will be re-launched by migme in February. The service will be progressively integrated with the migme platform and expanded into key markets during 2015.

The terms of the acquisition of Sold.sg are commercial in confidence and were for a nominal mixture of cash and shares. Please refer to section 6 of the Appendix 3B of even date which states that 281,836 ordinary fully paid shares (Shares) have been issued for the acquisition of assets of Sold.com and 82,083 Shares have been issued for services provided by employees.

Michael Higginson  
Company Secretary

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## About migme Limited

migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. We deliver social entertainment services through mobile apps migme and LoveByte, and artist management website alivenotdead. The company is listed and registered in Australia. Headquarters are in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong. For more information, please visit <http://company.mig.me>

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