



Investor Presentation

MIGME LIMITED (ASX Code: MIG)

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WHERE THE WORLD COMES TO PLAY



mig me

migme Limited : CORPORATE OVERVIEW

migme Limited is a digital media group with millions of active users focused on emerging markets, headquartered in Singapore and was listed on the Australian Securities Exchange (ASX) on 11 August, 2014.

Operating Businesses:



migme (100%): Social Networking & Entertainment Platform for emerging markets. Headquartered in Singapore and offices in Malaysia, Indonesia, Taiwan and representation in South Asia (140 Staff) <http://www.migme.com>



alivenotdead (100%): Artist & Media community. Headquartered in Hong Kong (3 Staff). <http://alivenotdead.com>



LoveByte (100%): Couple's app (social), avatar app and virtual gifts creator / provider. Headquartered in Singapore (4 Staff). <http://lovebyte.us>



Sold.sg (100%): Pay to bid e-commerce business operating in Singapore, progressively rolled out throughout the group. <http://sold.sg>

CODE : ASX:MIG, Deutsche Börse: WELA (WKN: A117AB)

LAST PRICE: A\$0.70 (ASX)

ISSUED CAPITAL:

252 million ordinary shares
18 million unlisted options

MARKET CAP (Fully Diluted): A\$190 million

BOARD

- Howard Dawson (Chairman)
- Steven Goh (CEO & Co-founder)
- John Lee
- Dmitry Levitt
- Andi Zain
- Stephen Llanwarne
- Charles Pan
- Yichin Lee

TOP SHAREHOLDERS:

Big Build Enterprises Ltd (FIH Mobile Ltd) 18.5%
Founders & Board members 19.5%
Employees 7.1%

THE OPPORTUNITY: THE RISE OF THE REST OF THE WORLD



1999-

1st world

~700m people

Access: mobile + broadband

\$: advertising markets

Identity: the person you are

Companies: Facebook, Twitter,
others.



2003-

East Asia

~1.5bn people

Access: mobile + broadband

\$: premium / gaming .

Identity: the person you want to be

Companies: Tencent, Daum, GREE,
others.



2010-

Rest of the World

~3.5bn people

Access: mobile

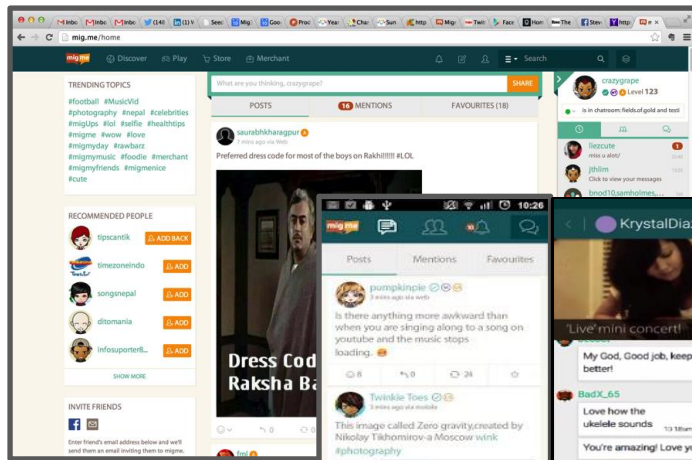
\$: premium / gaming.

Identity: the person you want to be.

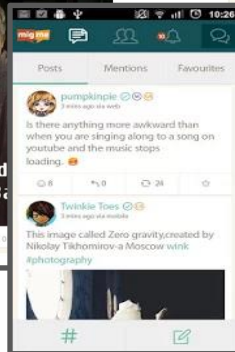
Companies: ?

The experience for the next 3.5 billion internet users will be driven by low cost Android phones. The internet is as different for these users in the same way as it was different during the East Asian internet user adoption when compared to that in the first world model. Migme is positioned to be a winner in this group shift and is focused on blue ocean markets (with special focus on Indonesia, South Asia and the Philippines).

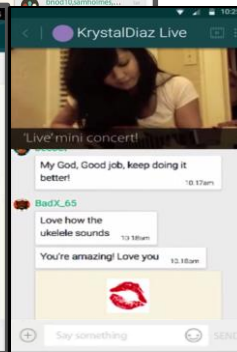
MIGME AS A SERVICE



Web / mweb



miniblog

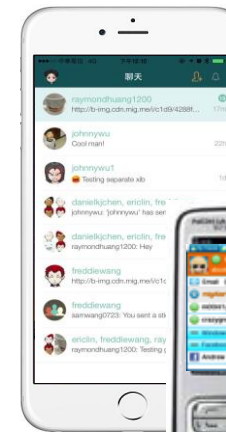


video chatrooms



gamified identity

Android



IOS



Feature



March 2015

Q2 2015

Future

migme was born out of mig33 (feature phone based mobile chat service) which evolved into a contemporary social entertainment platform for emerging markets in June 2014.

In Q2, migme will have an updated feature phone client and an IOS client for key high end users. In the future, migme will rollout a number of unique entertainment experiences for our focused markets and will update equity markets as required.

ECOSYSTEM BUSINESS MODEL

migme is a place.

Where you can be who you want to be (not who you are).

thin social network.

With chat and miniblog and a lightweight identity model.

Premium items such as virtual gifts, stickers, avatars and premium playful interactions.

Family of applications and other communities connected to migme:

- alivenotdead
- lovebyte
- sold.sg
- many others



Progress building shareholder value. Monthly Active Users (MAUs) to the size of footprint. Monthly Paying Users [MPU] and Average revenue per paying user [ARPU].

Business Model followed by Tencent, DAUM, and many other east asian TMT businesses, but applied to a larger international footprint



WHY DOES IT MATTER?



Users reveal personal data through interacting on the platform.

Data is used to target advertisements.

Content providers have to pay to have their content seen.



Users interact on the platform and engage in premium activities (virtual gifts & games).

migme shares revenues with content providers and media companies and handset / telecom companies.

migme has a differentiated and aligned business model for emerging markets

EXAMPLE : CITA CITATA & MIKEY (INDONESIA)

In mid February, a well known singer Cita Citata (@officialcitacitata) made an insensitive comment and Mikey (@migpapua) a popular Indonesian idol finalist responded in migme. Both artists have built an equivalent to or larger following in migme than on other social media. This has resulted in higher interactions in migme than on other social media (by replies / shares), both artists received virtual gifts and interacted with their users (over 4,000 gifts over 2 days to which they get a revenue share) and the story was widely reported in mainstream media across the country.



@officialcitacitata

f 19.0k

t 51.6k

mig me 163.3k

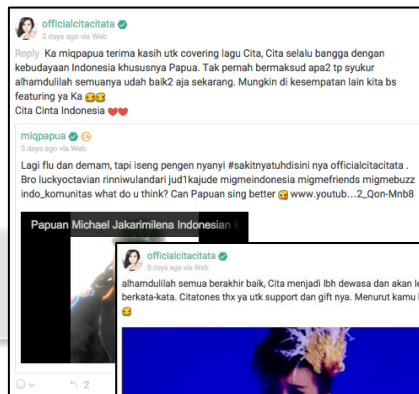


@migpapua

f 7.6k

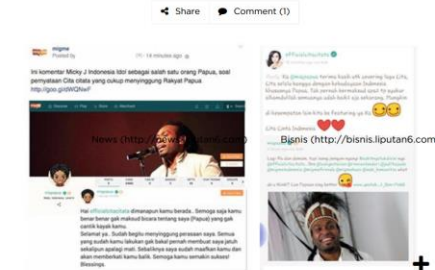
t 4.3k

mig me 34.7k

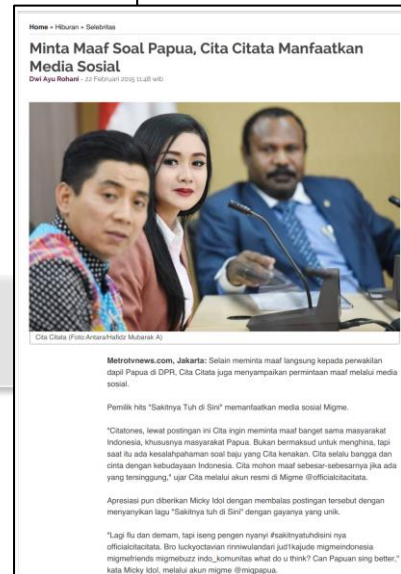


Cita Citata Sampaikan Maaf ke Warga Papua Lewat Migme

By Iskandar (<http://me.liputan6.com/iskandar>) on Feb 22, 2015 at 13:10 WIB



Pemohonan maaf disampaikan oleh pedangdut Cita Citata kepada warga Papua melalui sejumlah media sosial, termasuk Migme.



kan sebagian besar orang untuk k hanya itu, media sosial juga maaf secara meluas.

ita Citata kepada warga Papua ti yang diketahui, hujan kecaman kepada Cita Citata.

EXECUTIVE TEAM & OPERATIONAL FOOTPRINT



Steven Goh (CEO & Co-founder) Steven has founded and co-founded 3 companies, including mig33 / migme and raised over \$1bn for over 120 companies. He is an avid technologist, still writes and reviews software, is a frequent conference speaker and has appeared in international media including the Financial Times, Bloomberg, CNBC, and the Economist.



Mei Lin Ng Whuk (VP Marketing & Cofounder). Mei Lin has over 15 years of professional marketing, digital and mobile experience in financial services, consumer internet (social) and games which included leading marketing and communications at King Digital Entertainment plc. (the makers of globally successful game Candy Crush).



Gene Yu (VP Corporate & Business Development). Gene matriculated into the United States Military Academy, where he majored in Computer Science. After graduating from West Point in 2001 he had a distinguished military career. Most recently Gene was with Palantir Technologies in Business Development serving larger Asia and the Middle East.



Sam Holmes (Director - Audience). Sam has formerly worked with Dow Jones Newswires / Wall Street Journal and has more than 10 years' experience working in news media in both Australia and Singapore. Sam leads the platform's content and community development teams.



Jeffrey Lim (VP Engineering). Jeff is a graduate in Computer System Engineering. He has over 17 years of professional experience developing software, including several best selling games, music authoring and collaboration tools. Prior to migme he led the engineering team at LucasArts Singapore, overseeing and actively participating on all of the titles produced and being a strong proponent for mobile development.



Keith Long. (General Manager). Keith has more than 14 years of experience across a wide range of online game businesses in South East Asia. Prior to joining migme, Keith was with Asiasoft Online, one of the leading online gaming companies in South East Asia. At that company he was Regional Business Director, responsible for the expansion of the marketing and business operations to the Philippines and Indonesia.



Patrick Wong (CFO). Patrick has over 15 years of experience with venture companies from Silicon Valley to Singapore. He was recently CFO of Landmark Enterprises, a mid-sized multinational training company based out of the US.



Primary listing on ASX. Over 150 staff employed. Match of market development in forward facing locations, with product, engineering and operations - in productive and low cost locations.

Market development: Singapore (marketing, corporate & business development, audience engagement), Taiwan (corporate and business development), Indonesia (market development), South Asia (market development), Hong Kong (alivenotdead)

Product development, platform operations & capability: Singapore (head office, product development, audience, marketing, finance), Taiwan (development), Malaysia (platform operations), San Jose (network operations)

PEER COMPARISON

Name / code	Revenue / market capitalisation (USD)	Monthly active users / footprint	Business model
Facebook (US:FB)	12bn/203bn	1.35bn	Global business. 1 st world monetisation
Twitter (US:TWTR)	1.4bn/23bn	215m	Global business. 1 st world monetisation
Tencent (HK:0700)	13bn/139bn	830m	China focused. International investor in TMT. Monetisation primarily through premium activities such as virtual gifts + games + ecommerce
Weibo (US:WB)	283m/3.3bn	156m	Miniblog. China Focus. Monetisation through advertising
Daum (KR:35720)	900m/7.4bn	48m	Korea focused. Monetisation through premium activities (virtual gifts + games)
Momo (US:MOMO)	25m/2.2bn	40m	China focused dating-centric social network. Monetisation through premium activities (gifts)
yy.Com (US:YY)	300m/4.4bn	105m	China focused video chatrooms. Monetisation through premium activities (gifts)
tian.ge (HK:1980)	110m/700m	14.4m	China focused video chatrooms. Monetisation through premium activities (gifts)
migme (ASX:MIG)	3m/170m	>10m	Android first, emerging markets (non-East Asia). Monetisation through premium activities (gifts, games, ecommerce)

migme is a listed company with a unique and differentiated social media and entertainment ecosystem, providing investors with exposure to the rise of the internet to the next 3.5 billion users.

CORPORATE MILESTONES

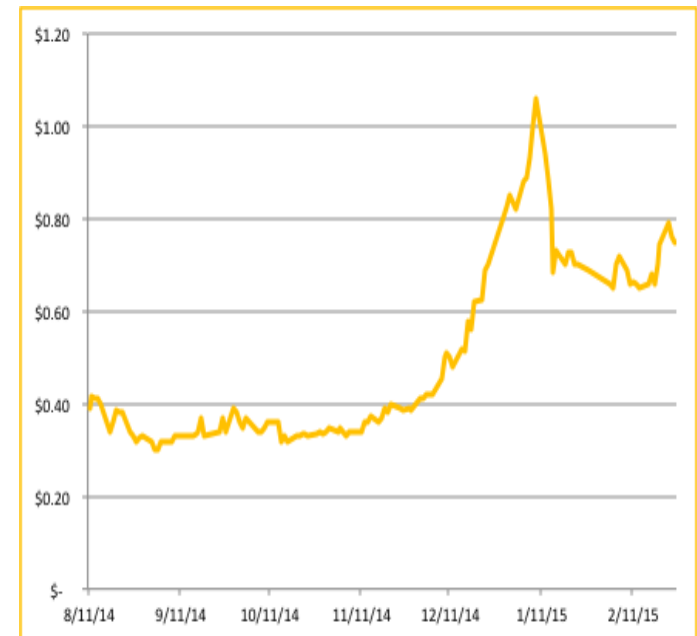
PRE LISTING:

- | | |
|--|---------------|
| 1. Acquisition of alivenotdead Pty Ltd | February 2014 |
| 2. FIH Mobile Ltd placement | May 2014 |

POST LISTING:

- | | |
|---|----------------|
| 4. Completion of merger and listing of group as migme Ltd and announced over 5m MAUs | August 2014 |
| 5. Signed distribution agreements in Indonesia with Smartfren, Spice Mobile and Trikomsel | August 2014 |
| 6. Artist agreement with Universal Music (Indonesia) | September 2014 |
| 7. Acquisition of LoveBytes | October 2014 |
| 8. Signed comprehensive agreement with payment provider, DOKU (Indonesia) | October 2014 |
| 9. Announced September quarterly results with over 7m MAUs | October 2014 |
| 10. Indonesian artist agreements with Sony Music, Warner, Emotion, and many others | November 2014 |
| 11. Apps & Games API + \$400k Investment in MatchMe | December 2014 |
| 12. Acquisition of Sold.sg | January 2015 |
| 13. Announced December quarterly results with over 10m MAUs | January 2015 |

migme Trading History



Since listing, trading range has been between A\$0.30 and A\$1.06 (Fully Diluted Market Capitalisation of AUD\$80m and AUD\$286m).

EXAMPLE: INDONESIA

CORPORATE ACTIVITY

- AUGUST 2014: Smartfren, Trikomsel, Spice Mobile. Provide an estimated coverage of > 50% of all smartphones sold each month under US\$200.
- SEPTEMBER 2014: Universal Music (Indonesia),
- OCTOBER 2014: DOKU payments.
- OCTOBER 2014: Sony Music Indonesia, Warner Music Indonesia, E-Motion Entertainment, GP Records and others. Estimated 70% coverage of the music industry.

WHAT DOES THIS MEAN?

Handset pre-installs	Lower cost of customer acquisition leading to increase in MAUs, raises branding awareness and extends reach.
Music Partnerships	Lowers churn rate (monthly decay of MAUs), brings new users on board (increases MAUs), creates premium interactions between users and artists (increases number of monetising users and ARPPU per user). Each artist may bring users to the platform and drive aggregate sales.
Payments	Ease of access to payments increases the probability that we increase the number of monetising users and the monetisation rate and ARPPU.

CHALLENGES

- Community formation. Forming repeatable communities within the migme platform to lower the churn rate and lead to repeatability.
- Tuning the platform. Continuous improvement to increase the probability that existing and new users engage in meaningful activities that lead to a rise in all the key metrics for the Company.



- Population: 240m people
- Over 200m mobile phone subscribers, 98% prepaid
- Estimated 40m phones being shipped in 2015
- Estimated mobile internet devices: 2m IOS devices, 30m Androids, 30m Symbian
- 11 network operators
- Estimated 6m unique credit card holders
- Total digital advertising spend of US\$50m (2013)
- Estimated 5,000 artists

KEY METRICS

	At Listing Date 11 Aug 14	Q3* 30 Sept 14	Q4 31 Dec 14
Monthly Active Users (MAUs)	>5m	>7m	>10m
Average Monthly Paying Users (MPU)	-	33k	33k
Cash Receipts from Operations (A\$'000s)	-	306k	870k
Net Operating Cash Inflows/(Outflows) (A\$'000s)	-	(1,613)	(3,723)
Net Other Cash Inflows/(Outflows) (A\$'000s)	-	(801)	(265)
Cash (AUD)	\$11.0m	\$9.7m	\$5.3m

- **Pathway to shareholder value means establishing user base momentum, aligning growth in monthly paying users and managing the average revenues per paying user with an array of relevant services**
- **Period has been spent on product / platform buildout and establishing MAU growth momentum**
- **Payment infrastructure has been deployed in Q1 2015 to follow user base growth, with a view of growing MPU in line with MAU growth**
- **Business is positioned for growth in MAUs, MPUs and ARPU in 2015**

* Quarter represents 50 days operating results, representing the period post the merger date and the cash inflows mentioned are a product of the merger process between LAT (the listed entity) and all the assets of Project Goth Inc group which held the assets of migme and associated entities.

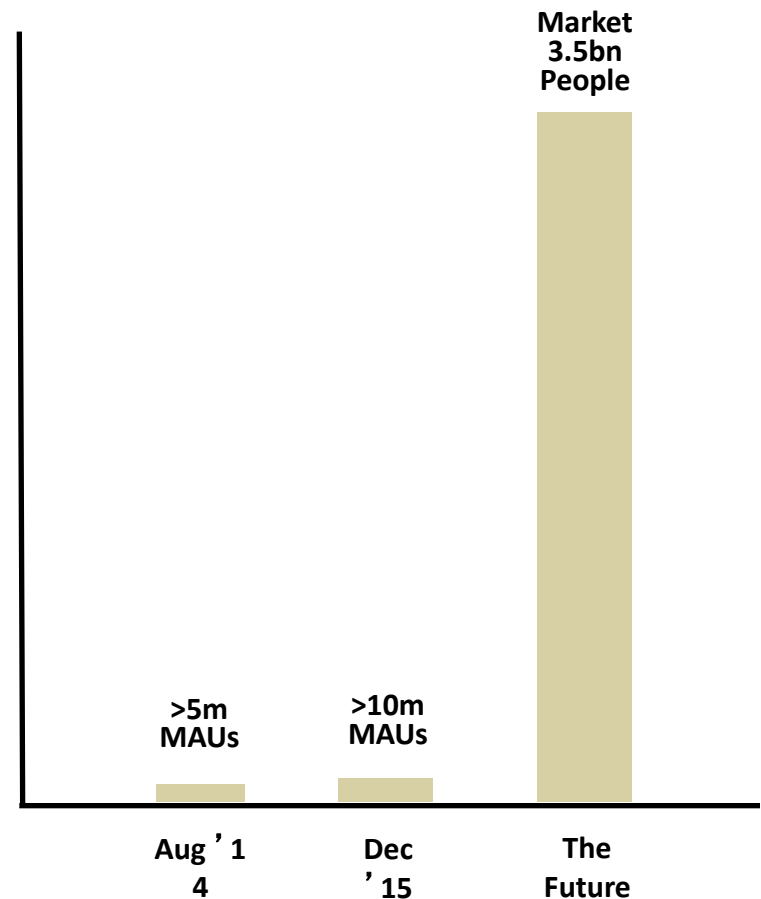
WHAT'S NEXT

Winning markets through partnerships / acquisitions / platform development:

- Fire hydrants (sources of large numbers of new users): Distribution, Pre-installs, Apps, Media & Telco Partnerships;
- Engagement: Apps (Games, Ecommerce, Media Partnerships);
- Viral: Apps & Games, Media Partnerships;
- Monetisation: Premium Activities (Virtual Goods, Games, other premium activities), Payment providers.

Focus:

- Key emerging markets: South East Asia (Indonesia, Philippines), South Asia (India, Nepal, Pakistan, Bangladesh, etc.), and Africa (led by South Africa). Option markets: Middle East, Eastern Europe, South America



SUMMARY

- Large scale, strategically differentiated opportunity in Digital Media
- Path to revenues and shareholder value is through building the audience (MAUs), creating valuable services and interactions that results in monetising users (MPU) and sales per user (ARPU). Range of services include virtual gifts, games, ecommerce and other premium activities.
- Experienced Team: Executive & Management, Board, Shareholders
- Building a focused relevant corporate track record



Thank you

Find out more

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