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migme expands artist engagement program into India

Highlights:

- Commencement of Indian expansion and commitment
 - Initial signing of seven high profile Indian artists
 - Artists to create fan base on migme and share in revenue generated via virtual gifts and other premium interactions
 - India represents a very significant opportunity for migme as the world's fastest growing Internet and mobile market
 - Larger program to follow in the second half of the year
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migme Limited ("migme" or the "Company") is pleased to announce the expansion of its artist engagement program into India, through the initial signing of seven artists. The move is a precursor to a larger commitment to the country.

Through CAA Kwan, one of India's largest celebrity and sports management agencies, migme has signed an initial seven artists; composer Pritam Chakraborty and singers Sreeram Chandra, Nakash Aziz, Monali Thakur, Akriti Kakkar, Aditi Singh Sharma and Natalie Di Luccio.

Following the success of migme's artist engagement program in Indonesia and Nepal and its recent expansion into the Philippines, this deal marks a further geographical expansion for the Company consistent with migme's focus on emerging markets.

migme Limited CEO Steven Goh said: "With its population of 1.2 billion people, we are very excited to be moving into India. We believe our artist engagement program will prove a successful way of growing our user base and reach in the country."

In the May 2015 KPCB Internet Trends 2015 – Code Conference* report, India was reported as the fastest growing Internet country in the world with 63 million new Internet users added in 2014. India is also more mobilised, with 65% of Indian Internet traffic and 41% of Indian e-commerce occurring on the mobile platform.

The new Indian artists will be able to create a fan base on migme and engage with fans through blog posts, interviews, photos, videos and contests. The artists will share in revenue generated through the purchase of virtual gifts and other premium interactions by fans, via both the mobile and web platforms.

Pritam Chakraborty, the music composer that has signed on with migme, said: "I'm excited about the changes migme is bringing to the Indian music scene with their digital platform and app, where I'll be able to engage with music lovers in a deeper and friendlier way. I'm very much looking forward to that."

This is the first step into India, with a larger program to follow in the second half of the year.

* <http://www.kpcb.com/internet-trends>

Media contacts

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

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>