

ASX RELEASE

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migme moves into B2C with the launch of shop.sold.my

migme Limited ("migme" or the "Company") is pleased to launch its new B2C service in Malaysia at shop.sold.my.

Building on the progress of the pay-to-bid Sold business in Singapore and Malaysia, this new service enables users to participate in ecommerce including flash sales.

migme Limited CEO Steven Goh said, "We are pleased with the growth of the Sold pay-to-bid service and ecommerce is an exciting new addition to the business."

Further expansion of the Sold business is planned where the services will be integrated into the migme platform. Commencing in Q4 and into 2016, the service will start to be progressively launched across the key markets of Indonesia, India and Philippines.

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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 and e-commerce services through Sold.sg. 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>