



ASX Release

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migme partners with Paytm (India), Mimopay (Indonesia) and eSewa (Nepal), to expand payment reach

Global digital media company migme Limited (“**migme**” or the “**Company**”) is pleased to announce partnerships with Paytm Communications Limited (“**Paytm**”) in India, PT. Progressivemedia Indonesia (“**Mimopay**”) in Indonesia and eSewa Fonepay Pvt. Ltd (“**eSewa**”) in Nepal to expand its payment reach in these key markets.

Payment partners are an important component of migme’s monetisation strategy. In these key markets, these new payment partners will provide their user base with more options and opportunities to purchase migme premium services in a seamless and efficient manner.

Paytm is India’s largest mobile ecommerce platform, processing over 10 million transactions per month with their digital wallet. As a result of the agreement, migme users will be enabled on Paytm’s digital wallet, joining over 15 million active wallet users. migme users will be able to shop through ‘Pay with Paytm’ channels at more than 1,500 leading merchants and via other platforms including web, mobile, apps, SMS and IV. Payments to add money to the digital wallet are accepted via internet banking, credit/debit/cash cards and Paytm cash.

Mimopay is a revolutionary mobile internet provider in Indonesia. migme now joins over 60 other games and apps merchants in Southeast Asia and enables migme users to buy credits to be redeemed on migme’s premium services. migme users can top up their account by adding value or purchasing vouchers/prepaid cards using Mimopay’s wide network at convenience stores (180+ 7-eleven outlets), via Telco’s (400,000+ points of sale), at ATMs (50,000+ ATM machines with partner banks, including e-banking) and using their e-wallet (online banking) service. Mimopay has served over 1million paid gamers, processing over 300,000 transactions per month for more than 200 active products.

eSewa is Nepal’s first and leading digital wallet platform. migme users can now join over 300,000 eSewa customers to buy credits to be redeemed on migme’s premium services. migme users can top up their account by adding value via mobile and Internet banking, or through one of their local affiliated banks and partner businesses.

The addition of these three new partners expands migme’s payment capabilities and facilitates the growing monetisation from the Company’s recent growth and engagement efforts.

“Paytm, Mimopay and eSewa are valuable and significant payment partners for the migme platform”, migme CEO Steven Goh said.

“Our business model is about creating premium activities, such as virtual gifts and games, for our audience, leading to a demand for prepaid credits. These new partners are important to us for the collection of cash for migme’s premium services in our priority markets. We are excited about our progress and look forward to adding more partners in the New Year as we continue to broaden our monetisation footprint.”

Mimopay COO Tom See said, “migme is a great mobile app and we look forward to serving their customer base in Indonesia.”

eSewa CEO Asgar Ali said, “We are excited to have migme available on our digital wallet and we look forward to introducing our 24/7 payment option as a new service to their customers in Nepal.”



eSewa is now available to migme users in Nepal. Paytm and Mimopay integration is expected to occur in the first quarter of 2016.

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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, artist management website alivenotdead and ecommerce services through Sold. 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>

About Paytm Communications Limited

Paytm is India's largest mobile payment and ecommerce platform, with a current user base of more than 100 million. Paytm is on a mission to bring half a billion Indians to the main stream economy, using mobile payment, ecommerce and soon to be launched payment banking services. As the consumer brand of India's leading mobile internet company, One97 Communications, Paytm is headquartered in New Delhi NCR. The company's investors include Ant Financials (AliPay), Alibaba Group, SAIF Partners, Sapphire Venture and Silicon Valley Bank. More information at www.paytm.com

About PT. Progressivemedia Indonesia (Mimopay)

Mimopay is a payment aggregator that provides a complete, secure, trusted and convenient on-stop payment solution for digital content and goods. Mimopay's technology makes payments simple and easy through reliable channel services. More information at www.mimopay.com

About eSewa Fonepay Pvt. Ltd (eSewa)

eSewa is a digital payment portal in Nepal (developed by F1 Soft International www.f1soft.com and owned by FonePay Pvt Ltd) that facilitates financial transactions via web-based or mobile-based services. eSewa has more than 31 valued member banks in its network. More information at www.esewa.com.np