



## ASX Release

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### **migme has agreed to acquire the assets of Shopdeca to expand ecommerce operations**

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- Shopdeca is an Indonesian business with two retail sites and b2b sales, providing curated lifestyle products
  - Shopdeca founder to join migme as Global Head of Ecommerce to lead expansion of ecommerce operations in the region
  - Integration with migme's ecommerce operations expected in first half of 2016
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Global digital media company migme Limited ("migme" or "the Company") has signed a Term Sheet to acquire the assets of Shopdeca, to expand ecommerce operations in Indonesia and the region.

Shopdeca is an Indonesian business comprising two retail sites ([www.shopdeca.com](http://www.shopdeca.com) and [www.sportdeca.com](http://www.sportdeca.com)) and b2b sales that provide curated lifestyle products for the Indonesian consumer.

Shopdeca founder, Andreas Thamrin, will join migme as Global Head of Ecommerce and will lead the expansion of migme's ecommerce operations in the region.

The Shopdeca acquisition will enable migme to launch its ecommerce operations in Indonesia and sets the framework for the expansion to an ecommerce affiliate strategy, with the addition of a social affiliate b2c / c2c marketplace model.

migme CEO Steven Goh said, "We are excited to expand our ecommerce business into Indonesia. We're gaining valuable local market expertise and we look forward to the acquisition being a positive contributor to group results in 2016."

Completion of the acquisition is subject to conditions including finalising due diligence to the Company's satisfaction, and the execution of legally binding definitive agreements with Shopdeca and other parties. The terms of the acquisition are commercial in confidence, comprising of a nominal mixture of shares and cash.

The integration of migme's existing ecommerce operations with Shopdeca will be completed in the first half of 2016. Shopdeca will be migme's second ecommerce acquisition, following the purchase of Sold.sg in January 2015.

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### About migme Limited

migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. Social entertainment services are delivered 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>