



ASX Release

16 February 2016

Statement regarding recent ruling from Telecom Regulatory Authority of India

- Regulatory decision effectively led to the banning of Facebook's internet.org initiative, Free Basics
 - The ruling does not materially affect migme's business and operations in India
 - migme's business model is centred on creating new values and sharing it in the local ecosystem and across the region
 - As examples, two migme artist have found both fans and meaningful financial gain from using the migme platform
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The recent decision by India's national telecoms regulator, the Telecom Regulatory Authority of India to 'disallow providers to offer or charge discriminatory tariffs for data services on the basis of content being accessed by a consumer',* has effectively led to the banning of Facebook's free-but-restricted internet service – Free Basics, which has been a key focus for Facebook's internet.org initiatives in India.^ We understand that the concerns in India relate to net neutrality and impact of Facebooks' initiatives on the local ecosystem.

migme confirms that this ruling does not materially affect its business and operations in India.

By comparison, migme's business model is centred on creating new value and sharing that value in the local ecosystem and across the region. We have enabled everyone across our platform to share in and benefit from the value creation, including our user audience, artists, entertainers and platform partners (eg. games, ecommerce). This model has been successful in East Asia and migme is the only company that is both regionally headquartered and focused on delivering these services to the South and Southeast Asian markets.

As an example, two of migme's artists Arjane Amante and Anisa Rahma Adi have found both fans and meaningful financial gain from using the migme platform. Their successes have allowed Arjane to afford a new car and Anisa to pay for a family vacation (please refer to the attached, which provides more details of their successes).

migme artist Shraddha Sharma (@shraddhasharma on migme), who was referred to as India's Justin Bieber as she rose to fame with her YouTube cover songs, has commented "migme has allowed me to reach out to new audiences in the south-east Asian markets. The mig community is personal, closely connected and appreciative of my music. Unlike other digital and social media platforms, migme allows artists to monetise the fan engagement with initiatives like mig artist academy. And the users flood me with gifts too, so I love being on migme!"

* trafai.gov.in/WriteReadData/PressRealease/Document/Press_Release_No_13%20.pdf

^ nytimes.com/2016/02/09/business/facebook-loses-a-battle-in-india-over-its-free-basics-program.html

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About migme Limited

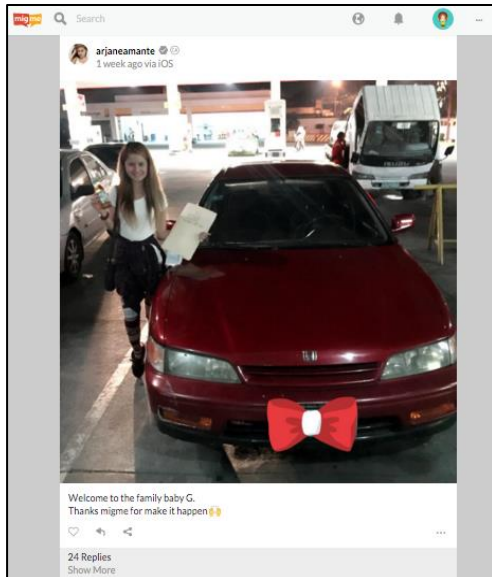
migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. Social entertainment services are delivered through mobile apps migme and LoveByte, artist management website alivenotdead and ecommerce services through Sold. The Company is listed and registered in Australia. Headquarters are in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong. For more information, please visit <http://company.mig.me>



Successful migme artists

Phillipines

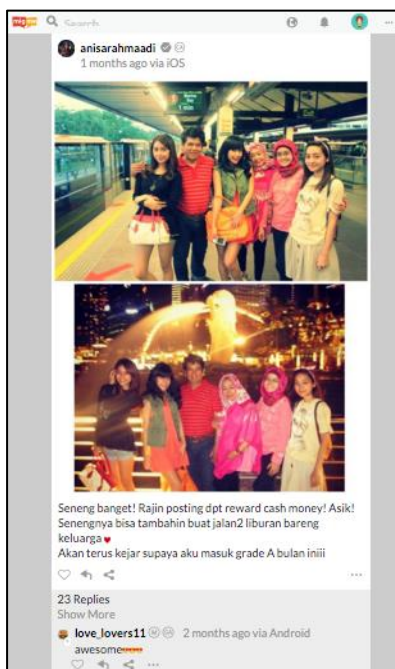
Popular social media star Arjane Amante (@arjaneamante) has over 350,000 fans on migme and has earned enough money from using migme to buy a car.



mig.me/u/arjaneamante/post/211391084-1454341633548

Indonesia

Actress and Trio Milova band member Anisa Rahma Adi (@anisarahmaadi) has earned enough money from using the migme platform to pay for an overseas vacation with her family to Singapore.



mig.me/u/anisarahmaadi/post/214532295-1450252546498