



ASX Announcement

ASX Code: **DUB**

17th February 2016

Dubber Business Activity Update

Post Dec 31 Quarterly Statement

Dubber Corporation Limited (ASX: DUB) ("Dubber" and "Company") is pleased to provide shareholders with the following Business Activity Update.

Mandate to Grow

In November 2015, Dubber raised circa \$5.7m to enable the Company to expand its business internationally, initially in the UK & Europe.

Since, Dubber launched the London office the team now comprises James Slaney (Global General Manager), Nick Atkin (Head of Solution Architecture) and recently welcomed the appointment of Ben Dooley (Europe, Middle East and Africa (EMEA) Sales).

Ben Dooley – London Office

The appointment of Ben Dooley demonstrates the scope of Dubber's opportunity in the UK and Europe. Coming from his last role as BroadSoft Director of Sales in the UK and working within the company since 2011, Ben now joins the team to head up Dubber Sales in EMEA delivering many benefits.

Ben delivers significant telecommunication knowledge with a clear picture of all the players within EMEA region, including having personally engaged with all the relevant decision makers. Ben's decision to join Dubber not only endorses Dubber's positioning in the market but facilitates commercial relationships with our key target customers.

In our Melbourne Head Office, Dubber is pleased to announce the appointment of Simon Raynor as Cloud Architect based in Australia.

Simon Raynor – Melbourne Office

Prior to his appointment with Dubber, Simon was Unified Communications Product Manager for Commander, part of the M2 Telecommunications Group.

Over an 11 year period, Simon has gained extensive experience in the unified communications space including building and subsequent Product Management of BroadSoft Platforms. Simon is viewed as a BroadSoft expert.



As the Cloud Architect, Simon will liaise with the technical and product teams of our Telco customers to manage the connectivity and productisation of the Dubber service in both our production and 'Dubber Labs for BroadWorks' environments.

The appointment of both Ben and Simon provides Dubber with excellent resources in two key areas.

Telco Engagement

Dubber continues to engage with a number of Telecommunications providers regarding deployment of the Dubber Cloud Call Recording as a Service.

Procurement Strategy

Dubber has a unique deployment methodology which enables a Telecommunications provider to connect to 'Dubber Lab for BroadWorks' and commence recording calls immediately.

This enables Telecommunications providers to evaluate the service quickly from both a technical and commercial perspective. From that point, the procurement process from making a pro forma decision can be a lengthy one involving cumbersome agreements and documentation, particularly with larger Telecommunications providers who have not previously purchased services from Dubber.

Dubber is working to streamline this process as much as possible including strategies which may include both finalised agreement terms and Memoranda of Understanding (MoU's) that highlight the core terms which form the basis of a commercial agreement.

This will have the dual effect of expediting commercial engagements and, also providing shareholders with more visibility to material business activity.

The intent is for the terms of any MoU to be clearly outlined to reflect the engagement and future activity.

Business Growth and Metrics

User Numbers

In 2015 Dubber was able to provide details of 'end user numbers' from which a direct parallel could be drawn regarding ensuing cash receipts. This was primarily due to the fact that the majority of 'end users' were directly contracted to Dubber.

Going forward this will not provide an accurate reflection given Dubber's focus on the Telecommunication sector, in which the customers will be contracted to the Telco and Dubber will be providing the Telco a wholesale rate. Typically, this can involve a process of up to 120 days from creation of end user account to cash receipts.

In addition, during the second half of 2015, Dubber developed then deployed its ground breaking "pay per use" product which enables consumers to record selected calls and pay for those recorded calls rather than a fixed monthly fee.

It is Dubber's intention over the coming months to assess how to accurately portray this growth.

In any forthcoming investor updates, where applicable, Dubber will refer to 'subscribers' and 'PAYG users' to differentiate between the types of user.



Australia

- In February, Dubber announced an MoU with Macquarie Telecom.
- Dubber is also now available on BroadSoft Platforms of Amcom and Novum networks.
- Dubber is working on commercial agreements with several Australian Telecommunication providers.

International

- Dubber is working on commercial agreements with UK, European, Asian and USA Telecommunication providers.
- Dubber is working on expanding distribution channels in UK & Europe.

Business and Enterprise

- Dubber is maintaining a sales channel in Australia to engage with the business and enterprise sectors. These customers will ultimately be supplied via our Telco channel or our Cisco partner channel.

Targets

Dubber regards the key metric in 2016 to be customer acquisition.

The opportunity is to grow our commercial interests during this calendar year, and having secured the requisite funding, Dubber has taken significant steps towards assembling the necessary team accordingly.

Dubber's Cloud Call Recording as a Service is a unique offering in the market place and Dubber has a goal of achieving a minimum of 20 Telecommunication partner agreements by the end of calendar year 2016.

Achievement of this goal, whilst augmenting with direct business customers in Australia, would see Dubber achieve significant market penetration.

About Dubber

Dubber is the world's most scalable call recording service which enables telcos and customers to think about capturing voice data in a way which they have never previously considered. A true native cloud platform, Dubber is revolutionising the call recording industry. Its high availability, unique total scale and true Software as a Service (SaaS) offering enable telecommunications carriers and customers to implement and manage recordings as never before without the need for hardware or capital expenditure.

For further information, please visit: www.dubber.net

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