



ASX Release

23 February 2016

migme adopts GSMA's Mobile Connect

Global digital media company, migme Limited (ASX: MIG | WKN: A117AB), today announced that it has adopted Mobile Connect (gsma.com/personaldata/mobile-connect) to enable its users to access digital services on their mobile quicker and more safely. Mobile Connect is a secure universal log-in solution that allows users to log-in to websites and applications without the need to remember passwords and usernames.

Mobile Connect is a mobile-based authentication solution developed by The GSMA, the peak global body for the mobile industry. The solution enables customers to create and manage a digital universal identity via a single log-in solution. The service securely authenticates users, enabling them to digitally confirm their identity and their credentials and grant safe online access to mobile and digital services via their mobile phones. It works by employing the user's unique mobile number, combined with a unique PIN for more secure use cases, to verify and grant online access anywhere they see the Mobile Connect logo. It has been adopted by 34 operators in 21 countries around the world, making it available to over two billion consumers globally.

migme CEO Steven Goh said, "migme is proud to be working with Telkomsel as one of the first Internet companies adopting the Mobile Connect global standard for Indonesia. This is a first world security solution which provides easy, safe online access and can only enhance our user's experience in being a migme customer."

The GSMA announcement referring to migme is attached.

Media

Luke Forrestal
Cannings Purple
Mobile: (+61) 411 479 144
lforrestal@canningspurple.com.au

Investor Relations

Kyahn Williamson
Buchan Consulting
Phone: (+61) 3 9866 4722 or (+61) 401 018 828
kwilliamson@buchanwe.com.au

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](http://alivenotdead.com) 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>



GSMA'S MOBILE CONNECT AVAILABLE TO 2 BILLION CONSUMERS GLOBALLY

Mobile Connect Launched with 34 Operators in 21 Countries Around the World

22 February 2016, Barcelona: The GSMA today announced that the GSMA Mobile Connect mobile-based authentication solution is now available to 2 billion consumers globally. Since the solution was introduced at Mobile World Congress 2014, 34 mobile network operators (MNOs) have launched the service in 21 countries, with plans for additional launches and trials to follow in 2016 and beyond. Operators offering services based on Mobile Connect include América Móvil, Axiata Group (Bangladesh, Indonesia, Sri Lanka), China Mobile, China Mobile Pakistan (Zong), China Telecom, China Unicom, DNA, Elisa, Globe Telecom, Indosat Ooredoo, Mobilink, Mobitel, Orange (Egypt, France, Morocco, Spain), Sunrise, Swisscom (Switzerland), Telefónica Group (Argentina, Mexico, Peru, Spain), Telenor Group (Bangladesh, Malaysia, Myanmar, Pakistan, Thailand), TeliaSonera (Finland), Telkomsel, Telstra, TIM and Turkcell (Turkey).

"Over the past two years, the industry has come together to simplify consumers' lives by offering a single, trusted, mobile phone-based authentication solution that respects online privacy and helps to mitigate the vulnerability of online passwords," said Mats Granryd, Director General, GSMA. "As Mobile Connect is rolled out globally, mobile operators are fulfilling an important role in the digital identity space, giving users control over their own data and enabling consumers, businesses and governments alike to interact and access online services in a convenient, private, and trusted environment."

The GSMA's Mobile Connect solution enables customers to create and manage a digital universal identity via a single log-in solution. The service securely authenticates users, enabling them to digitally confirm their identity and their credentials and grant safe online access to mobile and digital services such as e-commerce, banking, health and digital entertainment, and e-government, via their mobile phones. It works by employing the user's unique mobile number, combined with a unique PIN for more secure use cases, to verify and grant online access anywhere they see the Mobile Connect logo. All operators and online service providers using Mobile Connect have signed up to the GSMA Mobile Connect privacy principles, which is a core pillar of Mobile Connect.

Additional Deployments and Evolution of Mobile Connect

The GSMA is working closely with operators globally to further extend the adoption of Mobile Connect; operators committed to deliver the service this year include Aircel, AIS Thailand, Bharti Airtel (India), Etisalat (Pakistan, United Arab Emirates), Idea Cellular Ltd, MTN, Ooredoo (Algeria, Myanmar), Orange (Jordan, Poland), SMART Axiata – Cambodia, Smart Communications, Inc., Tata Teleservices, Telefónica Group (Brazil, Colombia, Ecuador, Uruguay), Telenor (India), T-Mobile Poland and Vodafone (India, Spain). Mobile Connect has also been trialled in two EU Member States, Finland and Spain, to establish proof-of-concept for cross-border authentication of e-government services and online interactions between businesses, citizens and public authorities.

While initially focused on secure and convenient log-in to digital services, Mobile Connect is evolving to deliver secure authorisation of digital transactions and to add context and attributes about the user and the transaction to increase convenience, trust and security for users and online service providers, while respecting users' privacy. This is currently being trialled in the UK by O2 and Vodafone.

Expanding Mobile Connect Services

Mobile Connect is now in commercial use by a wide range of digital service providers in the launch markets including BDTickets, Bloodlink, Cipika Play, CriticalLink, Dhaka Pixel Ltd., GoGhoom, Homeshopping.pk, LangitMusik, mig.me, Mudah, Rozee.pk, TakeMeTour.com (Thailand), Wavoo, WOW and Wunn Zin Bookstore. These companies comprise a range of vertical services such as commerce, finance and banking, government service access, health services, and media and entertainment.

Technology suppliers such as Apigee, Ericsson, Gemalto, Giesecke & Devrient, GMO GlobalSign Oy, MePIN/Meontrust, Morpho (Safran), Movenda, Nok Nok Labs Inc., Orange Business Services, Ping Identity and WSO2.Telco deliver the technology necessary to support Mobile Connect and to enable easy integration with the operators' mobile networks so that users of any mobile network offering Mobile Connect can log in and authorised for any application.

-ENDS-

Editors Notes

Further detail on country operators either commercially launched or due to launch in 2016:

- Axiata Group: Dialog (Sri Lanka), Robi Axiata (Bangladesh), XL (Indonesia)
- Etisalat: Etisalat UAE, Ufone (Pakistan)
- Orange: Meditel (Morocco), Mobinil (Egypt), Orange France, Orange Jordan, Orange Poland, Orange Spain
- Ooredoo: Indosat Ooredoo, Ooredoo Algeria, Ooredoo Myanmar
- Telefónica Group: O2 (UK), Telefónica Argentina, Telefónica Brazil, Telefónica Colombia, Telefónica Ecuador, Telefónica Mexico, Telefónica Peru, Telefónica Spain, Telefónica Uruguay
- Telenor Group: DiGi (Malaysia), DTAC (Thailand), Grameenphone (Bangladesh), Telenor India, Telenor Myanmar, Telenor Pakistan
- Vodafone: Vodafone India, Vodafone Spain, Vodafone UK

For more information on Mobile Connect and to see it in action go to <https://developer.mobileconnect.io/>

About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai and the Mobile 360 Series conferences.

For more information, please visit the GSMA corporate website at www.gsma.com. Follow the GSMA on Twitter: @GSMA.

Media Contacts:

For the GSMA

Charlie Meredith-Hardy

+44 7917 298428

CMeredith-Hardy@webershandwick.com

GSMA Press Office

pressoffice@gsma.com