



ASX Release

9 March 2016

migme Signs With Creative Artists Agency

- migme signs with leading entertainment and sports agency Creative Artists Agency (“CAA”)
 - CAA will work to create opportunities for migme to bring on more artists and key influencers, with a priority focus on India
 - Artists can build a meaningful fan base and monetise their efforts, driving monthly active user numbers and revenues for migme
 - Follows other progress: migme established partnerships in India with Sony Music last July and Qyuki last August, handset partner MoMagic for distribution in Asia last September and earlier this month, established a key strategic relationship with Meitu
-

Global digital media company migme Limited (“migme” or the “Company”) has signed with leading entertainment and sports agency Creative Artists Agency (“CAA”) to further expand migme’s artist relationships, with a priority focus on India.

The Company will access CAA’s vast resources and relationships within entertainment, sports and pop culture.

New artists and key influencers on migme are able to build a meaningful fan base and monetise their efforts accordingly. migme provides a platform for them to create a fan base and engage with their fans via their miniblog posts, live chats, sharing photos, videos and hosting contests. Fans are provided with a richer and more engaging way to interact with their favourite artist and in return, the artists will share in revenues generated through the purchase of virtual gifts and other premium interactions by fans with the artist, via both mobile and web platforms.

migme has experienced success in delivering artist engagement programs across their key regions in South and Southeast Asia, where artists have built significant fan followings and meaningful revenues, driving monthly active user numbers and revenue growth for the Company.

migme Limited CEO Steven Goh said: “We are very excited about working with CAA. Their expertise in the Indian marketplace and global reach will help migme create value for all our partners within the migme platform in India and across the region, including our artists, their fans, our handset partners and our payment providers. We look forward to more growth in 2016.”

As part of the Company’s focus on India, migme established partnerships with Sony Music India in July 2015 and creative multichannel network Qyuki in August 2015, engaging such notable stars as popular YouTube singer Shraddha Sharma and popular Indian rapper Badshah. The Company also signed a deal in September 2015 with leading Indian mobile technology company MoMagic to preinstall the migme application onto Android handsets and earlier this month on 4 March 2016, established a key strategic relationship with one of the world’s leading photo and video mobile app. developers Meitu.



Media Contact

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) 401018828
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, social news site Hipwee 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 Creative Artists Agency

Leading entertainment and sports agency Creative Artists Agency (CAA) represents many of the most successful and innovative professionals working in film, television, music, video games, theatre, and digital content, and provides a range of strategic marketing and consulting services to corporate clients. CAA is also a leader in sports, representing more than 1,000 of the world's top athletes in football, baseball, basketball, hockey, soccer, tennis, and golf, and works in the areas of broadcast rights, corporate marketing initiatives, licensing, and sports properties for sales and sponsorship opportunities.