



ASX Release

10 March 2016

Issue of 11,650,000 shares to Meitu

Further to the Company's announcement dated 3 March 2016, migme confirms that it has today issued to mobile app. developer Meitu Investment Limited ("Meitu") 11,650,000 ordinary fully paid shares, raising \$6,990,000 in working capital for the Company.

Meitu is one of the world's leading photo and video mobile app. developers with over 900 million users* across their portfolio of products. These users are predominantly in China, but include over one hundred million overseas users and growing. The most successful applications MeituPic (photo editing) and Meipai (short video social network) have consistently featured in the top ten download rankings, in App. Stores across China, East Asia and multiple third-party Android App. Stores.

The Company plans to work closely with Meitu to implement the sharing of content across the Meitu and migme platforms, localisation, joint and cross marketing initiatives for migme's key markets in the South and Southeast Asian region, with a focus on Indonesia, India and the Philippines. The relationship allows Meitu to efficiently deepen their reach and for migme adds substantial engagement value to the migme platform, particularly for the users and key influencers in the community (which include the migme artists, bloggers, YouTubers, celebrities, etc).

Please also refer to the Appendix 3B of today's date.

Michael Higginson
Company Secretary

* defined as number of unique devices. Source: corp.meitu.com/intro

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 Meitu

Founded in 2008, Meitu is a leading mobile app. developer with over 900 million users worldwide. With a relentless focus on user experience, Meitu has developed a portfolio of photo-editing and selfie apps such as MeituPic, BeautyCam, BeautyPlus, MakeupPlus and SelfieCity that enable users to create beautiful images in very simple steps. Meitu also operate one of China's largest short-video social networks, Meipai, where hundreds of millions of users share their fun moments. Apart from software, Meitu has launched *Meitu M4* and *Meitu V4* fashionable smartphones that are optimised for selfies, which are extremely well received in China. Meitu is headquartered in Xiamen, Fujian Province and has offices in Beijing, Shenzhen, San Francisco, Los Angeles and Hong Kong. For more information, please visit <http://corp.meitu.com>

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