



6 November 2014  
**ASX RELEASE**

## **Chairman Retirement and Appointment**

The Board of Mobile Embrace Limited (ASX:MBE, "Mobile Embrace" or the "Company") wishes to advise that Mr David Haines has informed the Board of his decision to retire as Chairman of the Company effective 6 November 2014 however will continue in the role of non-executive director.

The Board is pleased to announce the appointment of one of the Company's current non-executive directors, Mr Drew Kelton, to the role of non-executive Chairman of the Company effective upon Mr Haines' retirement.

Drew joined the Board of Mobile Embrace on 1 July 2010. He has over 30 years' experience in telecommunications, mobile and IT solutions and has worked in Europe, Australia, Asia and the US. Most recently Drew was Executive Vice-President of T-Mobile in the United States and was formerly President Enterprise Services at Bharti Airtel, India's largest mobile phone operator and one of Asia's leading integrated telecom service providers, and a member of Bharti's management board.

Prior to joining Bharti Airtel, Drew spent eight years as Managing Director of Telstra Corporation's International business unit where he was responsible for driving business growth in Telstra's offshore operations and establishing a multinational customer division to oversee Telstra's biggest global customers. Drew and his family are relocating to Australia after five years overseas.

Drew has significant depth and experience as well as strategic insight into the evolving mobile industry landscape, from both a mobile operator's and consumer's perspective. He is ideally placed to assist the company in delivering on the strategic priorities of growing the customer base, broadening the product suite and driving profitable growth.

David has been the Chairman of Mobile Embrace since its establishment in 2001 having ably guided the Board through the substantial development and growth of the Company to its strong positioning as a market leader in mobile payments and mobile marketing today. Commenting on his retirement, David said:

*"Having been the Company's Chairman for 12 years and been part of the team involved in delivering a phase of strong growth, I consider now to be an appropriate time to retire from the position of Chairman as Mobile Embrace builds its momentum into the next phase of its development locally and internationally."*

The Mobile Embrace Board would like to express its gratitude and appreciation to David for his guidance and leadership during his successful tenure as Chairman and looks forward to benefiting from his knowledge of the Company in his new role as non-executive director.

### **About Mobile Embrace Limited**

Mobile Embrace Limited (ASX: MBE) is a mobile payments and mobile marketing company. We are a Digital Distribution Network for the complete end-to-end mobile customer life-cycle. Through our integrated and award winning mobile marketing, advertising and m-payments infrastructure (including a Tier 1 local/global premium publisher advertising network, mobile media trading desk, m-commerce and mobile marketing platforms and applications) we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets. For more information please visit: [www.mobileembrace.com](http://www.mobileembrace.com)

### **Mobile Embrace -- Further information:**

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