

ASX RELEASE

18 November 2014

ACQUISITION OF DataMorph Services Sdn Bhd

iSentric Limited (ASX:ICU) is pleased to announce that it has signed a binding agreement to acquire DataMorph Services Sdn Bhd ("DataMorph"), a Malaysian company that develops enterprise analytics solutions targeted towards small and medium enterprises (SMEs). The acquisition is expected to strengthen iSentric's core service offerings in both B2B and B2C segments and facilitate expansion into growth areas of the mobile commerce sector.

Details of the proposed Transaction

The key acquisition details are as follows:

1. Acquisition price of RM250,000 in consideration for 100% ownership of DataMorph;
2. The acquisition will be funded from cash reserves; and
3. DataMorph management will transfer to employees of iSentric, operating under a new 'Analytics' division.

The acquisition will provide earnings diversification into data analytics, and will be EPS accretive.

Background on DataMorph

DataMorph is a data analytics service provider established in late 2013. The company has been developing solutions to aid SMEs extract value in their stored data. DataMorph operates in the data analytics industry through three main service offerings:

- 1) A cloud based middleware application for the storage, retrieval and analysis of data designed to work with a variety of data structures;
- 2) A proprietary engine capable of mining and cleaning data stored in column oriented data stores, presenting data patterns in visual form and applying statistical models to identify statistically significant trends, outliers and abnormalities; and
- 3) Cloud based application plug-ins that perform functions such as Messaging, CRM, Digital Marketing. These plug-ins are natively compatible with the above mentioned analytics middleware and engine, and are targeted at SMEs that do not currently have these capabilities.

Conclusion

According to iSentric CEO Aaron Lee: "The acquisition dovetails perfectly with our growth strategy for the foreseeable future. We see an opportunity to develop our core competency in data analytics, and our acquisition of DataMorph allows us to leap frog ahead in this endeavour cost effectively."

DataMorph develops cloud-based solutions that enable SMEs to extract value from archived data in a resource efficient, user friendly manner. Over the last few months, they have successfully completed several deployments, despite being a relatively young company.

Mr. Lee added: "In addition to adopting DataMorph's solutions and technologies, we also intend on retaining DataMorph's key management and technical expertise to boost iSentric's plans to grow the mobile commerce industry in South East Asia."

For further information:

Gary Stewart
Company Secretary
Phone (02) 9538 0802

ABOUT ISENTRIC LIMITED (ASX: ICU)

iSentric Limited recently listed on the ASX (formerly OMI Holdings Limited).

iSentric provides software based mobility platforms and services that enable its customers to extend their information technology applications to any mobile device and integrate mobile technology throughout their existing business. iSentric also works with telecommunication network providers to provide mobile OTT (over-the-top) services that leverage their subscriber base to build active communities.

iSentric operates in the mobile services industry through three main divisions:

- Digital Payments - a mobile payment platform that enable consumers to make small financial transactions;
- Enterprise Mobility - a platform that delivers mobile connectivity, messaging and mobile banking to corporate clients; and
- Digital Content and Services which consist of an online mobile content aggregation platform and a proprietary game publishing network offering online games, mobile games, news and events.

To learn more about iSentric Limited visit www.isentric.com.my