

ASX RELEASE

12 February 2015

Completion of acquisition of Arte Mobile Technologies Pte Ltd

iSentric Limited (ASX:ICU) is pleased to announce that it has completed the acquisition of Arte Mobile Technology Pte Ltd ("Arte Mobile").

The acquisition of Arte Mobile is complementary to iSentric, allowing it to expand its geographic footprint to Indonesia and deploying its products and services into South East Asia's largest and fastest growing mobile market, in addition to further developing its local market in Malaysia through the supply of exclusively produced digital content with homogenous appeal across both markets.

As part of the completion iSentric has issued 38,000,000 shares as part consideration together with the payment of cash which was raised through the recent entitlement offer.

The acquisition is expected to be EPS accretive

Background on Arte Mobile

Arte Mobile is a mobile value added service provider specialising in mobile entertainment and mobile solutions. Arte Mobile offers a diverse range of popular locally produced mobile content to suit the market in Indonesia, and by extension, the larger Malay speaking market across South East Asia. Arte Mobile is partnered with 3 major telecommunication companies in Indonesia, namely Telkomsel, Indosat and XL (in which it is ranked in the top tier in terms of revenue generation) and has access to over 255 million mobile subscribers.

Arte Mobile operates in the mobile value added service industry through three main divisions:

- 1) Celebrity Music and Content – Exclusive contracts with highly regarded Indonesian celebrities across a wide spectrum of the local entertainment industry to produce highly appealing digital content delivered in various formats such as smartphone apps, personal/behind-the-scene videos, photos, latest gossips/updates via text, full track music downloads, CD Album, music and voice as Ring-back-tone (RBT);
- 2) Content Aggregation and Digital Payment – through its MobilePRO content aggregation and billing platform, Arte Mobile has enabled several partners including NewsCorp's Ballball soccer contents to deliver their content to mobile subscribers with payment collected through subscriber's airtime credit;
- 3) Mobile Content and Services – Locally produced mobile content including videos, text quotes, games, photos and voices delivered as Ring-back-tone (RBT).

Conclusion

Managing Director of iSentric, Aaron Lee said: "The acquisition is the first step in the plan to grow iSentric's digital content and services business across Asia whilst providing a base to expand its digital payments and enterprise mobility businesses into Indonesia."



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We welcome Sean Tham, of Arte Mobile and his management to the iSentric team. Initial integration has already commenced and we expect to see the benefit of this in the current period.

For further information:

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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 media services - a division that focuses on creating, developing and monetizing digital communities that are built on special interests, such as games, celebrity based content, sports, music, anime/ cosplay, etc.

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