



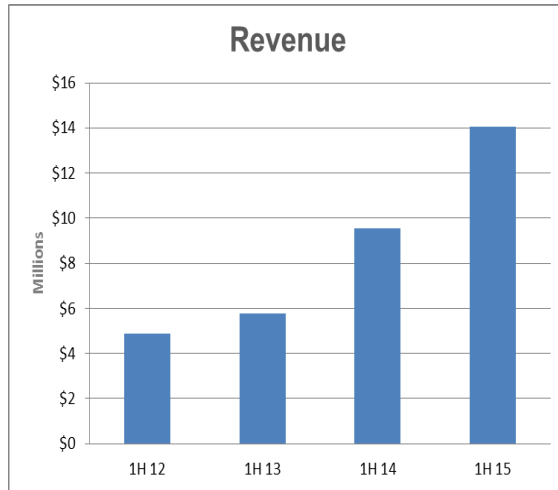
16 February 2015  
**ASX RELEASE**

## **Trading Update: 48% Half Year on Half Year Revenue Increase**

Mobile Embrace Limited (ASX: MBE) has delivered 48% revenue growth half year FY2014 to half year FY2015, invested in expansion of its operational infrastructure and established three new international territories whilst maintaining profitability.

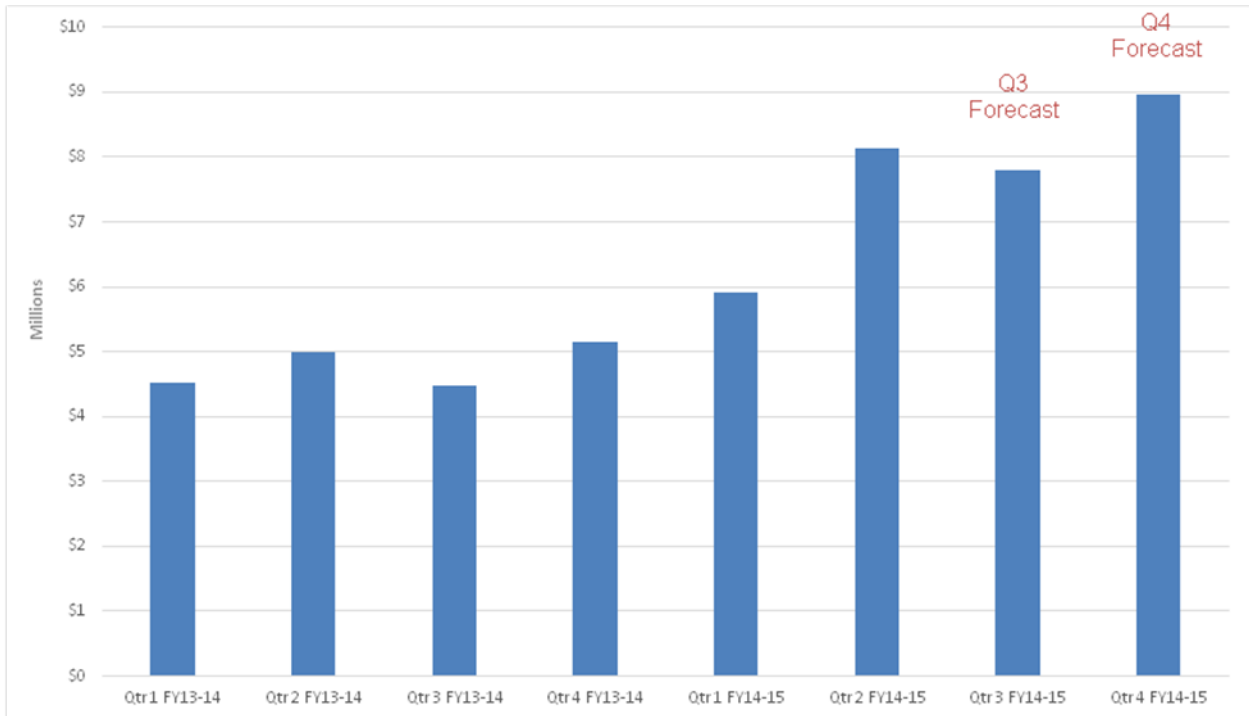
### **Highlights**

- **Revenue:** Half year FY2015 revenue of \$14.07 million **up 48%** from \$9.54 million in the previous corresponding period (pcp) half year FY2014
- **EBITDA:** Half year EBITDA of \$1.73 million from \$1.76 million pcp
- **Net Profit:** Group net profit after tax of \$1.54 million from \$1.63 million pcp
- **M-payment:** 24% growth in Australian m-payments customer base and established in three international markets - Singapore, Switzerland and the UK
- **International:** Markets demonstrating strong growth with overseas transactions comprise 6% of total transactions and growing
- **M-Marketing:** m-marketing business half year FY15 revenue growth **up 128%** pcp including acquisitions
- **Record Quarter:** Record December Quarter revenue for m-marketing business - **up 82%** on previous corresponding period
- **Stable Margins:** Stable average gross margin of 47% across the Company
- **Visible Returns:** Returns are already being realised from \$3.37 million investment
- **Cash Reserves:** \$10.4 million Cash at Bank with no debt (\$2.2 million cash spent on acquisitions)



- MBE expects a strong finish for the second half of FY15
- Revenue guidance \$30.8 million for FY15 full year (60% up on FY14)
- Q4 run rate \$9 million (forecast), up 71% on previous corresponding period
- Infrastructure in place for continued growth

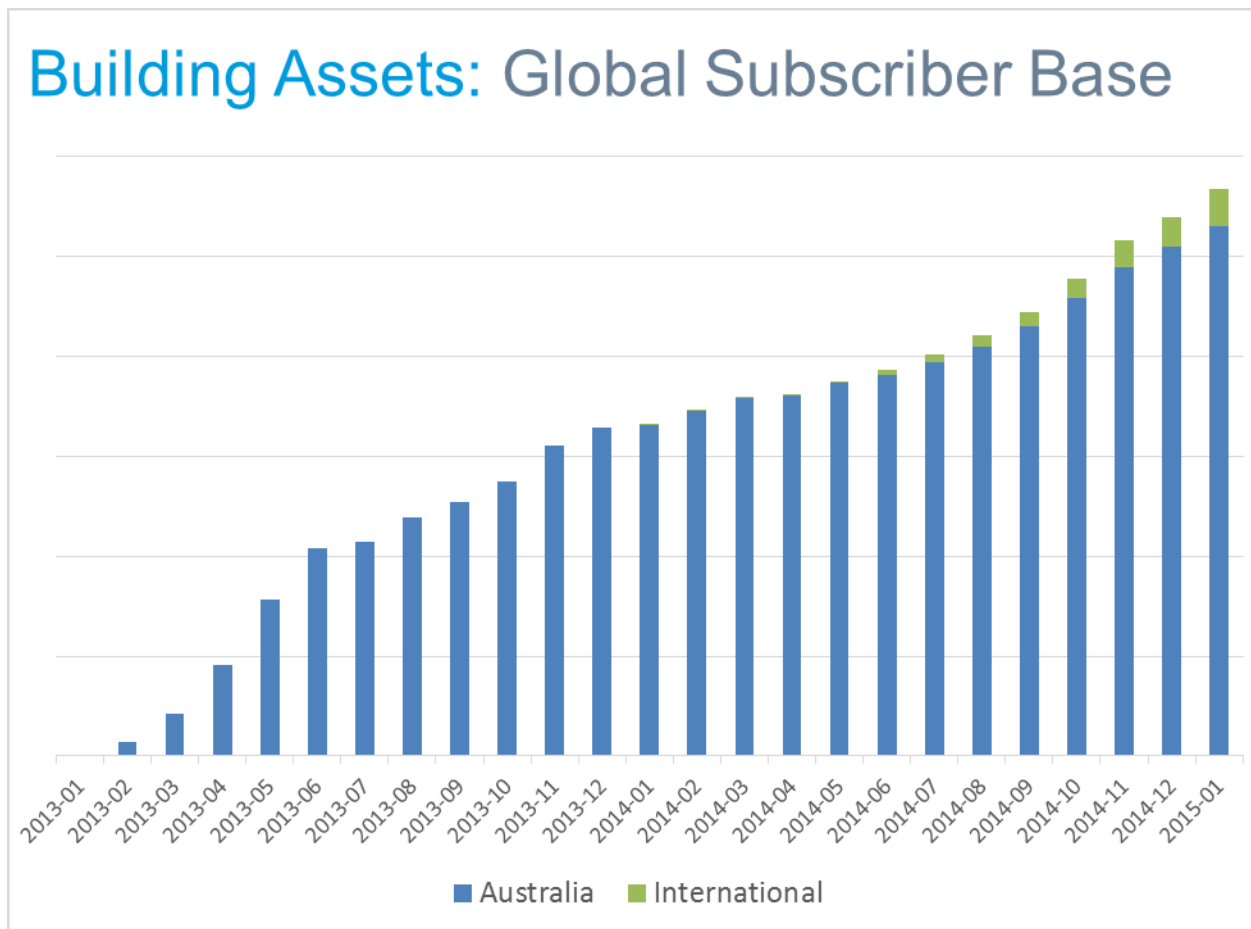
**MBE Consolidated Revenue Growth: FY2015 Forecast**



Mobile Embrace Limited (ASX: MBE or the Company), a leading provider of mobile payments and mobile marketing services, has delivered another strong financial performance for the FY2015 half year to 31 December 2014. The Company delivered a net profit for the six month period of \$1.54 million. EBITDA was \$1.73 million. Revenue increased to \$14.07 million, up 48% on previous corresponding period.

The Company maintains strong cash reserves with cash at bank at the end of the half year of \$10.4 million with receivables of \$7.98 million and creditors of \$2.85 million.

During the period, Mobile Embrace reinvested \$3.37 million in growth in operational infrastructure and customer acquisition to ensure it is in a position to maintain its solid growth trajectory. This short payback period, high return investment has driven annuity revenue growth that has strengthened financial performance for November, December and January.

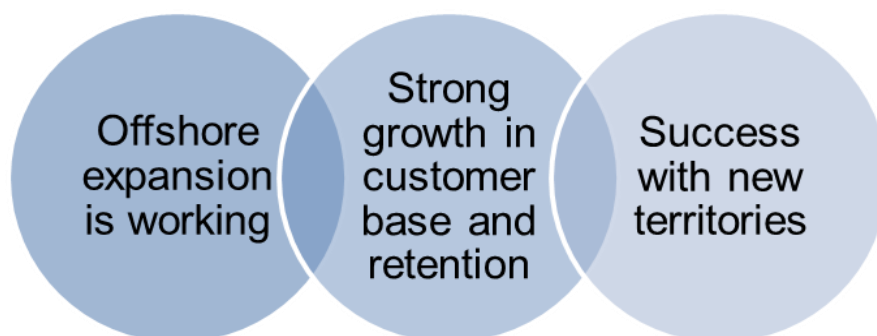


Commenting on the Company's strong results for the period, Mobile Embrace's CEO, Chris Thorpe said:

***"Mobile Embrace has delivered strong revenue growth year on year, invested in the expansion of its operational infrastructure and established three new International territories whilst maintaining profitability. We are very excited about the future growth prospects of Mobile Embrace and are fully committed to delivering shareholder wealth."***

***MBE continues to build on its market leadership. The two strategic and measured acquisitions made by the Company in the first half of FY15, The Performance Factory and Eggmobi, are accretive and on track delivering customer growth for the existing businesses."***

***There are exciting opportunities to further strengthen the business with industry forecasts pointing to strong and continued growth in the mobile payments and mobile marketing industries. MBE's current business is now highly scalable and capital light with significant revenue, margin and free cash flow potential. MBE is a strategic, profitable and growing digital distribution channel."***



#### **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)

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