



MARKET RELEASE

9 June 2015

Mobile Embrace Limited

TRADING HALT

The securities of Mobile Embrace Limited (the "Company") will be placed in Trading Halt Session State at the request of the Company, pending the release of an announcement by the Company. Unless ASX decides otherwise, the securities will remain in Trading Halt Session State until the earlier of the commencement of normal trading on Thursday, 11 June 2015 or when the announcement is released to the market.

Security Code: MBE

Violetta Codreanu
Adviser, Listings Compliance (Sydney)



9 June 2015

Ms Violetta Codreanu
Senior Adviser, Listings Compliance (Sydney)
ASX Compliance Pty Ltd

Request for Trading Halt

Mobile Embrace Limited (**ASX: MBE**) (**Mobile Embrace** or the **Company**) hereby requests a trading halt in its securities from the ASX effective immediately pending the release of an announcement with respect to a material investment by the Company. The trading halt will ensure an orderly market while allowing the Company to finalise the terms and execution of agreements in relation to the investment.

The trading halt will last until the earlier of the commencement of trading on Thursday 11 June, 2015 or the release to the market of an announcement in relation to the investment.

The Company is not aware of any reason as to why the trading halt should not be granted or any further information required to be disclosed to the market regarding the trading halt.

Yours faithfully,

Justin CLYNE
Company Secretary

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

Mobile Embrace -- Further information:

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