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ASX RELEASE

Mobile Embrace acquires Vizmond Media and its breakthrough Digital Marketing Technology

- **Acquisition of profitable digital performance marketing business and game changing marketing automation platform**
- **Acquisition increases MBE market share through addition of multiple revenue generating assets**
- **Immediately EPS accretive for FY2016**
- **Total upfront consideration of \$2.5 million (funded by existing cash reserves of \$9.5 million)**
- **Vizmond Media is forecast FY2016 to deliver revenue of \$2.5 million and \$1 million EBITDA**

Strategically Compelling Acquisition

Mobile Embrace Limited (**ASX: MBE**), a mobile marketing and payments company, has today announced the acquisition of Vizmond Media, a profitable and technologically advanced online and mobile performance marketing business.

The Vizmond Media acquisition further strengthens Mobile Embrace's integrated business model with a game changing performance marketing automation platform that optimises margin with minimal human resource requirement.

The efficiency of the platform has resulted in the vast majority of member acquisitions delivering profit on day one plus incremental 'longtail' revenue.

The acquisition of Vizmond Media also increases the Company's market share and reach through the addition of multiple revenue generating assets. These assets include seven proprietary reward based brands with customer databases totalling approximately 750,000 active members across Australia and New Zealand which are growing with approximately 3,500+ new member acquisitions generated daily.

Vizmond Media's proprietary technology powers a vast array of turnkey customer acquisition solutions which include: data validation and cleansing, custom tracking, in-depth reporting, customised customer profiling and demographic targeting.

The highly scalable platform automates ROI monitoring with intelligent real time optimisation of revenue and profit across any screen. For marketers the platform delivers total performance transparency and positive results which is a significant competitive advantage.

In addition, there are strong opportunities to cross-leverage other MBE group companies to increase growth and scale.

Vizmond Media has positioned itself in Australia and New Zealand as a leading digital performance marketing company and is currently delivering businesses more than 100,000 qualified leads per month.

Mobile Embrace Limited ABN: 24 089 805 416

Level 10, 100 William Street, East Sydney NSW 2011 Australia

T +61 2 9360 3385 **F** +61 2 9360 2775 **W** www.mobileembrace.com

Vizmond Media has been acquired by Mobile Embrace for a total upfront consideration of \$2.5 million plus potential contingent consideration of up to a further \$3.5 million over 3 years and subject to profit before tax targets through to 2018. Vizmond is forecast to deliver FY2016 revenue of \$2.5 million and \$1 million EBITDA.

Mobile Embrace is also pleased to announce that Vizmond Media's Managing Director, Mr Brett Tompson, will be joining the Company continuing on a three year performance contract aligning himself with Mobile Embrace's strategic growth plan.

Speaking about the benefits of the acquisition to Mobile Embrace, the Company's Chief Executive Officer, Chris Thorpe, said:

"The acquisition delivers on the Company's focus to strategically grow its business in mobile marketing and payments, delivering greater revenue and profit, and increasing shareholder value.

We are delighted to welcome Vizmond Media and Mr Brett Tompson to Mobile Embrace. Brett is a passionate digital online marketer who has broad experience from many years in the industry and has developed a long list of trusted partners.

Every business is looking for a better return on investment on their marketing spend and increasingly to extend more of that to online and mobile.

The Vizmond technology is breakthrough in its ability to automatically maximise margin with minimum resource requirement. This technology truly makes money while you sleep.

This platform is a powerful and highly synergistic addition to Mobile Embrace's growing technology assets."

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 and payments infrastructure we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets. For more information please visit: www.mobileembrace.com

About Vizmond Media

Vizmond Media Pty Ltd is an Online Marketing Company focusing on Lead Generation, Email Marketing, Co-Registration and Digital Campaign Management, across our primary markets of Australia and New Zealand. Founded in 2008 in Sydney, Australia, our goal is to revolutionise the online marketing industry by providing high quality online data, developing strong relationships and ensuring performance & ROI. We deliver leads & customers to a range of the biggest companies in Australia & New Zealand, spanning multiple sectors & industries. We have also developed our own custom tracking and platform technology, to enable us to target a huge range of demographics catering to all needs. For more information please visit: www.vizmondmedia.com

Mobile Embrace -- Further information:

Investors: Chris Thorpe, CEO, Mobile Embrace +61 2 9360 3385

Neil Wiles, Managing Director, Mobile Embrace +61 2 9360 3385

Media: Michael Mullane, Cannings Corporate Communications +61 2 8284 9990

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