

ASX ANNOUNCEMENT

11TH MARCH, 2016

ISENTRIC EXPANDS ENTERPRISE MOBILITY BUSINESS INTO CAMBODIA

iSentric is pleased to announce that its Enterprise Mobility division based in Kuala Lumpur has signed its first contract outside of Malaysia with Cambodia Public Bank (Campu Bank).

The Enterprise Mobility division delivers mobile banking and messaging solutions via integrated communications platforms primarily to the financial services sector, with 13 major banks currently as clients in Malaysia.

Campu Bank is a wholly owned subsidiary of Public Bank Group which is one of the largest and most dominant domestic banking groups in Malaysia, with a market capitalisation of USD20, 311 million

iSentric was selected on the back of our successful track record and rollout of mobile banking at Public Bank Malaysia. The contract will see the implementation of iSentric's Nexus digital banking platform at Campu Bank. The platform, which is built on IBM MobileFirst platform foundation, covers mobile banking for both retail and corporate customers.

iSentric co-CEO Sean Tham said, "The expansion of the Enterprise Mobility business into Cambodia is a significant step in executing the company's overall strategy of expanding geographically and particularly across Asia. The strength of iSentric's existing banking relationships is essential in these expansion plans".

For more information, please contact:

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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 Content and Services which consists 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



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