

ASX ANNOUNCEMENT

22 June 2016

DigitalX Launches AirPocket Marketing Campaign Across the US and Latin America

Highlights:

- DigitalX to launch AirPocket multi-channel marketing campaign across US and Latin America
- Direct SMS campaign to target more than 230 million Telefónica mobile devices across Latin America
- SMS campaign to be run in collaboration with Telefónica where DigitalX will be responsible for the design of the campaign
- Telefónica's role will be sending and delivering messages to their end users
- DigitalX will update the market with key statistics during Q3 of 2016

DigitalX Limited (ASX: DCC and "**the Company**") is launching its AirPocket marketing campaign across North America and Latin America, which will include a direct SMS marketing campaign to more than 230 million Telefónica Internacional S.A.U. ("**Telefónica**") mobile devices.

The AirPocket and Telefónica SMS campaign will kick off on Tuesday, June 28th and will include several marketing messages. Importantly, Telefonica will help market AirPocket to their subscribers in Latin America. DigitalX will use multiple trials to optimise the tailored marketing messages sent by Telefónica to ensure that the most attractive marketing message is used for the campaign to produce the best response rate for AirPocket.

The mobile application AirPocket will enable consumers in the United States to recharge the mobile phone accounts of friends and family on the Telefónica network in 11 Latin American countries.

The Telefónica SMS campaign will run in tandem with DigitalX's direct marketing campaign that will utilise social and online media channels across North America and Latin America. The public profile of AirPocket is expected to grow significantly as a result of this targeted multi-channel campaign. The company will update the market on the campaign, including key statistics in the September 2016 quarter.



Blockchain-Based Software Solutions

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About DigitalX Limited

DigitalX is a Blockchain-based software solutions group disrupting the payments industry. Its products allow consumers to make secure and cost-effective money transfers worldwide. Partners can use DigitalX's technology to offer new financial products. DigitalX is based in Boston and has offices in New Jersey and Australia.