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## ASX ANNOUNCEMENT

4<sup>th</sup> October 2016

### APPEN ANNOUNCES STRATEGIC UK ACQUISITION

**Appen Limited** ("Appen") (**ASX:APX**) today announced that it has acquired 100% of the shares in Mendip Media Group Limited ("MMG") to enhance the provision of language services to government clients by the Language Resources division.

MMG is a leading provider of secure transcription services in the UK. The company provides transcription services at a range of security levels to government departments, the UK Crown and County Courts, the UK police services and corporate clients and has done so for twenty years. In recent years, MMG has expanded its client base through contracts with the United Nations, Ministry of Justice and numerous secure agencies.

MMG is an expert within its defined niche where barriers to entry are higher and margins stronger. MMG's commitment to quality, high levels of accuracy and timely delivery align directly with Appen's core values.

Appen's CEO, Mark Brayan, said "This acquisition, while not large, is focused and highly strategic for Appen. Firstly, it secures the services of MMG, a critical subcontractor for our specialised government work. Secondly, MMG provides a highly secure capability which allows us to cement and grow our position in secure transcription. And lastly, it establishes a growth platform for Appen in the UK and throughout Europe. We're very pleased to welcome all of MMG's staff and customers to Appen."

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## **About Appen**

*Appen is a global language technology solutions provider with capability in over 180 languages and 130 countries, serving global technology companies, automakers and government agencies.*

*Appen offers high quality large scale training data, linguistic models and consulting services to assist the development of technology products and services that rely on natural languages including smartphones, digital assistants, social media, content analytics, software, e-commerce platforms, automobiles, government security and intelligence, consumer electronics (game and TV consoles), cloud services and search technology.*