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ASX Release

Mobile Embrace Expands International Direct Carrier Billing Operations with Launch in Pakistan

- **Agreement is with established MBE Partner, Telenor**
- **Telenor Pakistan is the country's second largest mobile operator with over 38 million subscribers**
- **Pakistan represents a huge direct carrier billing opportunity for MBE – over 133 million mobile subscribers and only approximately 1.5 million credit card users**
- **MBE is now live in Pakistan**
- **MBE is now live with 17 mobile operators in 7 Countries**
- **Capacity to now expand Direct Carrier Billing operations into a further 13 countries – new territories pending**
- **Modest investment to establish operations in Pakistan**
- **MBE's international Direct Carrier Billing operations continues its rapid overseas expansion**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE, MBE or Company**) is pleased to announce that it continues to rapidly expand its international Direct Carrier Billing (DCB) operations into Pakistan through a new agreement with the country's second largest mobile operator, Telenor Pakistan.

This is a significant development for MBE and represents a large market opportunity. The agreement, which has been secured through the Company's global framework agreement with Telenor, brings to Telenor Pakistan's circa 38 million subscribers, mobile-optimised products and services across a range of verticals with the ability to pay with the convenience of DCB.

Customer acquisition, management, and billing is being undertaken by MBE's integrated digital marketing and carrier billing infrastructure.

MBE signed a global framework agreement with Telenor Group in August 2014. Telenor Pakistan is the second mobile operator to sign with MBE under the Telenor group umbrella following the successful launch and market growth with Telenor's Digi in Malaysia.

Telenor Group is one of the world's major mobile operators, with 208 million mobile subscriptions. It has mobile operations in 13 markets across the Nordic region, Central and Eastern Europe and in Asia.



A significant proportion of Telenor’s subscriber base is in emerging markets, where DCB has more penetration given that credit card penetration is low. As such, the smartphone is becoming the principle payment method for digital products and services as DCB can be used by anyone with a mobile phone or mobile-connected tablet.

Chris Thorpe, CEO and Co-Founder of MBE, said:

“MBE’s Direct Carrier Billing operations continue to expand rapidly and the planned entry into Pakistan with a proven and trusted operator in Telenor represents a significant market opportunity for the Company.

“Pakistan is potentially a very lucrative market for Direct Carrier Billing. There are over 133 million mobile subscribers and approximately 1.5 million credit card owners, so there is a large component of the population that is mobile-enabled and can immediately transact using their mobile accounts. Smartphone adoption continues to grow, while credit card penetration remains low, which provides MBE significant opportunity.

“With this new opportunity in Pakistan, and the recently announced partnership with StarHub in Singapore, MBE is continuing to rapidly grow its Direct Carrier Billing operations into very large consumer markets across Asia for very minimal capital outlay. The trend for consumers to transact through Direct Carrier Billing, where consumers use the positive credit of their mobile phone accounts to purchase products and services, is growing at a very rapid rate. This is in turn delivering pleasing revenue growth for MBE.

“With the launch in Pakistan, MBE is at the same time pursuing other market opportunities. We are now live in 7 countries and progressing agreements in a further 13 countries.”

~ ENDS ~

About Mobile Embrace Limited

Mobile Embrace Limited (ASX: MBE) is a mobile commerce company. Through our integrated and award winning mobile marketing and carrier billing infrastructure we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets.

To learn more please visit www.mobileembrace.com, follow us on Twitter [@ir_mbe](https://twitter.com/ir_mbe) or download independent research on MBE here: <http://mobileembrace.com/investors-2/>.

About Telenor Group

Telenor Group is an international provider of tele, data and media communication services. Telenor Group has mobile operations in 13 markets in the Nordic region, Central and Eastern Europe and in Asia, as well as an economic stake of 33 per cent in VimpelCom Ltd., operating in 14 markets. Headquartered



in Norway, Telenor Group is one of the world's major mobile operators with 208 million consolidated mobile subscriptions, revenues of NOK 128 billion in 2015, and a workforce of more than 36,000. For more information about Telenor Group, please visit www.telenor.com

About Telenor Pakistan

Telenor Pakistan is a provider of high quality telecommunication services in Pakistan since 2005. It has over 37 million subscribers, over 3,000 employees and a nationwide network. For more information, please visit: www.telenor.com.pk

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Forecasts and estimates may be materially different and may be affected by many factors such as the timely release of products and services, dependencies on third parties, the overall global economy, competition in the industry and other events beyond the control of or unforeseen by Mobile Embrace Limited and its subsidiaries

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