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ASX ANNOUNCEMENT

1st June, 2016

ISENTRIC EXPANDS INTO MYANMAR & COMPLETES TWO NEW DEALS IN INDONESIA

- Building on its success in Indonesia and Malaysia, iSentric has entered the rapidly growing Myanmar market. The company will market and distribute Digital Media Services to Myanmar's largest telco MPT, a business with a user base of 20 million
- Continued launch of premium media content in Indonesia with the release of "THE FREAKS" album, which is being distributed broadly via KFC stores
- Collaboration with VONVON, a Korean internet media company that creates viral content, to market exclusive artist content to 70 million Indosat Ooredoo and XL subscribers, with approximately 200,000 paying subscribers to date

In line with their growth strategy, iSentric Limited ("iSentric" or "The Company") is successfully expanding in their target South East Asian markets, benefiting from the substantial opportunities to market premium digital media content in countries with large and growing numbers of internet users.

ENTRY INTO THE MYANMAR MARKET

iSentric is pleased to announce that it has entered the Myanmar market, a pivotal move allowing the company to leverage experience gained from years of successfully operating in Indonesia and Malaysia. Myanmar is a rapidly growing market which has undergone reforms in recent years to encourage the development of their telecommunications industry. iSentric will be marketing and distributing Digital Media services to Myanmar's largest telco business MPT. The Company plans to market and distribute games, videos and celebrity contents, to replicate the success experienced in Indonesia and Malaysia.

Sean Tham said: "Our entry into Myanmar is a strategic move allowing us to develop market share in the world's fastest growing telco market. In recent years MPT's subscriber base has grown astronomically from 400,000 users when it was the only telco in the country, to now have 20 million subscribers. Accordingly, we see vast potential for us to grow our presence in the region over time".

CONTINUED LAUNCH OF PREMIUM CELEBRITY DIGITAL MEDIA CONTENT IN INDONESIA

iSentric has continued to launch new digital media content, with music content partner, PT Glow Music successfully launching a CD at KFC for the new album by THE FREAKS, with massive media coverage by television, radios, magazines and tabloids. THE FREAKS consists of 4 most celebrated young Indonesian musicians, namely Aliando (6.5 million Instagram followers and 1.61 million Twitter followers), Nikita Willy, (897,000 Instagram followers and 360,000 Twitter followers), Teuku Rassya (1.4 million Instagram followers, 362,000 Twitter followers) and Calvin Jeremy (57,000 Instagram followers and 136,000 Twitter followers). This project was co-managed by the management of PT



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Glow Music and iSentric's CEO, Mr Sean Tham. Going forward, iSentric intends to create further digital media content relating to the album and artists.

In relation to distribution, the album will be sold at over 500 KFC branches in Indonesia. KFC Indonesia is the first KFC globally to sell albums within stores and they have been successful at this due to the popularity of KFC with Indonesian youth, who are a key target market for celebrity media content. The marketing drive will target at least 400,000 album sales as well as promoting ringtones of each song across all KFC branches in Indonesia.

Sean Tham said: "This was a unique opportunity for iSentric to boost its publicity by associating themselves to these 4 celebrities. Going forward, we will definitely explore more ways to collaborate and further increase the profile of the Company in Indonesia."

COLLABORATION WITH VONVON TO CIRCULATE ARTIST CONTENT IN INDONESIA

iSentric's marketing partner PT Lingua Asiatic has successfully collaborated with VONVON to market exclusive artist content to 70 million Indosat Ooredoo and XL subscribers. This project was co-managed by the management of PT Lingua Asiatic and iSentric's CEO, Mr Sean Tham and reflects the company's continued approach to innovating its products to maximise customers' experience. To date, this service already has approximately 200,000 paying subscribers.

VONVON is a Korean internet media company that creates viral content, mainly through their popular online quizzes that are shared through various social media feeds.

For further information:

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