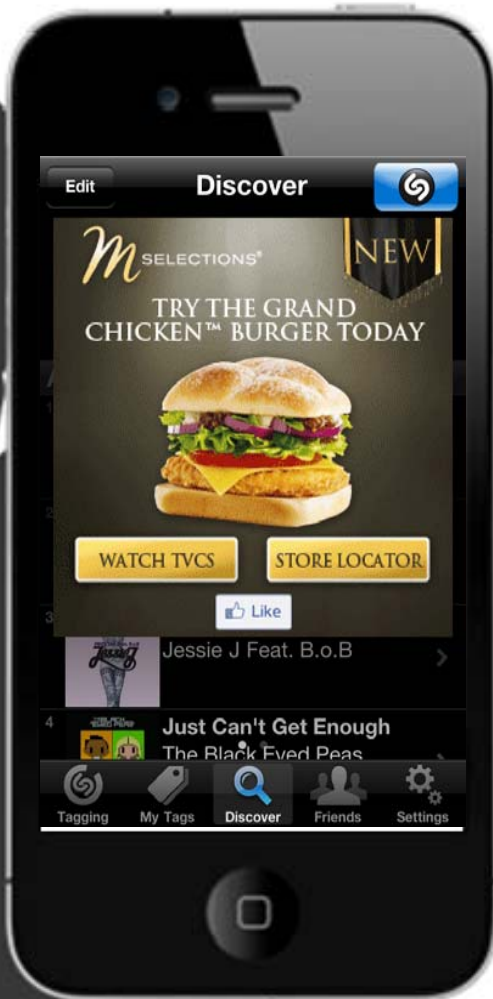




# Investor Presentation

June 2011



# Value Proposition

## Create

- Create, build and publish mobile applications and websites

## Communicate

- Interactive, multi-channel mobile messaging and marketing campaigns made easy

## Acquire

- Advertising and performance mobile marketing

## Interact

- High volume, live interaction and voting/polling via mobile and social media

## Connect

- High speed messaging gateway for delivering large volumes of SMS/MMS messaging



**Chris Thorpe** – CEO - 17 years experience founding and managing some of Australia's largest Premium Rate Telecommunication businesses, consistently innovating at the leading edge of technology whilst leveraging an extensive local and International network. Founded, built and sold two previous telecommunications businesses.

(Holds approx 26M shares = 13.3%)



**Neil Wiles** – MD - ADMA Mobile Marketer of the year, listed by B&T Digital as one of the 40 Biggest Players of Australia's Digital Age. Successful founder and developer of multiple businesses. Is one of six members that constitute the MPS working group responsible for the development of the Mobile Premium Services Code.

(Holds approx 25M shares = 12.8%)



**Peter Birch** – Director of Sales & MD 4<sup>th</sup> Screen advertising - 15 years working for ITV in the UK as Head of Interactive. Launched ITV's cross platform interactive TV and enhanced TV services. Last 4 years in Australia spent at MCN heading integration for mobile and online into the broadcast sales teams and Head of Digital at Network Ten.



**Paul Jeronimo** – CFO - Certified Practicing Accountant and Chartered Secretary, career spanning more than two decades working with ASX listed and multinational organisations with a strong background in telecommunications and technology industries.

# Company Overview

## Team

- 44 Mobile Specialists based in Sydney

## Technology

- Underpinned by our own IP
- Exclusive partnership with UK market leader MIG

## What we do

- We help major Brands engage existing customers and find new customers via mobile using highly Interactive solutions

## Mobilise

- We make it simple for our customers to integrate mobile into their business

## What's so special about the **Mobile Embrace** technology?

- It's the evolution of mobile technology over 7 years whilst underpinning Australia's #1 retail mobile content and services company.
- Proven and robust platforms to support high volume, seamless mobile content delivery.
- Mobile Embrace has exclusive rights in ANZ and SE Asia for MIG's proprietary software and systems.

## What's so special about our exclusive partner **Mobile Interactive Group?**

- MIG is the UK market leader in the provision of interactive mobile platforms and services.
- Revenues > \$120 Million AUD p/a
- Privately owned, high growth business employing 190 people globally in UK, USA, Canada, South Africa
- Ranked No.1 in the Deloitte Technology Fast 500 EMEA: Fastest Growing Company



## FOX8

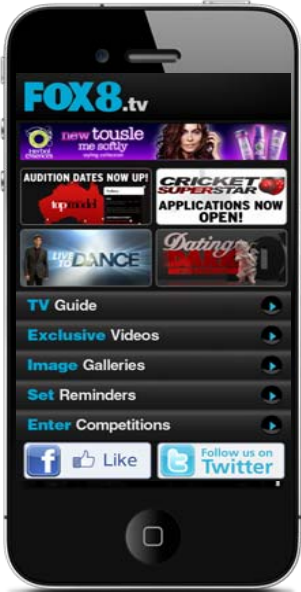
Campaign Development

Mobilized Content Site Build  
Content Ingestion

Membership Capture and Database Management

Consultancy Modelling

Advertising and Inventory Sales



Other Foxtel channels include:



Mobile Internet users will exceed desktop users in 2013

Smartphone shipments have overtaken PCs

Smartphones may reach 100 per cent penetration within the next two years – **PayPal, Nielsen 2010....**

# Major Clients





# Competitive Advantage

## Client Benefits

- Major new channel to market
- High volume customer database
- Two-way communication with customers
- Incremental revenue
- True 1:1 marketing

mobile  
embrace

### Mobile Enablement

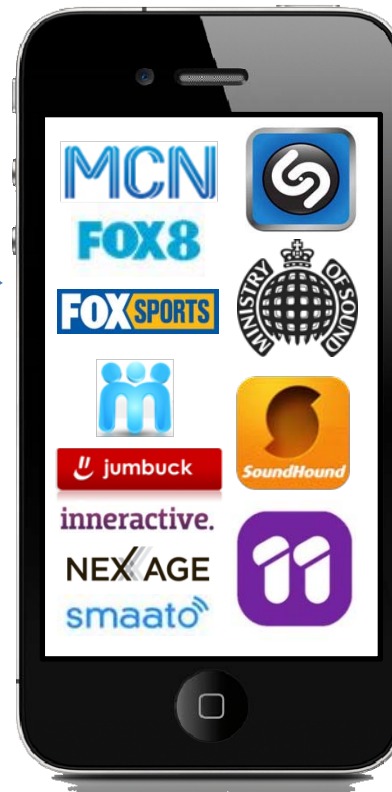
Mobile sites  
Applications  
Messaging  
Connectivity  
Global Distribution  
Commerce



### Customer Acquisition

Performance Marketing  
Advertising  
Database Marketing

mobile  
embrace



Clients

Solution

Publishers

Customers

*What's important now is to get the mobile architecture right. Because mobility will be the way you will provision in the future. Fast forward 5-10 years. The answer should always be mobile first.*

**Eric Schmidt, CEO Google, April 2010**

Educate past 12 months

Consumer access via mobile across wide range of business

Businesses realising they have to be mobile

Shift from test and learn into dedicated mobile budgets

Mobile now becoming widely accepted

Strong and sustained growth

# Corporate Milestones

| Quarter to:   | Sep11                          | Dec 11 | Mar 12 | Jun 12 | Sep 12 | Dec12 | Mar 13 | Jun 13 |
|---|--------------------------------|--------|--------|--------|--------|-------|--------|--------|
| Tier 1 Publisher Network Status > 450M monthly page impressions | ◆                              |        |        |        |        |       |        |        |
| Publisher Network > 800M monthly page impressions               |                                | ◆      |        |        |        |       |        |        |
| Tier 1 publishing client acquisition                            |                                | ◆      | ◆      |        | ◆      |       | ◆      |        |
| Tier 1 advertising client acquisition                           | ◆                              |        | ◆      |        | ◆      |       | ◆      |        |
| Achieve Tier 1 aggregation status                               |                                |        | ◆      |        |        |       |        |        |
| Strategic alliances   | ◆                              | ◆      |        | ◆      |        | ◆     |        |        |
| Launch clients in SE Asia                                       |                                |        |        |        | ◆      |       |        |        |
| Physical presence in SE Asia                                    |                                |        |        |        |        | ◆     |        |        |
| Complimentary Acquisitions                                      | - Continually being reviewed - |        |        |        |        |       |        |        |

## Technology

- Enable Mobile Embrace's entire technology suite for South East Asia

## Launch

- Via existing multinational clients and agencies 2012 e.g. Nestle, Procter & Gamble, Gillette

## Revenues

- Managed services – Mobile enablement & production and advertising
- Licence provision – Key agencies, publishers, broadcasters and enterprise

## Footprint

- Physical presence 2012

Require global knowledge, experience and expertise across all facets of mobile – incl technology & regulatory

Need Key Relationships: Agencies, Broadcasters and Carriers

Require Physical carrier connections, messaging gateway, full suite of highly evolved technology platforms

Require deep understanding of advanced mobile content management and handset rendering

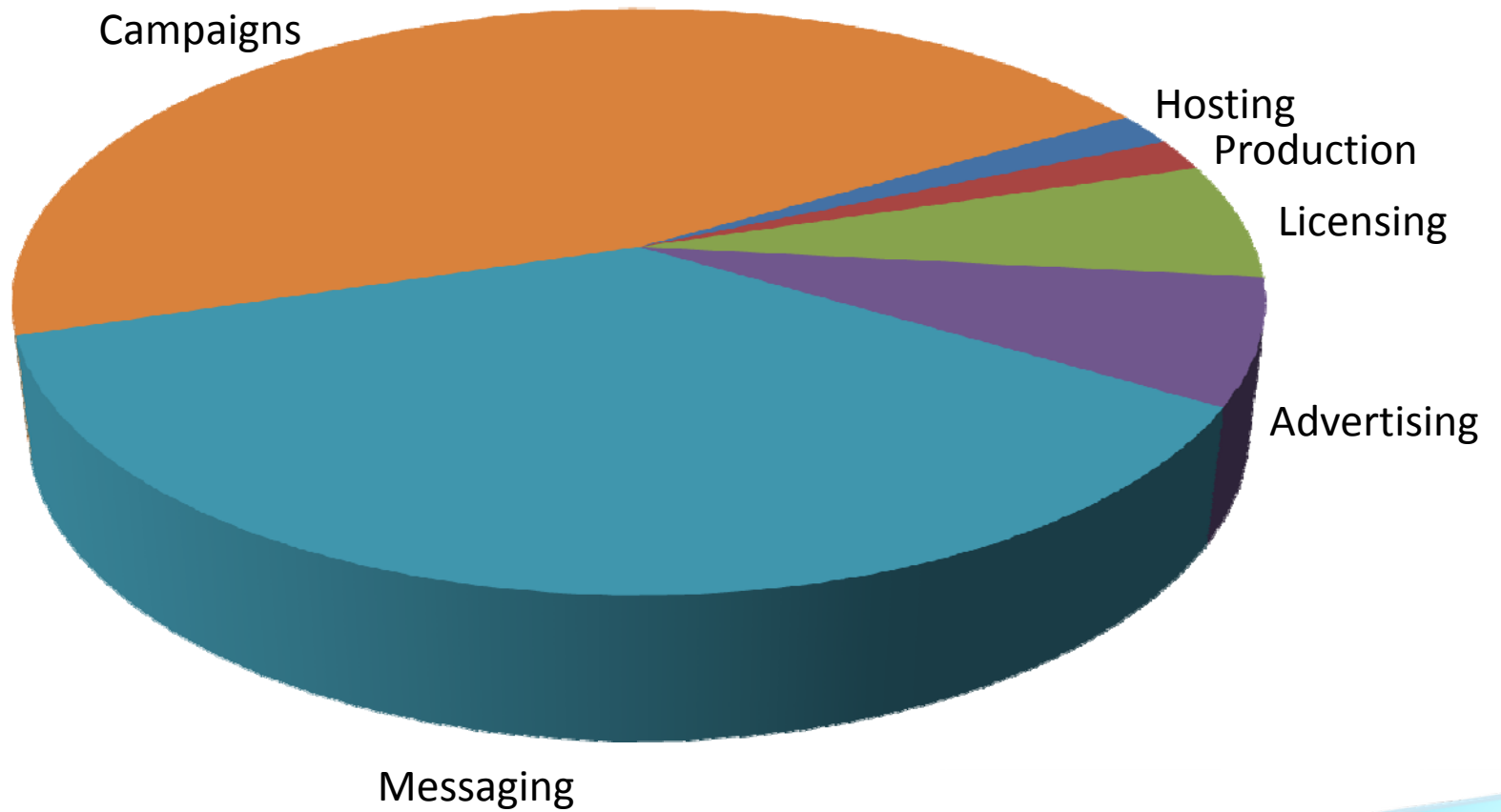
**David Haines** – Non-Executive Chairman – A director of the company since May 2001. Mr Haines holds a Bachelor of Education degree and was Secretary to the Standing Committee of Commonwealth, State and Territory Ministers with Censorship Responsibilities (1988 to 1994), Deputy Chief Censor, Australian Film Censorship Board (1986 to 1994) and Member of the Australian Film Censorship Board (1981-1994).

**Chris Thorpe** – Executive Director - CEO - 17 years experience founding and managing some of Australia's largest Premium Rate Telecommunication businesses, consistently innovating at the leading edge of technology whilst leveraging an extensive local and International network

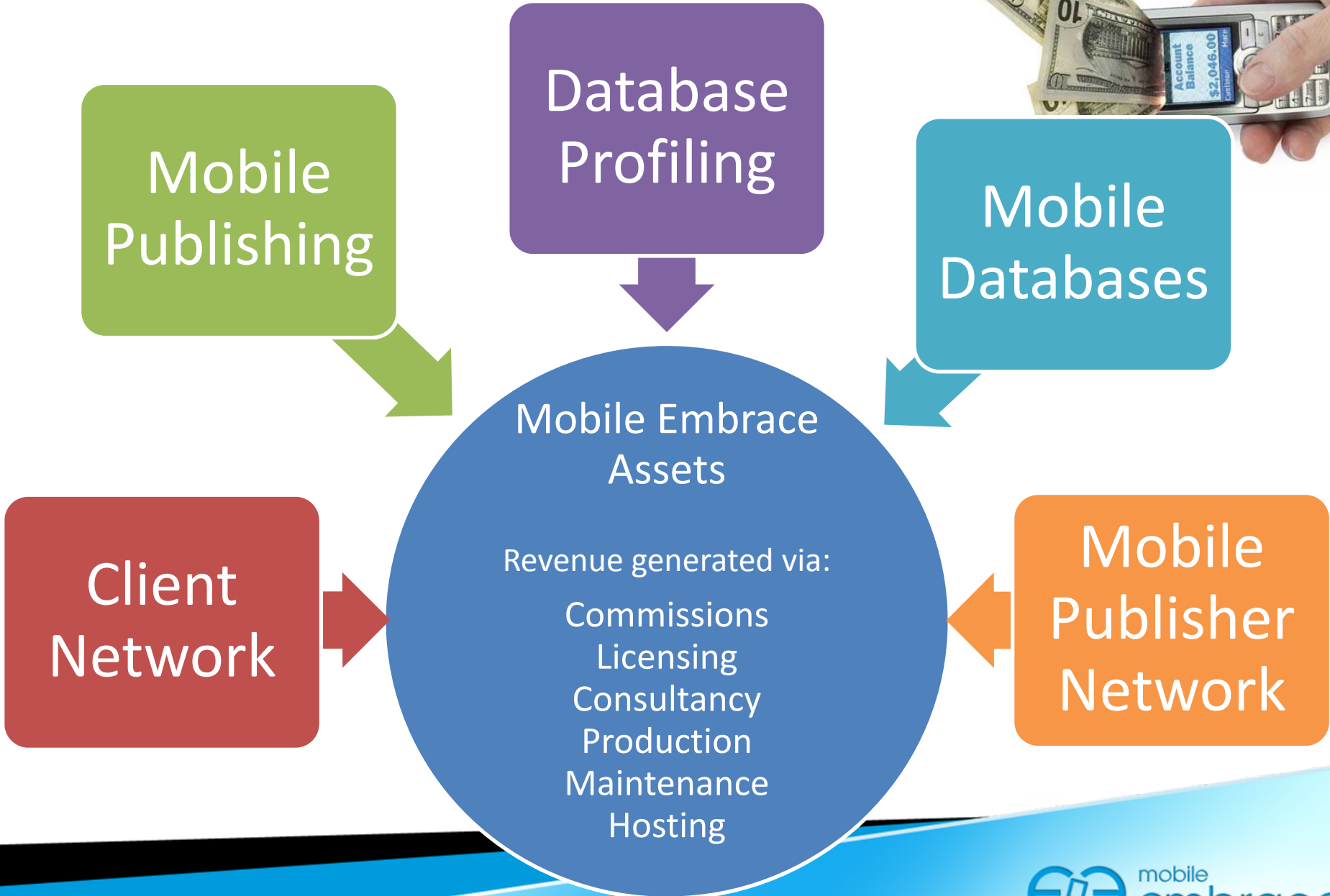
**Drew Kelton** – Non-exec director – Mr Kelton joined the Board of MobileActive on 1 July 2010. He is currently President Enterprise Services at Bharti Airtel, India's largest mobile phone operator and one of Asia's leading integrated telecom service providers and a member of Bharti's management board. Prior to joining Bharti Airtel, Mr Kelton spent eight years as Managing Director of Telstra Corporation's International business unit where he was responsible for driving business growth in Telstra's offshore operations and establishing a multinational customer division to oversee Telstra's biggest global customers.

**Gavin Whyte** – Non-exec Director – A director of the company since December 2005, Mr Whyte brings a wealth of global experience in the mobile entertainment media industry to the company. Mr Whyte is currently the Managing Director of Touch Mobile Limited, a UK based company offering a selection of mobile gaming products ranging from skill based games, lottery type services to betting (sports and topical). Previous roles include COO of Netplay PLC a UK based interactive gaming services provider.

## 2013 B2B Revenue



# Revenue Generating Assets





Australia's leading direct to consumer mobile interactive entertainment and content sales, marketing and distribution company

## Market Leader

- Founded '03' - market leader in Australia achieving gross retail revenues > \$20 M
- Extensive reusable IP built over 7 years to facilitate messaging, marketing, content management, loyalty, rewards and membership management
- Now heavily regulated by multiple regulatory stakeholders

## Legacy Business

- Cash generating to be phased out over time
- Reduced overhead by \$1.5M and advertising by \$0.6M
- Manpower resource reduced and or reallocate

## Investment

- Invested \$0.5M - 2010 & \$2.5M - 2011 into developing new business units

◀ One week to enter Top ...

Blizzard to make iOS games? ▶

# PayPal expects \$3bn from mobile this year



by **Tim Green**  
2 days ago



**Growth is so rampant it's revised projections; late last year, the figure was \$1.5bn.**

Writing in a company blog, [Laura Chambers](#), senior director at PayPal Mobile, conceded that earlier estimates no longer stand up, thanks to the dizzying advances in the mobile channel.

"We're now seeing up to \$10 million in mobile total payments volume a day – a big increase from the \$6 million we reported in March," she said.

She added that PayPal currently has eight million customers regularly making purchases on their mobile phones, up from a previously reported six million users.

Meanwhile merchants are also growing their PayPal adoption. Chambers said they are



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