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ASX ANNOUNCEMENT:

For immediate release

COLLABORATION AGREEMENT EXECUTED

iSentric Limited (ASX: ICU) (“iSentric” or “Company”) and MuviNow Limited (“MuviNow”) are pleased to announce the execution of an integrated collaboration agreement (“Collaboration Agreement”) with a focus on expanding the companies’ revenue footprints across Australia and South East Asia. iSentric owns and deploys mobile enterprise solutions, e-wallet, and digital media solutions, including social gaming across Asian markets through telco partners including Telkomsel and banking customers. MuviNow is a leader in providing brands the opportunity to offer Hollywood content and more to loyal customers using e-wallets, rewards points, and mobile payment integrations in Australia, the Philippines, and elsewhere.

The Collaboration Agreement is for an initial term of 12 months, with an ongoing automatic renewal of further terms of 12 months (unless terminated with 60 days’ written notice given prior to the end of the relevant term) and its commencement is not subject to any conditions precedent or trial period.

The parties have to date identified initial projects covering the Phillipines, Indonesia and Australia and the management teams of iSentric and Muvinow have undertaken initial discussions with potential partners in those markets.

Sean Tham, CEO of iSentric said “iSentric and MuviNow have identified synergies where the companies expect to expand revenue and growth opportunities through combined product offerings and representation of the other company’s portfolio to existing partners”. Tham continued, “iSentric’s mobile solutions combined with MuviNow’s studio-approved content and rewards platform greatly benefits our distribution partners through more engaged and entertained customers”. Additionally, iSentric will be augmenting MuviNow’s sales efforts in Indonesia to expand partnerships beyond MuviNow’s current Indihome content deals.

The terms of the Collaboration Agreement also provide that both companies have access and the ability to sell the other’s product with established partners. “We’re already approaching our customers with iSentric’s portfolio of e-wallet, mobile, and creative social game offerings with strong engagement from our partners. We expect commercial deals to be in place within the coming weeks to expand iSentric’s business in Australia, the Philippines, and beyond,” stated MuviNow CEO, Erik Pence.

iSentric's social gaming products feature the licensed use of local celebrity talent to leverage celebrity social fame to engage active fan bases. MuviNow plans an expansion of iSentric's products by leveraging additional celebrity and star talent relationships in both Hollywood and the Philippines to monetise these products. "This collaboration defines a 'great fit' for both of us, particularly as it relates to content," said Vaughn Smith, Chief Content Officer for MuviNow, "iSentric's social games, especially the casual games featuring celebrity talent present an incredible opportunity to augment the experience with movies and related video content the market is consuming."

iSentric intends to work with MuviNow on selective opportunities under the Collaboration Agreement over the next six months and therefore the collaboration is not expected to have a material impact on the Company's FY20 revenue, with the financial effect of the Collaboration Agreement to be determined over time. The Company intends to provide market updates on the progress of the Collaboration Agreement including with respect to its financial effect.

About iSentric (ASX: ICU):

iSentric Limited (ASX : ICU) provides software based mobility platforms and services that enable its customers to extend their information technology applications to any mobile device and integrate mobile technology throughout their existing business. iSentric also works with telecommunication network providers to provide mobile OTT (over-the-top) services that leverage their subscriber base to build active communities.

About MuviNow:

MuviNow partners with major national brands and motion picture studios to connect with consumers using the power of movies and smart technologies.

For further information please contact:



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