

ASX RELEASE

26 February 2015

Regional Expansion On Track

iSentric Limited (the Company) today released its half-year results for the six months ending 31 December 2014. The results show growth in the Company's business in Malaysia.

Highlights include a 34% increase in operating revenue, compared to the previous corresponding period (December 2013 half) ¹. This was driven by a 68% increase in the Enterprise Mobility turnover.

Key Financial Information	Dec 14	Dec 13 ³	% Change
Operating Revenue	\$3,896,839	\$2,897,778	↑ 34%
– Sales Direct Cost	(\$2,428,879)	(\$2,002,574)	↑ 21%
– Operating Expenses²	(\$1,369,750)	(\$430,437)	↑ 218%
= EBITDA	\$98,210	\$464,767	↓ 79%
– Depreciation & Amortisation	(\$64,497)	(\$36,166)	↑ 78%
– Income tax expense	(\$156,645)	-	
= Net Profit / (Loss) After Tax (reported)	(\$122,932)	\$428,601	

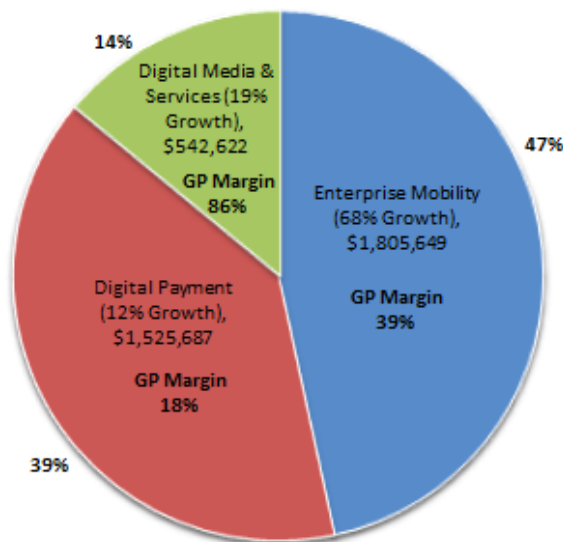
NOTES:

1. All figures are in AUD. Comparatives to Dec 2013 reflect exchange rate gains (average rate for each half year: December 2014: 1 MYR = 0.3481 AUD; December 2013: 1 MYR = 0.3363 AUD).
2. Other Non-Recurring Items relate to listing costs.
3. December 2013 comparatives are to iSentric Sdn Bhd.



Review of Operations

During the six months ended 31 December 2014, iSentric Sdn Bhd posted a robust 34% increase in revenue, compared to the previous corresponding period. This was driven by improved performance in the following business divisions:



- **Enterprise Mobility (↑ 68%)**
Growth was driven by new engagements with blue chip clients in Malaysia who have licensed the Company's Mobile Banking solution. The Company has also expanded into new territories such as Vietnam with its suite of Mobile Enterprise Solutions and Services.
- **Digital Payment (↑ 12%)**
Growth was through an increase of mobile payment (Direct Carrier Billing) transactions by existing clients. Management expect the rate of growth to continue in the second half of 2015 as a result of new client wins.
- **Digital Media Services (↑ 19%)**
The Company successfully launched www.mariku.asia, a telco-centric Mobile Games Digital Store in Malaysia. Mariku is an exclusive joint venture between the iSentric and telecommunications giant Huawei. In the 3 months from October 2014 to December 2014, the subscriber base grew significantly from a start to over 12,000 subscribers with estimated Average Revenue Per User (ARPU) of AUD\$0.50. iSentric will continue to invest resources to establish leadership in this segment and are targeting to expand on this partnership by entering into the Indonesian in the second half of 2015.



Financial Review

As detailed above, revenue increased by 34% in comparison to PCP, with an increase in GP margin from 31% to 38%, largely due to the Enterprise Mobility. Whilst costs also increased, this reflects the additional expenses in product development and marketing, particularly the launch of www.mariku.asia as well as costs associated with the listing and capital raising. We wish to highlight the following:

1. The increase in direct cost of sales was in tandem with the higher revenue;
2. The increase in operating expenditure largely due to:
 - a. Investment in human capital to strengthen and grow in Malaysia and the regional markets in Indonesia and Vietnam; and
 - b. Digital marketing expenses to promote and build the www.mariku.asia brand which has resulted to an increase in subscriber base to over 12,000 subscribers.
3. Corporate expenditure
 - a. Non-recurring
There were non-recurring items in the December 2014 half relating to the spin-off of iSentric Limited. These non-recurring items had a negative impact in the December 2014 half.
 - b. Recurring
Recurring corporate expenses such as audit fees, accounting fees, legal fees and travel fees were higher than those in previous year.

Other Highlights of the December 2014 Half

During the half year, the Company announced that it had signed a Sale and Purchase Agreement for the acquisition of Arte Mobile Technology Pte Ltd, a mobile value added service provider based in Singapore that distributes its mobile content in Indonesia. The transaction was completed on 12 February 2015.

DataMorph, which was acquired in November 2014, did not contribute to the Company's bottom line in the December 2014 half, but it is expected to start making a positive contribution in 2015.

Summary and Outlook

Much was achieved in HY2015 with iSentric successfully completing its listing exercise on the ASX, and making progress in growing its business in Malaysia. In addition, the Company successfully closed its entitlements offer raising \$4.5M for the acquisition of Arte Mobile.

The board of directors is delighted to announce the appointment of Mr Sean Tham as Joint CEO. Mr. Tham is a successful entrepreneur with proven track record and passion to make a profound impact to the Company's Indonesian operation.

Managing Director, Aaron Lee said: "Now that the corporate activity is complete, we are looking forward to maximising regional expansion. The acquisition of Arte Mobile is the first major step in our plan to grow iSentric's Digital Media Services business across the Asia region. Our next phase of growth will come from the cross-selling of products and services between the Malaysian and Indonesian markets."

According to Mr. Lee, iSentric management is very optimistic about its growth from regional markets in particular Indonesia.

For further information:

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ABOUT ISENTRIC LIMITED (ASX: ICU)

iSentric Limited recently listed on the ASX (formerly OMI Holdings Limited).

iSentric 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.

iSentric operates in the mobile services industry through three main divisions:

- Digital Payments - a mobile payment platform that enable consumers to make small financial transactions;
- Enterprise Mobility - a platform that delivers mobile connectivity, messaging and mobile banking to corporate clients; and
- Digital Media Services – a division that focuses on creating, developing and monetizing digital communities that are built on special interests, such as games, celebrity based content, sports, music and anime/cosplay.

To learn more about iSentric Limited visit www.isentric.com.my