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ASX RELEASE

Mobile Embrace Acquires Eggmobi

Mobile Embrace Limited (**ASX: MBE, Mobile Embrace** or the **Company**), a mobile payments and mobile marketing company, is pleased to announce the acquisition of Eggmobi Pty Limited (Eggmobi). Eggmobi is an innovative and profitable mobile advertising business that specialises in providing rich-media creative mobile advertising solutions to brands, advertising agencies and mobile publishers. Eggmobi has a solid track record and strong focus on building and implementing engaging mobile advertising brand solutions.

In keeping with its leadership position in the mobile creative and advertising space the Company is combining the strengths of Eggmobi into its portfolio.

Eggmobi has been acquired by Mobile Embrace for a total consideration of \$1.4 million with additional earn-out contingent on performance in line with the company's growth targets. Eggmobi is on target for FY2015 revenue of \$2.0 million and \$0.6 million NPBT.

The acquisition strengthens Mobile Embrace's mobile marketing/advertising business by adding new client and publisher relationships and enhancing the Company's creative talent pool.

About Mobile Embrace Limited

Mobile Embrace Limited (ASX:MBE) is a mobile payments and mobile marketing company. We are a Digital Distribution Network for the complete end-to-end mobile customer life-cycle. Through our integrated and award winning mobile marketing, advertising and m-payments infrastructure (including a Tier 1 local/global premium publisher advertising network, mobile media trading desk, m-commerce and mobile marketing platforms and applications) we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets. For more information please visit: www.mobileembrace.com

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