



Digimatic Group



HELPING BRANDS CONNECT

## ASX / Media Release

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### Wewe Media Launches New Utility Application on Playstore

#### HIGHLIGHTS:

- Wewe Media specializes in performance-based mobile marketing and advertising and has clients worldwide including Europe, USA and the Middle East.
- Moboost, an application designed to enhance and optimize performance of Android devices, was launched to help its users improve their mobile's performance.

Wewe Media Group Pte Ltd, a subsidiary of Digimatic Group Ltd (ASX:DMC) (the "Company" or "DMC") has successfully launched its first Android mobile application "Moboost" on Google Playstore and the application is now free for download for all consumers.

#### Moboost Improves Android Device Performance

Known as an Android Booster, the new Moboost application is unique as it combines several different performance enhancing features into one single application.

The Moboost application incorporates the following features:

- App Manager – Organises and backs up important files and applications easily
- App Protector – Helps to secure applications that contain sensitive information
- Battery Saver – Optimises battery usage for your mobile phone to enhance usage time
- CPU Cooler – Prevents overheating of the device and enhances overall performance
- Space Cleaner – Categorises your files and remove redundant files to free up additional storage space
- MB House – Recommends the hottest Android apps and games in the Google Playstore now
- Speed Booster – Speed up your processor speed to surf the net and optimizes your apps faster

The application is designed to provide additional value to users by providing them with a free application that helps them to optimize their Android device's performance. Updates are constantly in place to ensure that performance is optimized.

Wewe Media currently works to place advertisements on the application by Admob by Google for mobile application advertising.

"As a performance-based mobile marketing agency, we have always been helping customers with lead generation and driving mobile application downloads but we have not ventured yet into monetizing our own applications. Moboost will be a good platform for us to explore this application monetization model while also complementing our current performance marketing business by optimizing mobile performance." said Danny Lua, Managing Partner of Wewe Media.

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Moboost is available for download via Google Playstore, and more information is available via the official website at <http://www.moboost.co/playstore/index.html>

**ENDS**

### **About Digimatic Group Ltd**

Digimatic Group Ltd (ASX: DMC) is a Global Brand Enabler that empowers Brands to Connect to their Customers in the most effective way. As a thought leader in the digital space, Digimatic is a disruptive innovator that combines a unique blend of ROI Branding, ROI Marketing and ROI Commerce expertise to help clients achieve true value from their business investment.

### **About WeWe Media Group Pte Ltd**

WeWe Media is the mobile marketing arm of Digimatic Group Ltd and specializes in performance-based marketing and leads generation for mobile applications and websites. The company has a huge network with over 20 partners and serves up millions of ads impressions daily, providing quality conversions and leads for clients worldwide in the mobile space.

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