

12 November, 2014

ICU SIGNS BINDING AGREEMENT TO ACQUIRE ARTE MOBILE TECHNOLOGY PTE LTD

iSentric Limited (ASX: ICU) is pleased to announce that it has now signed a binding Sale and Purchase Agreement for the acquisition of Arte Mobile Technology ("Arte Mobile"), which has exclusive distribution agreements with PT Lingua Asiatic and PT Alpha Media Communications for the distribution of mobile content in Indonesia and an agreement to manage PT Glow Music (collectively "PT Lingua Group").

The agreement to implement the transaction was signed by iSentric Limited (ICU), Quest Light Investments Limited (QLIL), a private investment holding company and Orion Lead Limited (OLL), a private company, which own Arte Mobile and the distribution agreements for mobile content in Indonesia. The acquisition is to be funded through the issue of \$9 million worth of new shares in ICU valued at \$0.25 and cash consideration of \$9 million.

The completion of the acquisition will require ICU shareholders to approve the issue of \$9 million of shares and the placement of shares under listing rule 7.1 (15% placement capacity) at an Extraordinary General Meeting currently expected to be in January. The notice of meeting for the proposed EGM will include the details for how the transaction will be funded, which is expected to be a combination of a rights issue and private placement (subject to Listing Rule 7.1).

PT Lingua Group operates a similar business to iSentric. The acquisition will allow iSentric opportunities to deploy its mobile content and payments technology in Indonesia, which is significantly larger than iSentric's existing market in Malaysia. At the same time Arte Mobile, through its exclusive distribution agreement with PT Lingua Group, will have the opportunity to deploy its mobile content and celebrity music content in Malaysia. The acquisition is expected to unlock significant revenue synergies and be EPS accretive from day one.

Conclusion

Managing Director of iSentric, Aaron Lee said that the acquisition of Arte Mobile is the first step for iSentric in its expansion across Asia. Whilst Arte is a similar business to iSentric there are significant opportunities for iSentric to expand its enterprise business into Indonesia, whilst leveraging Arte Mobile's exclusive content into Malaysia. Whilst the Company has not released any forward looking statements, the acquisition is expected to be EPS accretive in the current year. More details of the acquisition will be provided to shareholder ahead of the proposed meeting of shareholders.

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 Content and Services which consists of an online mobile content aggregation platform and a proprietary game publishing network offering online games, mobile games, news and events

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