

30 November, 2017

## **ICU COMPLETES THE ACQUISITION OF MY PLAY COMPANY LIMITED AND HAS A STRONG START TO FY18**

iSentric Limited (ASX: ICU) is pleased to announce that it has completed the acquisition of My Play Company Limited ("**MyPlay**").

The initial tranche of the purchase consideration of \$2,000,000, being \$1M in cash and the issue of \$1M of ICU share at a price of 7.13 cents have been allotted. As noted in the announcement of the agreement, on 18 July the consideration shares are subject to a 12 month escrow.

### **About MyPlay**

MyPlay is Myanmar's top mobile game developer and publisher, with its flagship multiplayer social casino game "Shan Koe Mee World" which has achieved over 1.4 million downloads via Google Playstore. MyPlay has an integrated social gaming platform with large community of gamers, which is supported by a payment platform connected to the major telcos in Myanmar. Myanmar has 51 million mobile phone subscribers which is continuing to grow the available market for MyPlay's gaming products.

### **Other operational updates – Strong Rebound in financial results**

ICU has had a very good start in first 4 months of FY18 with business rebounding with 229% growth in EBITDA as compared to the same period in FY17. Arte Mobile continues to be main driver of the business as

4.5 million of subscribers were added to our database which is due to our success in rolling out co-branding services together with XL AXIATA, namely MEME, MINI GAME, CEKIDOT and GAMEBUFFET. The new products are designed to retain users as they are new innovative and interactive which users are seeking whilst also rewarding loyal users with a chance of winning prizes such as a holiday trip with celebrity, airtime credit and mobile phones.

### **Conclusion**

CEO of iSentric, Sean Tham said that the acquisition MyPlay; provides iSentric with access to Myanmar, which is a large and rapidly growing market for mobile games and payments; and will allow iSentric to utilise MyPlay's technology to expand into social gaming markets in Asia. Initiatives have been put in place to market MyPlay's gaming products in Malaysia and Thailand.

Social gaming is large market that is continuing to grow rapidly. MyPlay will enhance iSentric's Digital Media Services business and provide a foundation to expand the combined business in existing markets and to access additional markets in Asia. We look forward to working with the founders of MyPlay, Myint Kyaw Thu and Zaw Ye Myint, to expand MyPlay into additional markets and work with our partners to establish Pan Asian social gaming products.

With the strong start of Arte Mobile combining the great potential of MyPlay in the social gaming market, management expect a significantly improved performance for the FY18 year.

For Further Information

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