



iSENTRIC LIMITED (ICU:ASX)
(ACN 091 192 871)
Level 10, 50 Pitt Street, Sydney 2000
Tel: (02) 9538 0802
Website: www.isentric.com

ASX ANNOUNCEMENT

26th September, 2018

ISENTRIC SECURES AN EXCLUSIVE CAMPAIGN WITH AXIS TO MANAGE ITS MOBILE GAMING CAMPAIGN

iSentric is pleased to announce that its marketing partner, PT Lingua Asiatic, has successfully secured an exclusive 3 month campaign with Axis Telekom Indonesia (a subsidiary of Axiata Group "Axis") to market iSentic's Game Buffet competition to 55 million Axis subscribers. This project is to be co-managed by the management of PT Alpha Media Communication and iSentric. Users who subscribe to the Game Buffet competition, will be able to play more than 100 HTML5 games from the Companies portal and users shall be able to accumulate scores on the games in order to win the competition. This service has 3 days free trial, subsequently users will then pay IDR 2,200 every 3 days for the use of the service.

Sean Tham said: "Axis will be providing us full marketing support for this campaign, which reduces costs whilst maximising the reach of the promotion. iSentric management expect with the wide reach of the promotion and Axis's marketing push the campaign should generate strong returns for the business. Success of the game's promotion will be a launchpad for the games developed by our own mobile gaming arm, My Play Indonesia. Whilst this will provide a new experience to our customers and differentiate the Company from our competitors, it should also ensure a strong margin going forward.

For further information please contact:

Sean Tham, Chief Executive Officer

Sean.tham@isentric.com