

# MOBILEACTIVE



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# OVERVIEW

1. FY10, REVENUE & EBITDA
2. BUSINESS DIVISIONS
3. CORPORATE ACTIVITY & THE TEAM
4. FUTURE GROWTH

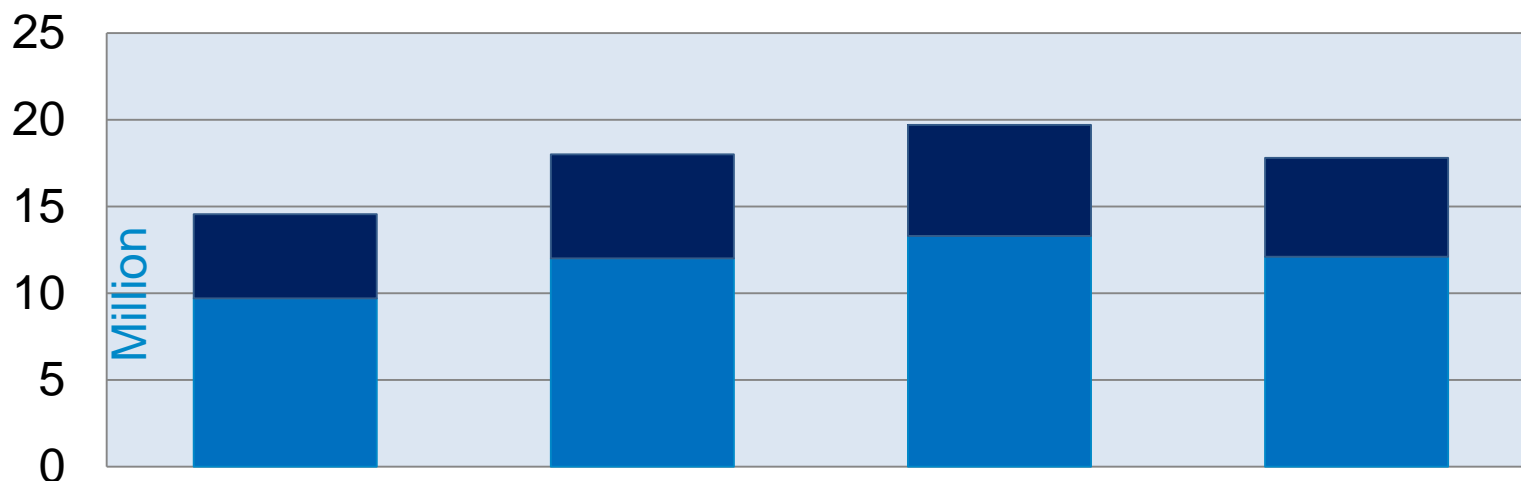


# EY10

- Revenue \$12.07m
- Gross retail revenue \$18 million approx.
- EBITDA profit \$1.39m
- Net Profit after tax \$0.08m
- Invested \$1.1m into development

# REVENUE

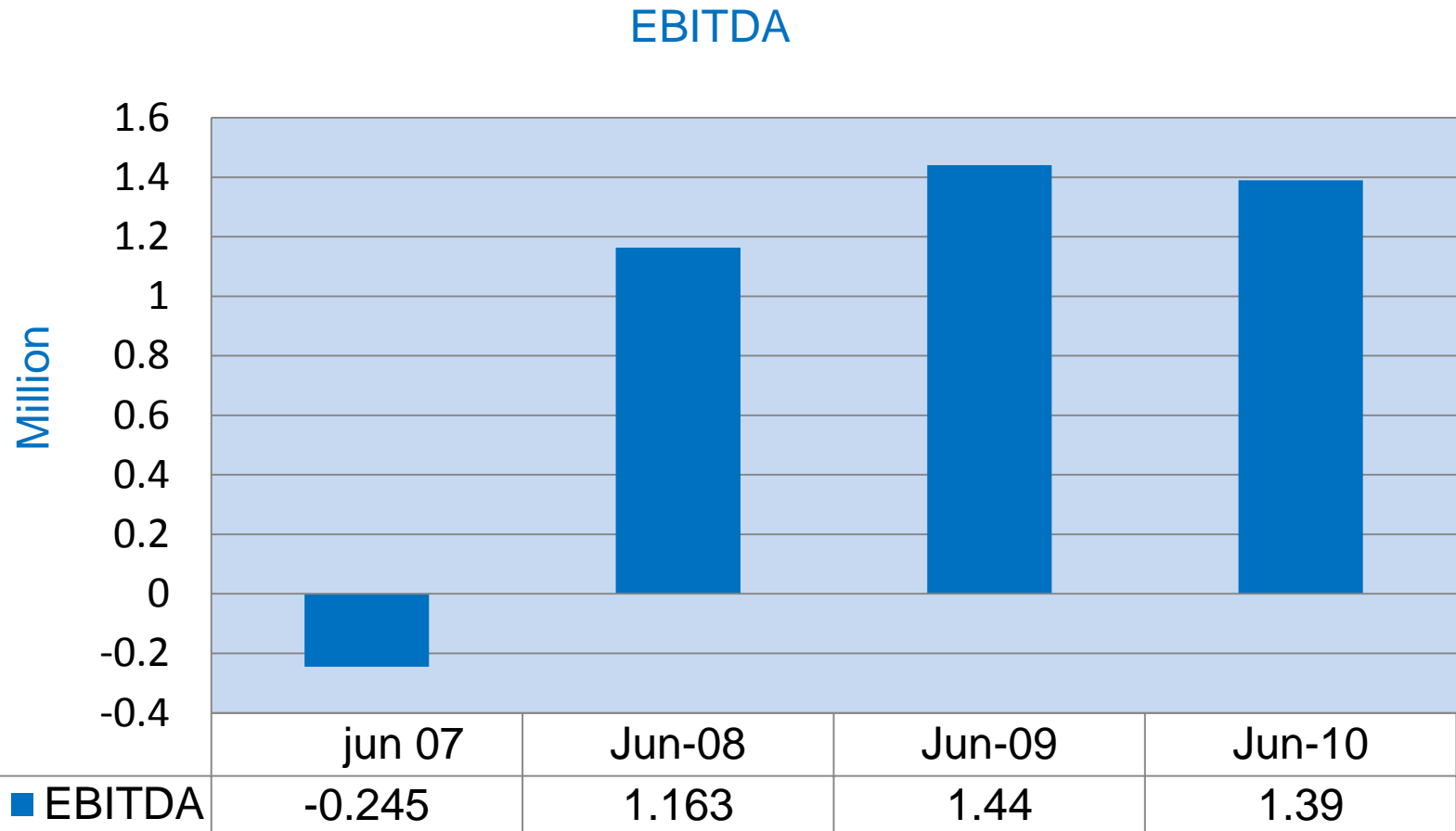
MBA Sales Revenue



	Jun-07	Jun-08	Jun-09	Jun-10
■ Carrier Revenue	4.85	6.00	6.40	5.70
■ MBA Net Revenue	9.70	12.00	13.30	12.10

*Due to increased regulation the company took a cautionary approach to marketing expenditure, decreasing spend by 29%. This contributed to a 9.1% revenue decline*

# EBITDA





## MOBILE PHONE CONTENT, INTERACTIVE SERVICES & TECHNOLOGY



D2C



**MER** (Mobile Entertainment Retail)

Direct to consumer interactive entertainment and content sales, marketing and distribution.



B2B



**Mobile Embrace**

Business to Business interactive product, services & technology provision.



Production



**RingRing Studios**

Mobile content production and global inbound and outbound licensing and distribution.

100+ countries, 600+ channels.

Gross sales revenue >\$18m





DIRECT TO CONSUMER INTERACTIVE ENTERTAINMENT &  
CONTENT SALES, MARKETING & DISTRIBUTION

# D2C INTERACTIVE ENTERTAINMENT & CONTENT SALES, MARKETING & DISTRIBUTION



## Assets, Brands & Catalogues

- > 1M mobile assets
- 30+ internet & mobile websites
- 30+ brands
- Mass market & niche entertainment products

## Customer Acquisition Channels

- Web
  - 1.8M visits (Oct, 10)
  - 150M page impressions (Oct, 10)
  - Extensive global affiliate network
- TV, Print, Radio



getupgo



194FUN



# MAJORITY HELD SUBSIDIARIES



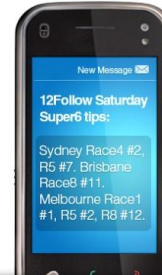
- Specialist horse racing notification services for racing via mobile
- Crowd-sourced tipping service (107% return since launch)



Home Todays Racing My 12Follow Using 12Follow Tipping Contact Us



**Great Value! Awesome Results!**  
Saturday Super6  
The best 6 racing tips across Australia sent directly to your mobile phone!



What is Saturday Super6 ?

- 6 **best tips** for Saturday's races sent direct to your mobile.
- Sent every Saturday morning
- High profit return
- Don't miss out!

Just \$5 for the best 6 tips across Australia!



- Online free & paid tournament play within a social gaming environment
- Granted sports betting licence (Oct 1)
- Live betting has not yet launched

**topbetta**  
Licensed Online Sports Betting

Account Balance: \$ 0.00  
Tournament Dollars: \$ 0.00

20th October 2010

HOME RACE TOURNAMENTS AUSTRALIA'S TOP PUNTER MY ACCOUNT HELP CONTACT US 1300 83 26 45

TICKET REGISTRATION CONFIRMED - BET TICKET ID: 93

Punters Challenge - GALLOPING - Jackpot - FREE ENTRY

CANTERBURY (NSW) - THE LIQUOR COOP 3YO BM 65 HCP - 1100m

Race starts in 2 hr 37 min  
1:15 PM - 20/10/10 AEST  
Weather: FINE | Track: DEAD

MY AVAILABLE BUCKS: 1,000.00 TOURNAMENT INFO. ENTER YOUR TOURNAMENT BET CONFIRM BETS

WIN	PLACE	EACH WAY	QUINELLA	EXACTA	TRIFECTA	FIRST FOUR		
No.	Form	Runner (Barrier)	Silks	Jockey	Betta Ratings	Betta Win	Betta Place	Selection
1	N/A	CHOISEUL (1)	N/A	T. LOVELOCK-WIGGINS		7.50	1.80	<input type="checkbox"/>
2	N/A	UNFLINCHING RESOLVE (2)	N/A	T. BELL		8.30	3.50	<input type="checkbox"/>
3	N/A	HURRARA (4)	N/A	J. ADAMS		8.90	1.70	<input type="checkbox"/>
4	N/A	RED TRACER (8)	N/A	B. ABDULLA		2.40	1.20	<input type="checkbox"/>
5	N/A	CAVEAT (7)	N/A	K. MCEVOY		5.50	1.70	<input type="checkbox"/>
6	N/A	CROWN OF ASCOT (3)	N/A	H. BOWMAN		13.80	5.00	<input type="checkbox"/>
7	N/A	AUSSIE CRAWL (5)	N/A	G. SCHOFIELD		17.90	3.70	<input type="checkbox"/>
8	N/A	BATTLE READY (6)	N/A	K. O'HARA		10.30	4.30	<input type="checkbox"/>
							Field	<input type="checkbox"/>

All tote odds should be considered approximate and are current to the best of our ability.

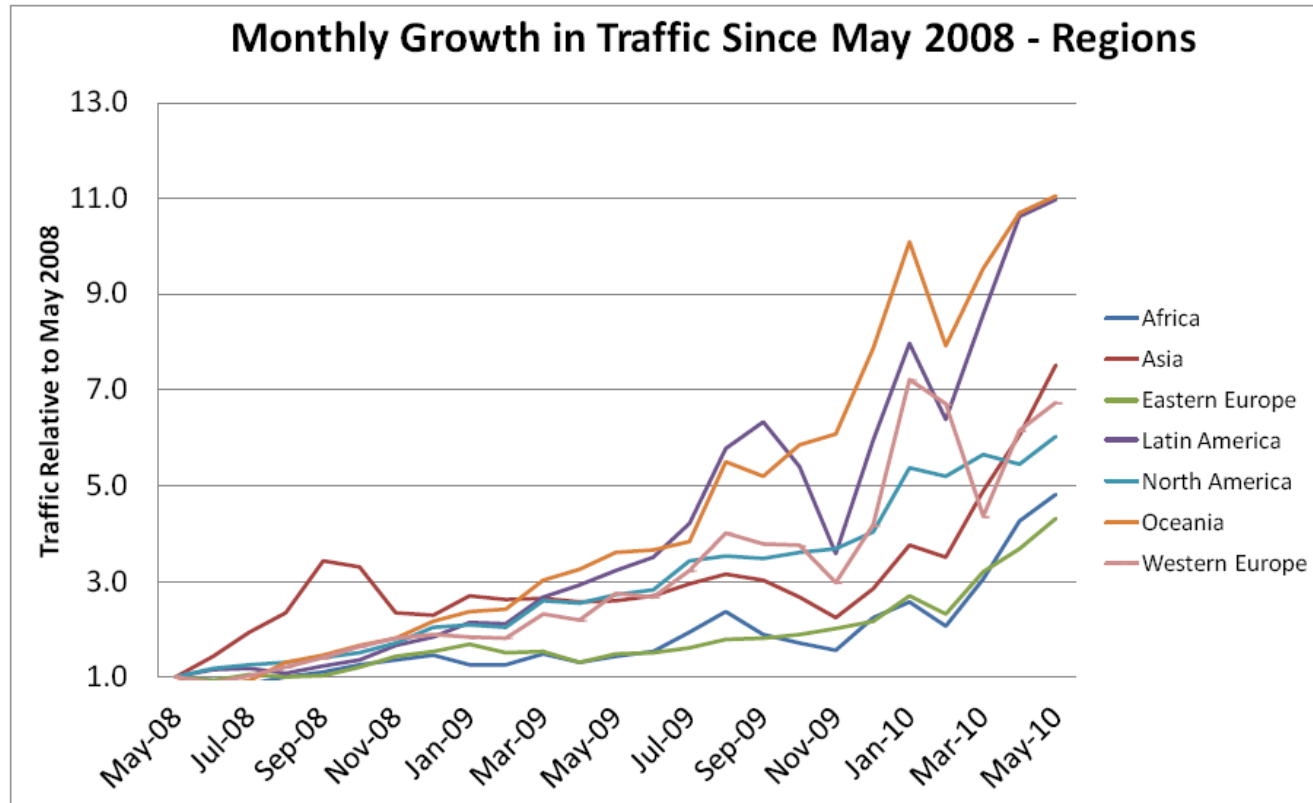
Home How To Play Terms & Conditions Contact Us MUST BE 18+

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B2B INTERACTIVE PRODUCT, SERVICES  
& TECHNOLOGY PROVISION

# MOBILE WEB TRENDS



*Hundreds of thousands of customers are already shopping with us on their mobile phones and market data is telling us that this will soon be millions – **Dave Hughes, Director of M&S***

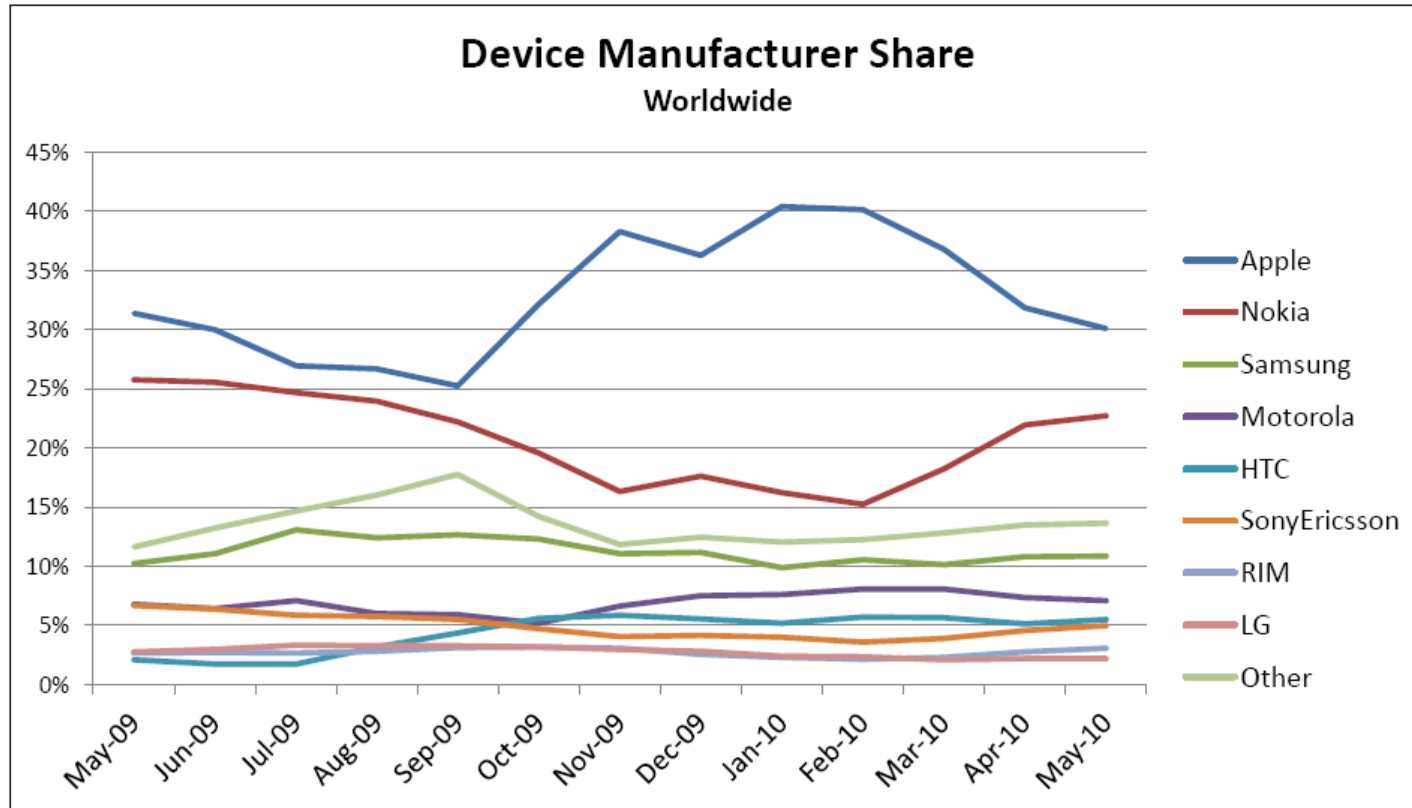
# MOBILE WEB TRENDS

Global Mobile vs. Desktop Internet User Projection, 2007 - 2015E



*Search monetization on handsets will become equivalent to PCs and then eventually exceed it - **Google CEO Eric Schmidt***

# WEB USAGE BY HANDSET



*Up to 30% of visitors to your website are NOW on a mobile phone  
– do they have a good experience?*

# SUMMARY OF LANDSCAPE

- Mobile web is exploding
- Device capabilities drive usage
- Many businesses want an app
- Every business knows they need to be in mobile,  
but many feel mobile is complicated and too hard

How do businesses engage ALL their audience  
and not just a few?



# WHO ARE MIG?



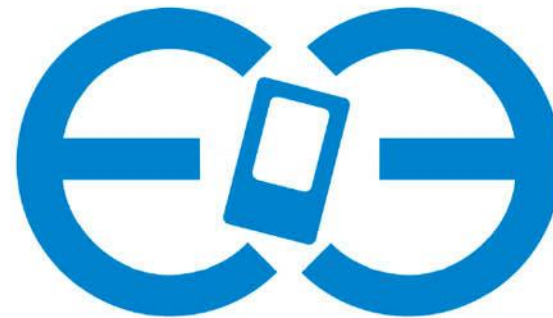
- No.1 Deloitte Technology Fast 50 (Oct 10)
- No.1 fastest growing privately owned technology company -  
The Sunday Times Microsoft TechTrack 100 (Sept 08)
- No.1 Mobile Marketer (08, 09 & 10 – New Media Age)
- Top 10 trailblazers in Tech Media Invest (09)
- 'Fastest Growing Digital Media Company' - MM Awards (08)
- Growth in turnover - £250k in "05" to £68m in "09"
- 165+ employees - London & Cape Town



mobile  
Messaging

mobile  
Publishing

mobile  
Advertising

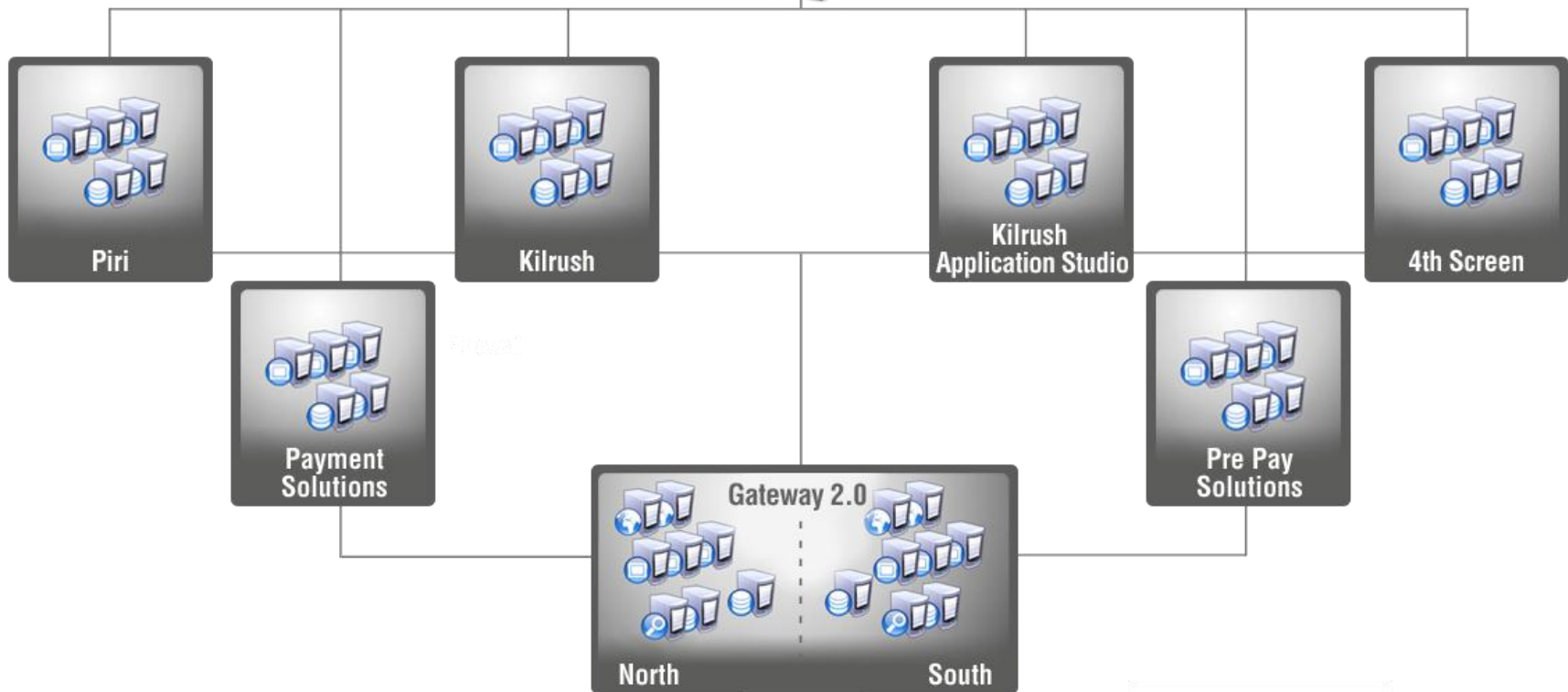


mobile  
Promotions

mobile  
Solutions

# GATEWAY

TECHNICAL IMPLEMENTATION  
- HAPPENING NOW



**Mobile Networks**  
Australia & UK



## Mobile Web

- Mobile internet publishing platform
- Design, build and manage on the fly
- Renders to over 8,000 handsets offering the best possible customer experience



## App Studio

- Efficient and easy to use for non-technical designers as well as developers
- Allows app builds for iPhone, & soon Android & Blackberry all from one interface

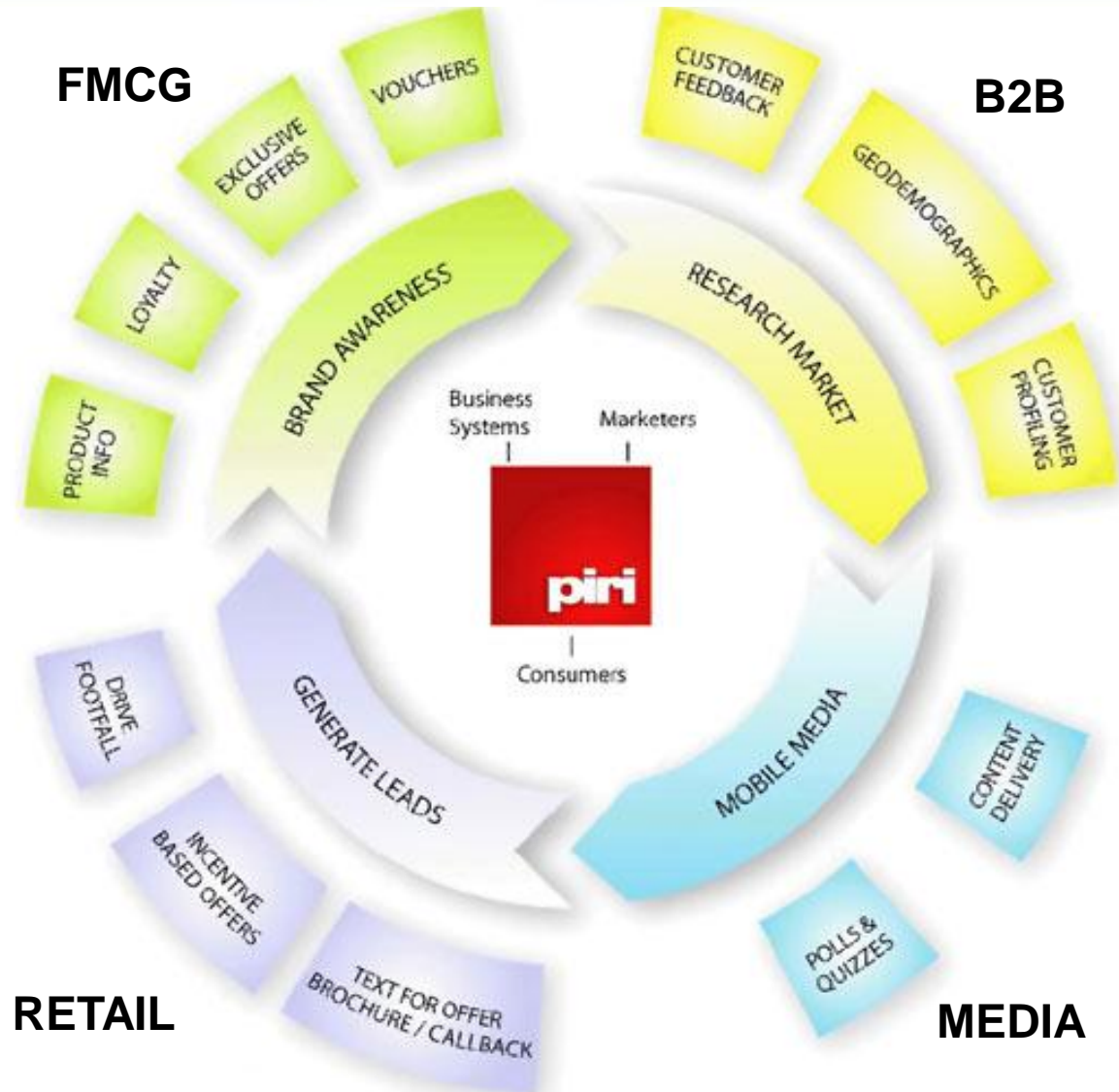






A powerful web based application offering mobile messaging solutions

- Broadcast SMS and MMS
- Mobile marketing campaigns
- Opinion polls & quizzes
- Voucher redemption and loyalty





# MOBILE ADVERTISING

Exploiting mobile as a mainstream media







# RESPONSE TO BRIEF

## EXAMPLE



i-Slide Format example – Click to view video



# RICH MEDIA FORMATS

## OVERLAY EXAMPLE



# FUTURE BUSINESS

- OUR APPROACH

foursquare



Java



ANDROID

PIRI

twitter



kilrush



piri



4TH  
SCREEN  
ADVERTISING

Gateway

Prepaid  
Interactive  
platform



Broadcasters  
Publishers  
Telcos  
SME's  
Enterprise

■ SMS ■ WAP ■ Mobile Web ■ Apps ■ Rich Media Ad Serving





MOBILE CONTENT PRODUCTION, GLOBAL INBOUND,  
OUTBOUND LICENSING & DISTRIBUTION

## Global Licensing & Distribution Network

- 100+ countries, through 600+ channels
- All time downloads exceed 860,000

## Mobile Content Production

- Video, games and applications
- Graphics, animation and audio
- Mobilising 3rd party digital assets

## Servicing Multiple Platforms & App Stores

- Java ME, iPhone, Windows Mobile, Android, Blackberry
- iTunes, Nokia's Ovi store and Android market place



# GLOBAL DISTRIBUTION

100+ COUNTRIES / ACROSS 600+ CHANNELS





# CORPORATE ACTIVITY

## Drew Kelton Appointed Non-executive Director (June 2010)

- President Enterprise Services at Bharti Airtel - India's largest mobile phone operator & one of the worlds biggest telecommunications companies
- 8 years as MD of Telstra International where he was responsible for driving business growth in offshore operations & establishing a multi-national customer division to oversee Telstra's biggest global customers
- Drew grew Telstra's International business from \$72 million revenue to \$500 million revenue, & \$50 million EBITDA
- Drew has 30 years experience in telecommunications & IT solutions



# THE TEAM



**Chris Thorpe** – CEO - 15 years experience founding and managing some of Australia's largest Premium Rate businesses, consistently innovating at the leading edge of technology whilst leveraging an extensive local and International network.



**Neil Wiles** – MD - 2008 ADMA Mobile Marketer of the year, listed by B&T Digital as one of the 40 Biggest Players of Australia's Digital Age. He sits on the Mobile Premium Services Industry review committee and is one of four members that constituted the MPS working group responsible for the development of the Mobile Premium Services Code.



**Allan Robertson** – COO - 15 years at Australia's leading telecommunications companies Optus (12yrs) and Telstra (3yrs). Involved in bringing to market Australia's most successful and first true MVNO, Virgin Mobile. He also developed the commercial and technical infrastructure that underpinned the launch of Optus' mobile content portal, Optus Zoo.

# THE TEAM



**Alan Robertson** — Marketing Manager - experienced Marketing Executive with over 21 years experience in the entertainment sector. Whilst working for the Warner Music Group holding the position of Marketing Director, Alan spent three years working within the SE Asian region.



**Michael Ungerboeck** — VP (MER domestic & International) - 10 years in mobile marketing, 5 years in international operations and has worked with over 40 carriers across 15 countries. His previous role was COO of MobileMessenger.



**Bridget Devlin** — Product Development Manager — Developing new and enhancing existing products/services. Bridget draws a wealth of experience from 15+ years in telecommunications in UK and Australia, recently moving to us from Virgin Mobile.



**Peter Birch** - MD (4<sup>th</sup>-Screen Australia) - 15 years working for ITV in the UK as Head of Interactive. Launched ITV's cross platform interactive TV and enhanced TV services. Last 4 years in Australia spent at MCN heading integration for mobile & online into the broadcast sales teams and Head of Digital at Network Ten.

# FUTURE GROWTH

## Mobile Entertainment Retail

- Continual focus on customer value proposition
- Focus on offshore territories
- Identifying opportunities in emerging markets
- Niche market targeting
- Further establish TopBetta's market presence

## Mobile Embrace

- Capitalise on our leading technology platforms delivering complete end-to-end mobile solutions
- Secure broadcasters, carriers, and publishers
- Leveraging technology to build relationships
- 4<sup>th</sup> Screen well placed for market growth

## RingRing Studios

- Expand global distribution network
- Accelerate product development pipeline
- Roll out mobile entertainment products through distribution network

## MobileActive Group

- Fully diversify earnings across business units & territories

