



ASX ANNOUNCEMENT / MEDIA RELEASE

8 April 2016

### **ASSEMBLEBAY LAUNCHES NATIONAL MARKETING CAMPAIGN**

- AssembleBay has engaged 'human billboards' to promote the Company at a leading retailer of homeware products.
- An online Google Adwords and social media campaign to target assembly services.
- Posts on community service websites across Australia to encourage user growth.
- AssembleBay to move to a dedicated server to improve its service and capabilities.

AssembleBay is pleased to announce the launch of its national marketing campaign, driven to increase awareness and dramatically escalate use of its website.

Streetfighter Media has been engaged to create 'human billboards'. These billboards are carried by engaging promotional staff, who will connect with shoppers and hand out flyers at a leading retailer of homeware products in Perth, WA during April, 2016.

A national 'human billboard' campaign will be rolled-out, following the initial Perth campaign.

Supporting this direct marketing approach, an online Google Adwords and social media campaign will also be launched in April.

AssembleBay will also post strategically on popular community service websites to re-direct traffic and encourage use of AssembleBay on both the assembler and client sides.

Chairman of AssembleBay, Simon Robertson said, "Having completed its successful capital raising and re-listing on the ASX AssembleBay is ready for the next step in establishing its presence in the online marketplace for the assembly of homeware products. This marketing campaign is strategically focused aimed at delivering our message to a targeted audience, which we believe will result in a strong and immediate impact."

As flagged in the Company's prospectus for the recently completed capital raising and re-listing, AssembleBay is also pleased to advise its move to a dedicated server environment to provide a secure platform for expected user growth.

This critical change will speed up the website; improve security; deliver a safer and better experience to users; as well as increase the capability of disaster recovery.

Figure 1: Flyer design



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#### About AssembleBay Limited

AssembleBay is a web platform focused on matching together people who want items assembled (or Clients) to people who provide assembly services (or Workers) in a convenient online competitive bid environment. It creates the marketplace to allow these two parties to interact, communicate and provide services directly to one another.

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