



24 November 2014

Australian Securities Exchange  
Company Announcements Platform

**CLEANSING NOTICE – ISSUE OF SHARES**

Mobile Embrace Limited (**Mobile Embrace**), has today issued a total of 1,325,000 new fully paid ordinary shares (**Shares**) in the Company upon the exercise of 1,325,000 options exercisable at \$0.03 each.

**Mobile Embrace** gives notice under section 708A (5) (e) of the *Corporations Act 2001* (Cth) (**Corporations Act**) that:

- 1) **Mobile Embrace** issued the Shares without disclosure to investors under Part 6D.2 of the Corporations Act;
- 2) as at the date of this notice, **Mobile Embrace** has complied with:
  - a) the provisions of Chapter 2M of the Corporations Act as they apply to **Mobile Embrace**; and
  - b) section 674 of the Corporations Act; and
- 3) as at the date of this notice, there is no excluded information (within the meaning of sections 708A (7) and 708A (8) of the Corporations Act) which is required to be set out in this notice under Section 708A (6) (e) of the Corporations Act.

Yours faithfully,

A handwritten signature in black ink that reads 'Justin B Clyne'.

**JUSTIN B CLYNE**  
Company Secretary

**About Mobile Embrace Limited**

Mobile Embrace Limited (ASX: MBE) is a mobile payments and mobile marketing company. We are a Digital Distribution Network for the complete end-to-end mobile customer life-cycle. Through our integrated and award winning mobile marketing, advertising and m-payments infrastructure (including a Tier 1 local/global premium publisher advertising network, mobile media trading desk, m-commerce and mobile marketing platforms and applications) we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets. For more information please visit: [www.mobileembrace.com](http://www.mobileembrace.com)

**Mobile Embrace -- Further information:**

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