

CROWD MEDIA COMPLETES CONVERTIBLE NOTE ISSUE

As announced on 29 August 2019, **Crowd Media Holdings Limited (ASX: CM8 & FWB: CM3)** (“**Crowd**” or “**Company**”) has entered into an agreement (Agreement) with a consortium of strategic investors (collectively the Consortium), under which the Consortium members have agreed, amongst other things, to subscribe for (or procure the subscription of) convertible notes with a face value of up to \$3.7 million, through the issue of two tranches of convertible notes.

The issue of 1,741 Tranche 1 Convertible Notes with a face value of \$1,000 each was completed on 10 October 2019, for a total subscription amount of \$1.74m. At the Company’s annual general meeting in November 2019, the Company sought and obtained shareholder approval to issue up to 2,000 Tranche 2 Convertible Notes for a total subscription amount of \$2m.

The Company has today issued 1,080 Tranche 2 Convertible Notes, for a total subscription amount of \$1.08m. The Board made the decision to limit the second tranche of capital raising to just over \$1m (at this stage) given the nature and status of various negotiations taking place with strategic partners which involve, amongst other components, the possibility of both debt and equity investments. The Company believes that having added flexibility with the use of the existing Tranche 2 Convertible Notes will assist in finalising negotiations and the Company thanks the Consortium to agreeing to limit their investment quantum.

This announcement has been authorised for release to the ASX by the Board of Directors of CM8.

For further information please contact:

Domenic Carosa, Chief Executive Officer,
Crowd Media Holdings Limited
M: +61 411 196 979 / +31 611 227 235
E: dom@crowdmedia.com

ABOUT CROWD MEDIA

Crowd Media Holdings Limited (ASX:CM8 & FWB:CM3) is a global media and marketing company. Crowd Media has two divisions: a Mobile division built upon its Q&A and Subscription tech platforms to produce and deliver content including apps, games and music, and a Digital Marketing division which works with brands and digital influencers to deliver branded content primarily to the fast-growing Millennial and Gen Z markets.

Crowd Media’s networks are strengthened by its partnerships with hundreds of mobile carriers internationally and some of the world’s largest agencies, brands and media companies. The mobile division operates in more than 50 countries and 30 languages and the media division has worked with more than 10,000 digital influencers worldwide.