

25 November 2019

## **AppsVillage signs agreement with Lumi to offer SMB Micro-Finance services in Australia**

**Max Bluvband, Founder and CEO**

**“Obtaining finance is becoming increasingly more difficult for small businesses and this service represents a strong opportunity for us to help Australian SMBs”**

- Lumi’s funding services will be integrated into APV’s SaaS platform to provide quick and simple funding products to its large network of Australian based SMBs
- AppsVillage’s Australian SMB customers will be able to obtain funding of between \$5,000 and \$50,000 to support their business growth and development
- AppsVillage will receive a percentage of the funding value

**AppsVillage Australia Ltd (ASX: APV)** (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, is pleased to announce it has partnered with Lumi Financial Management Pty Ltd (**“Lumi”**) to drive revenue and operational growth, and offer micro-finance loans backed by Lumi to its Australian based SMB customers.

Lumi is a leading Australian based lender that provides micro-finance services and loans ranging between \$5,000 and \$200,000 to Australian small-to-medium businesses.

AppsVillage has a large and rapidly growing network of SMB’s in Australia and is aggressively implementing its growth strategy to increase its Australian footprint and drive strong revenue growth.

Pursuant to the terms of the agreement, AppsVillage will market and generate sales of Lumi’s financial products to its existing SMB customers via an in-app option within the app created by SMBs using the AppsVillage platform.

AppsVillage will receive a percentage of the funding value as an additional revenues stream.

AppsVillage will shortly be integrating the Lumi offering into its platform to provide a quick and simple financing product to its SMB customers in Australia and the Company is in the process of finalising its marketing strategy to aggressively target and secure sales from its existing extensive Australian database.

Partnering with Lumi provides AppsVillage further diversified revenue generation potential and demonstrates the Company’s commitment to delivering on its growth strategy of partnering with leading companies to provide simple growth solutions for Australian SMBs.

### **Yanir Yakutiel, CEO of Lumi comments:**

“Lumi was created with a vision to provide fast, transparent finance to businesses that wanted to scale and realise their dreams. Obtaining the finance to grow your business shouldn’t be a lengthy or complex process. We’re seeing small businesses in a vast variety of sectors flourish, but Australian banks simply aren’t agile enough to deliver finance where it’s needed most.



Working together with AppsVillage, we'll be able to further our vision and deliver finance to SMBs when it's needed, through a platform they know and love."

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For further information, please contact:

**Corporate Enquiries**

Nathan Barbarich  
RM Corporate Finance  
P: 08 6380 9200  
E: [nbarbarich@rmcf.com.au](mailto:nbarbarich@rmcf.com.au)

**Investor Relations**

Hannah Howlett  
Media and Capital Partners  
P: 04 5064 8064  
E: [Hannah.howlett@mcpartners.com.au](mailto:Hannah.howlett@mcpartners.com.au)

**Media Enquiries**

Melissa Hamilton  
Media and Capital Partners  
P: 04 1775 0374  
E: [Melissa.hamilton@mcpartners.com.au](mailto:Melissa.hamilton@mcpartners.com.au)

**About AppsVillage Australia Limited**

AppsVillage provides an easy and inexpensive SAAS solution that allows small-to-medium businesses to create and manage their own mobile application as a means of connecting with their customers and growing their business.

AppsVillage's technology has automated the design, development, maintenance and marketing of mobile apps, allowing any business to build, preview and launch their own application without have any code writing or digital marketing knowledge.

**About Lumi**

Lumi is Australia's fastest-growing alternative lender. It's mission is to help empower small business owners to attain the funding they need to help their business grow. Forget lengthy application processes and sneaky, hidden fees. Lumi is shaking up small business lending to provide fast access to finance that's accurate, fair, and honest.