

28 November 2019

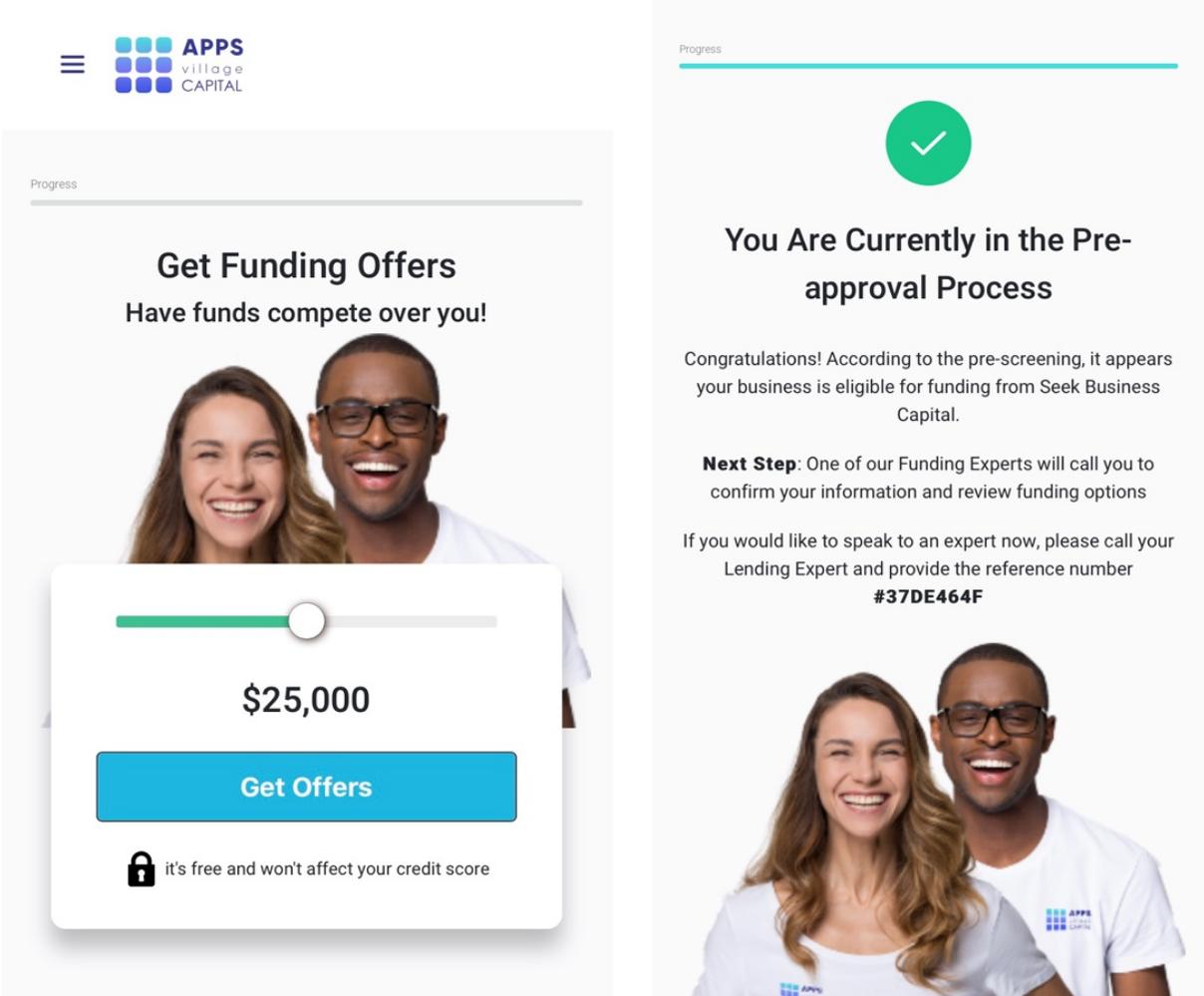
Micro-Finance funding pilot commences in the USA

- APV to start a pilot in the USA allowing loans between US\$5,000 and US\$50,000 to a limited number of SMBs and locations
- This pilot phase allows APV to refine the customer experience to maximise traction upon launch
- Pilot expected to last eight weeks and the official launch to follow thereafter

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, announces today it has commenced the pilot phase ("the Pilot") of its micro-finance funding offering in the US ahead of schedule, following the signing of partnership agreements with Seek Capital LLC and Fundomate, Inc.

The Pilot is taking place in the US, three weeks ahead of schedule and AppsVillage is rolling out micro-finance products valued between US\$5,000 and \$50,000, backed by Seek Capital and Fundomate to a limited number of locations and SMBs. This allows the Company to refine and finalise its customer acquisition strategy by testing and assessing the best target geographies and SMB verticals.

The Pilot is expected to last eight weeks and once complete the Company will officially launch its micro-finance offering to its network of SMBs across the US.



The image shows a screenshot of the AppsVillage Capital website. At the top left is the logo for APPS village CAPITAL. The main content area is divided into two panels. The left panel, titled "Get Funding Offers", features a photo of a smiling couple and a progress bar. Below the progress bar, it displays "\$25,000" and a blue "Get Offers" button. At the bottom of this panel, there is a padlock icon and the text "it's free and won't affect your credit score". The right panel, titled "You Are Currently in the Pre-approval Process", features a large green checkmark icon. Below the title, it says "Congratulations! According to the pre-screening, it appears your business is eligible for funding from Seek Business Capital." followed by a "Next Step" section: "One of our Funding Experts will call you to confirm your information and review funding options". Below this, it says "If you would like to speak to an expert now, please call your Lending Expert and provide the reference number #37DE464F". At the bottom of the right panel is another photo of the same smiling couple, with the man wearing an APPS logo t-shirt.



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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.