



13 November 2019

Commercialisation update

- Operational and commercial growth has accelerated materially thus far in the December quarter
- Significant uplift across key growth metrics expected to be delivered in the December quarter, relative to the prior quarter (including paying SMB customers numbers, and recurring revenues)
- 5000 paying SMB customers milestone achieved
- Expected growth of above 40% in Paying SMB customers in the December quarter, bringing the annual growth to over 200% since the beginning of the year.
- Strong performance reflects the impact of enhanced service offering and entry into new high growth markets

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), an SMB (small-to-medium businesses) SaaS solutions company is pleased to announce that following strong operational performance since listing on the ASX in August 2019, growth has accelerated materially, and the Company expects to deliver record results in the December quarter.

Furthermore, the Company has seen a significant acceleration in key growth metrics thus far into the December quarter. These include both recurring revenues and the number of paying SMB customers.

Strong customer growth

The Company has established a strong growth trajectory and is delighted to announce it has achieved a key milestone of reaching 5000 paying SMB customers. AppsVillage is confident it will continue to deliver strong customer growth and expects its number of paying SMB customers to grow by approximately 40% in the December quarter, bringing the annual growth to over 200% since the beginning of the year.

This strong operational and financial performance follows the Company's strategic expansion into large emerging markets, including India, Malaysia and the Philippines and multiple countries in Africa, as announced on the 24th of September 2019.

It also demonstrates the Company's commitment to delivering on its growth strategy of undertaking strategic commercial and operational expansion to deliver revenue growth and become a leading SMB growth solutions provider.

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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.