

9 March 2016

ZipTel Global Brand Ambassador Campaign Brings Worldwide Attention Spectacular Social Media Traction Lifts Brand Awareness

- **ZipTel's Global Brand Ambassadors** have made their **first posts** across all social media channels
- A significant response has been received with hundreds of thousands of 'likes', shares and comments registered with a reach in the tens of millions
- These results are prior to 'boosting' of posts, calls to action and competitions
- ZipTel to update the market in due course regarding initial lead and conversion rates

ZipTel Limited ("**ZipTel**" or "the **Company**", ASX: ZIP) is pleased to provide an update on the commencement of its Global Brand Ambassador Campaign. A sample of initial posts made by the Ambassadors on their social media platforms are included below. Ambassadors will continue to promote the ZipT App with ongoing regular social media posts.



The exposure gained worldwide has been compelling with each Ambassador posting their initial launch posts and attracting wide interest to ZipT, well in excess of initial estimates.

The Company will provide initial statistics regarding lead conversions and ZipTel installs shortly. Further, use of the newly deployed World First **ZipT In-App Ambassador Portal** has already shown major signs of engagement with questions being lodged for the Ambassadors and initial answers being posted. The Company expects this will result in a surge in Monthly Active Users and further monetisation opportunities in due course.

Global Brand Ambassador Reach and Target Markets

Zipt's Global Brand Ambassadors have worldwide appeal and the effect this campaign will have on brand awareness and lead generation cannot be understated. Gareth Bale, as one of the highest profile football players in the world, has wide appeal across all geographies and demographics.

Indian Cricket Stars Virat Kohli and Rohit Sharma have obvious appeal in the Indian Subcontinent.



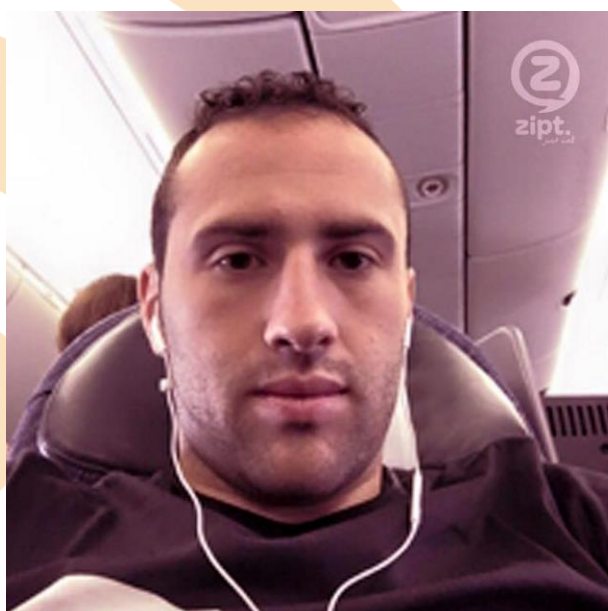
20 year old Luke Shaw is an exciting young talent for England's national football team and is first choice left back for EPL giant Manchester United.

Global Brand Ambassador Reach and Target Markets



Colombian national team football player Juan Cuadrado is well regarded across Europe having played in the EPL and currently for Italian Serie A Champions Juventus. This is in addition to his native South America.

Hugely popular, up and coming heavy weight boxer Anthony Joshua has worldwide interest. A main event fight against Charles Martin on April 9 could see him emerge a world champion.



As goalkeeper for EPL giant Arsenal and the Colombian national team, David Ospina has wide appeal across Europe and South America.

Global Brand Ambassador Reach and Target Markets



Nicolas Hamilton is a driver in the British Touring Car Championship. Racing with a specially-modified car due to his cerebral palsy, Nicolas is an inspiration for all.

Zipt Q+A

Per the Launch Strategy, new customers will be encouraged to interact with the Zipt Ambassadors via the In-app Ambassador Portal. This process has already begun with questions being fielded and answered by Ambassadors which drives revenue for the Company.

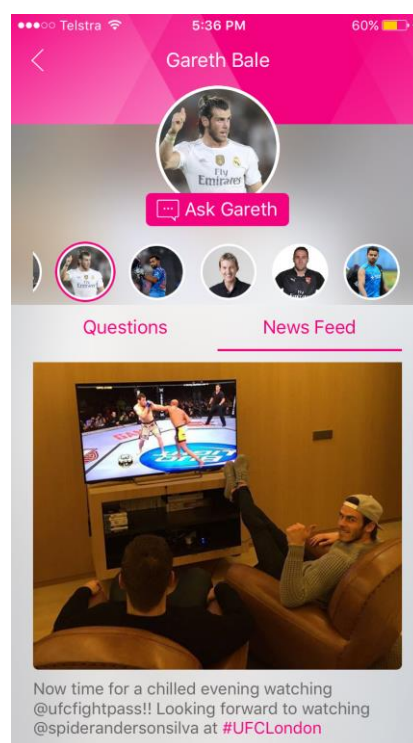
Advanced, proprietary, intelligent software will allow the In-App Global Ambassador Portal to screen, collate, manage and answer questions from millions of Zipt customers.

Ambassadors will answer their favourite questions from fans all over the world. The Company will leverage the Ambassador's responses (including video) to demonstrate how close fans can get to their idols on Zipt asking questions directly of their chosen Ambassadors. Content prompted by fan questions is highly shareable and acts as a teaser to download Zipt to see this exclusive content.

Each Ambassador's video response to fan questions will be promoted and 'boosted' in social media and ads. Video calls and memorabilia will be leveraged as monthly prizes for the best questions.

Header (Cover) Photos

Cover photos for each Ambassador have been prepared and will be displayed at the top of each Ambassador's social media channels for a period of one month. This extended and prominent coverage will reinforce the awareness built in the early Campaign. Inaugural Zipt Ambassador Brett Lee currently has his cover page on display as per below.





Massive User Growth, Lower Cost Per Install ("CPI") & Revenue Generation

The Global Brand Ambassador Campaign provides access to the Ambassadors' 110+ million social media followers with no cash outlay from ZipTel. Ambassadors are incentivised by install performance hurdle scrip grants and in-app revenue sharing arrangements. As a result, traction from this Campaign will materially lower CPI for ZipTel and has already started generating revenue for the Company.

Keaton Wallace, Executive Director, ZipTel Limited commented:

"The launch of the Ambassador Campaign is the result of 10 months of negotiation to bring together world famous athletes in the name of ZipTel. Early indications are that the Campaign will result in massive customer leads and engagement with our Ambassadors."

-Ends-

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About ZipTel

ZipTel is an Australian owned and operated telecommunications business focused on providing international roaming and calling solutions to the consumer, using state of the art technologies developed and wholly owned by ZipTel Limited. ZipTel listed on the ASX in July 2014 with its core focus the ZipTel mobile based communications application. A video outlining Zip 2.0 is available at the following link: <http://ziptel.com/z2preview>.

About Zipt

Zipt is a mobile-based international communication App that enables consumers to send SMSs and make international calls for free between users. The App can also call any landline or mobile at some of the world's lowest call rates. Zipt delivers crystal clear sound quality in lower bandwidth data environments and allows consumers to retain their existing phone number, service provider and SIM card, with no lock-in contracts. Zipt does not require a SIM card and can be installed on any smartphone or tablet on compatible platforms. Zipt uses less data than similar products already available on the market, and can be used over Wi-Fi or any mobile network. For more information visit www.zipt.com.