

6 August 2015

## Global Launch Date Set for Zipt iOS Version

### Highlights

- Zipt iOS global launch set for the 14 September 2015
- Launch of iOS app increases market opportunity, with Android and iOS accounting for over 96% of smartphone shipments in Q1 2015
- iOS release follows the exceptional success achieved to date on Android, with over 500,000 downloads reached by mid-July and revenues of over \$160,000 since launch across tier two countries
- Marketing Campaign now to also target tier one countries such as Australia, New Zealand, U.K, U.S, Singapore, Japan, China and Canada, which typically have greater ARPU's
- New Android release on the 15 August 2015 to include a number of new features
- Latest User interface video demonstration available to view at: <http://youtu.be/4dw5yXxYFTY> and: <https://youtu.be/ITR3FHjDc1k>

ZipTel Limited ("ZipTel" or "the Company", ASX: ZIP) is pleased to announce the global launch date for its iOS version of the Zipt app.

The app will be launched across the Apple Store on the 14 September 2015 and will be available for users to download for free. The launch and roll out of the Android app has been highly successful to date and reached over 500,000 downloads by mid-July generating revenues of over \$160,000 since its global launch on the 22 June 2015.

The iOS version will include all the features currently available within the Android version, such as free voice calls app-to-app, Facebook integration, group chat, low cost calls to landline and non-Zipt mobile users, free instant messages app-to-app and account top-up. A number of additional new features will also be added to the existing Android application on 15 August 2015, which include:

- Free calls and messages to other Zipt users saved in contacts
- Fast media sharing using Z-Compression technology (share pictures, videos, audio recordings, stickers and other file types starting with over 30% data savings over other applications)
- Zipt video calling
- Zipt Call Bundles, providing bulk savings on calls to favourite destinations
- Auto-top up feature
- Invite, Refer and Earn (enables users to earn credits as they share Zipt with friends and family)
- Full featured messaging interface allowing for one-to-one and group messaging
- Localisation functionality in 11 different languages catering to key regions around the world

To date ZipTel has been focusing on Android dominated markets and in particular tier two and tier three countries. It has experienced a significant level of uptake across a targeted number of regions and has exceeded expectations with regards to monetisation.

Upon the launch of the iOS version on 14 September 2015, Ziptel will begin to roll out its global marketing strategy to all Android and iOS users with a greater emphasis on tier one developed countries such as Australia, New Zealand, U.K, U.S, Singapore, China, Japan and Canada. These regions typically have higher average revenue per user (ARPU).

The launch of the iOS version of Zipt will increase the market opportunity for the app, with iOS and Android accounting for over 96% of smartphones shipped globally in Q1 2015. In the first quarter of 2015 a total of 334.4 million smartphones were shipped worldwide, a 16% increase on Q1 2014<sup>1</sup>.

Currently iOS holds an 18% market share, which is growing particularly in higher income markets and with individuals with higher personal earnings. Importantly, iOS holds more than 70% of enterprise markets making it the preferred default business phone<sup>1</sup>.

In Australia in particular, iOS is widely used with iphones accounting for an estimated 47.7% of smartphone sales in 2014<sup>2</sup>. iOS is also proven to have significant monetisation opportunities with ARPU estimated to be 4 times higher on iOS than Android<sup>3</sup>.

iOS market share is about 3 times smaller in comparison to Android, but revenues generated on the Apple store surpass the Google Play store. To date Zipt has been focusing on emerging markets and with the app now reaching iOS users the Company expects to see a higher number of credit purchases due to iOS users having a higher income.<sup>4</sup>.

Keaton Wallace, Executive Director, Ziptel Limited commented:

*"We've had positive results following the launch of the Zipt Android application on 22 June 2015. To date we have received a high number of downloads with unexpected revenues generated, which have been more than we anticipated following initial launch.*

*We're excited about the launch of the iOS version particularly given that our local market of Australia has a high proportion of iphone users who typically have a greater ARPU. We expect the addition of new features on the Android version to continue to drive user uptake globally with further updates on acquisition targets imminent."*

**The latest iOS and Android User Interface demonstration videos can be viewed at Android: <http://youtu.be/4dw5yXxYFTY> - iOS: <https://youtu.be/ITR3FHjDc1k>**

1 - Source: *The International Data Corporation (IDC)*

2 - Source: Kantar Worldpanel ComTech.

3 - Source: <http://bgr.com/2015/04/15/ios-vs-android-developers-revenue-apps/>

4 - Source: <http://ben-evans.com/benedictevans/2014/6/25/market-shares>

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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 primarily on the distribution of three core communications products, both domestically and internationally.

### **About Zipt**

Zipt is a mobile based international communication application that allows consumers to SMS and make international calls for free, App to App. The application is able to call any landline and mobiles at some of the world's lowest rates. Zipt has the ability to deliver 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 an AussieSim sim card and can be installed on any Smartphone. Zipt uses less data than similar products already available on the market, and is compatible with Wi-Fi or any other mobile network.

For more information visit [www.zipt.com.au](http://www.zipt.com.au).

