



## ASX AND MEDIA RELEASE

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# ZipTel Exceeds 500,000 Installs and Achieves Excellent Initial Statistics

### Highlights

- Significant initial demand for the ZipTel App which has now surpassed 500,000 installs within 3 weeks of launch
- Key statistics since launch on 22 June 2015:
  - Monthly Active Users (MAUs) of 485,519
  - over 1 million calls placed
  - over 350,000 text messages sent
  - US\$82,250 generated in revenue
  - Greatly improved retention rates from users
- Current Google Play store rating of an impressive 4.04 stars
- Full marketing and customer acquisition activities yet to commence – to be up-scaled globally with the iOS version launch in the coming weeks

ZipTel Limited ("ZipTel" or "the Company", ASX: ZIP) is pleased to provide an update on the progress of the recently launched ZipTel application.

ZipTel is a mobile-based international communication application that allows consumers to send messages and make international calls for free, App-to-App, or at low cost to any landline or mobile globally. It has the ability to work in all network conditions and in bandwidths as low as 2G and uses up to 80% less data than other leading apps in the market.

The Company launched ZipTel globally on the Android OS on 22 June 2015 and the Company has now achieved over 500,000 installs through the Google Play store. On the 23 June 2015 the App experienced the highest level of organic daily installs of 17,507.

For the period since launch, the Company experienced significant demand for the application and the Company is extremely buoyed by the initial uptake and key statistics. The highest Daily Active Users reached over 197,000 and the Monthly Active Users (MAU) reached 485,519.

For the month of June a substantial one million calls were made through the App and over 350,000 messages were sent. Strong retention rates were also experienced across the application since launch with one-day retention improvement of 416% and a seven-day retention improvement of 176%.

The Company is also pleased to report that the revenue achieved to date has been above expectations and unexpected so early on in the launch phase. The Company is yet to fully implement its marketing strategies and promotional activities around monetisation, therefore achieving US\$82,250 in revenues for the application for the month of June is a positive indication for the Company. Importantly, this means that users are using their initial free credit and then topping up, which would suggest the App performance is high and being used in preference to competitor applications.

In the month of June the top three countries experiencing the most activity on the App include India, Bangladesh and Jordan, all key markets for the App, due to the limited access to bandwidth within the regions.

The Company's marketing activities to date have been minimal and in the coming weeks it will be up-scaling its activities globally along with the iOS version launch of the application, which is expected to expand the customer base even further.

Bert Mondello, CEO, ZipTel commented:

*"We're more than pleased with the results achieved in June. Reaching 500,000 downloads is only the first milestone for us and puts us well on track to reach the 10 million users within 18 months. The revenue generated in June is further encouragement that we're able to monetise the platform and we're confident of driving these figures higher as we continue to increase our user base and roll out further in-App purchasing and exclusive offers."*

**-Ends-**

For more information please contact:

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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 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](http://www.zipt.com).