

## ASX AND MEDIA RELEASE

20 January 2015

### Explosion of Global Traffic to ZipT Website

- Substantial global traffic through to ZipT website; over 1.3 million unique visitors in the past week
- ZipT website now ranking at approximately 100,000 of global websites (up from the top 3.5 million in the prior month)
- 76 countries driving global website traffic, highest percentage of traffic from Southern Asia
- VIP founding members list fully subscribed with over 50,000 members now signed up
- Demonstrates significant interest in the ZipT App prior to it being available for public download in the coming months
- ZipT comprehensive website to launch Monday 26<sup>th</sup> January 2015

ZipTel Limited ("**ZipTel**" or "**the Company**", ASX: ZIP) is pleased to provide an update on the success of its social media campaign, following the pilot launch of the ZipT App.

Since the pilot launch of the ZipT App on 16 December 2014 the website has received a substantial amount of global traffic. In the past week alone over 1.3 million unique visitors landed on the home page, demonstrating a wider global interest in the product. The VIP subscriber campaign, which resulted in the increased traffic, generated 2.2 million page views. The countries generating the most amount of traffic included: Algeria, Pakistan, Indonesia, Venezuela, India, Iran, Chile, Brazil, Ukraine, and Russia, each with a large potential subscriber base of users that are limited to low-bandwidth networks

The VIP subscriber campaign commenced on the 5<sup>th</sup> of January 2015, and has resulted in the ZipT website substantially moving up the global web ranking list. Following a huge influx of global traffic the website now sits in the top 10,000 websites globally, according to Alexa.com (an Amazon.com company) and leading web analytics service, whereas previously it was positioned among 3.5 million others.

Running a global founders preregister promotion before the launch helped ZipTel identify markets and audiences that are interested in the product, which can be leveraged upon launching the eagerly awaited ZipT Application.

The VIP founding member list is now full with over 50,000 people subscribing. The list rapidly reached capacity following the pilot launch of the ZipT App and the launch of the ZipT promotional video and social media campaign.

VIP members will enjoy lifetime benefits and special perks including priority access to new products and beta invites, free access to in-app sticker store, priority support and double recharge on first account credits top up.

Next week will see ZipTel launch the full website for ZipT. It is expected that the addition of further information and pages on the website will further drive traffic.

## **ZipTel's co-founder and Executive Director Keaton Wallace commented:**

*"We are incredibly pleased with the results of our social media campaign to date. The results are clear evidence of the global demand for a product such as ZipT, and the increase in website traffic has been remarkable. We don't intend to stop here. This strategy has been all about building a strong position and presence in the market prior to our official launch. With our ongoing social media campaign and user engagement we intend to continue to move the ZipT website up the rankings and increase the global website traffic further."*

**-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 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 SMSes 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).