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ASX ANNOUNCEMENT

Mobecom to be on blockchain during 2018

- Blockchain will be rolled out across Mobecom products and platforms in 2018 to further enhance the security of customer digital currency balances and data
- Technology deployment has been done in-house and is currently being trialled by customers of the Company's life and health platform, LifelQ
- Mobecom continues to develop new technologies and is evaluating the integration of artificial intelligence into its platforms to further drive personalised customer engagement in the future

Mobecom Limited (ASX: MBM) (Mobecom or the Company) is pleased to provide an overview of its plans to launch blockchain across its existing product offering during 2018.

The Company considers blockchain to be one of the most objectively secure methods available to record and update transactional records and other data, and has identified several commercial applications for the technology across its existing range of products.

Mobecom executive and **airBux CEO, Sean Smith**, attended the Blockchain Expo in San Francisco, USA during November 2017, where he heard from industry leaders about the broader commercial applications of the technology and met with leading technology and industry partners. The trip provided further validation of blockchain's relevance as a future standard for the secure recording of transactions and other records and the Company's strategy to build blockchain into its existing product offerings.

Blockchain currently being trialled by Mobecom's LifelQ customers

Already, Mobecom's in-house implemented blockchain solution is being trialled by some of the Company's existing LifelQ customers.

LifelQ is Mobecom's health and wellness platform, focused on driving healthy behaviours in its users. LifelQ rewards users for reaching fitness goals and engaging with wellness content and activities driven by the LifelQ mobile app. Mobecom white-labels and licenses LifelQ to large corporate customers in Australia, South Africa and Singapore, including insurers, employers and health providers.

Currently, a cohort of LifelQ's healthcare clinical users are trialling Mobecom's blockchain technology to create an auditable trail of a user's medical records. The trial is expected to conclude within the coming weeks, ahead of a rollout of the blockchain technology across the Company's other product offerings.

LifelQ's Managing Director, Aubrey Sonnenberg states: "In the context of data security around members medical records, the immutability of data stored on blockchains is important – this foundational technology gives users and clients confidence in the integrity of the information on which decisions can be made".

Further applications and technologies being developed

Development and testing of technology is driven by the Company's in-house, Sydney-based development team, which focuses on delivering new technologies and solutions in an agile development environment, allowing for the quick trial, production and scale up of new and leading technology to markets around the world.

Mobecom Chief Executive Officer, Neil Joseph, states: "Increasingly, more and more industries are adopting blockchain technology as a secure and proven method to capture an audit trail of transactions

and other data. Blockchain is fast approaching an industry standard, and we remain focused on delivering new technologies and solutions to our customers globally.”

“We’re pleased to have developed a specific blockchain solution for LifeIQ, and when appropriate, we look forward to launching this across our other loyalty and consumer engagement solutions, including airBux, in the coming months.”

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About Mobecom Limited

Mobecom Limited (ASX:MBM) is a full-stack customer engagement technology provider that delivers end-to-end technology solutions for businesses to engage with their customers. Its primary offering, airBux, is a digital currency platform that provides ‘liquidity for loyalty’ and is the Company’s direct to consumer mobile application offering, with a cloud-based currency at its core. With mobile payment, ordering, booking and local offer capability, the airBux digital currency will be the gateway to a new mobile lifestyle rewards program.

The Company’s existing B2B offering provides its blue-chip customers based in Australia, Singapore, South Africa, the UK and Europe with technology solutions, built on its airBux proprietary technology, to deliver a complete end-to-end set of customer engagement technology requirements, including both back-end (databases) and front-end technology (design, mobile applications and websites).