

11 April 2019

ASX ANNOUNCEMENT

Mobecom Doubles Revenue in Q3

Significant Progress Achieved Across Key Strategic Growth Initiatives

Investment Highlights

- Group Revenue for Q3 2019 was AUD1.46m representing an increase of approximately 100% quarter on quarter

Paid by Coins: Australia/global

- Completed acquisition of Paid by Coins, an innovative company which allows Australians to pay their bills using cryptocurrencies
- Monthly revenue more than doubled to approximately AUD475k in March 2019
- Commenced global expansion, opening offices in South Africa and Malta, further expansion into Southeast Asia planned

airBux: Australia

- Completed upgrade of airBux, Mobecom's digital rewards and payments platform
- Entered partnership with Leezair, an Australian travel tech company which will be integrated with airBux
- The integration of Leezair will greatly expand the ecosystem of products and solutions for the airBux community

Liquor City: South Africa

- Secured a new contract to deliver loyalty and e-commerce solutions to Liquor City, a well-established and recognised liquor retailer in South Africa
- Mobecom anticipates that this new agreement will contribute approximately 12% to Mobecom's contracted recurring revenues in South Africa in CY19

Altius Group: Australia

- Commenced marketing "Altius Life", a market-first technology solution for life, accident and workers compensation insurers, employers and associations

Customer engagement technology provider **Mobecom Limited (ASX: MBM)** ("**Mobecom**" or "**the Group**"), is pleased to provide an update of its recent activities.

The Group's products facilitate the issue and redemption of digital assets, supporting the concept of "*Digital into Fiat*" - where customers are able to use various forms of digital currency, including but not limited to loyalty points, cryptocurrency, vouchers and/or coupons, to pay for everyday needs such as retail purchases or bill payments.

Group revenue up 100% this quarter

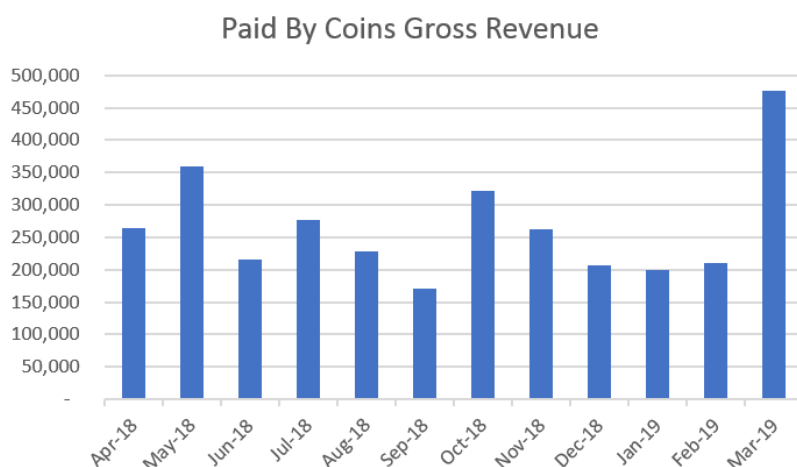
Q3 FY19 revenue was AUD1.46m being an increase of approximately 100% quarter on quarter (Q3 vs Q2) and was driven by both an increase in Q3 contracted revenue plus new direct to consumer revenue.

Completed acquisition of Paid by Coins

Mobecom completed its acquisition of Paid by Coins Pty Ltd in December 2018. Paid By Coins allows crypto owners to convert their cryptocurrencies into fiat in a number of ways - directly into a bank account or paying bills via BPay.



Paid By Coins has recently been able to reactivate social media and Google advertising of its services. This together with the acquisition of the AFSL sub-licence, which lifted the PBC transaction threshold to \$50K per transaction, has contributed to the monthly revenue increases.



Further development included the integration with Prezee, a leading Australian e-gift card distributor for the sale of e-Gift cards via the Paid By Coins platform. Cryptocurrency holders are now able to select and buy eGifts Cards using their cryptocurrency from over 80 of the most popular Australian merchants including leading department store David Jones, and other popular retailers such as Uber, JB HiFi, Woolworths.

Paid by Coins international expansion is supporting its local growth. New Paid By Coins operating companies have been established in South Africa and Malta. In addition, Mobecom is looking to further expand the Paid By Coins business across the broader SE Asia market from Singapore. Based on the potential size of the African market alone, this global expansion of Paid By Coins is expected to see a significant increase in Paid By Coins revenue and accelerated growth of new customers for the platform.

airBux launches and partners with Leezair

airBux has undergone a technology upgrade and is now ready for scale following its alpha trial in Queensland. airBux is Mobecom's digital rewards and payment technology product which further supports the "Digital into Fiat" concept. With airBux, customers can use a combination of traditional credit cards and cash, whilst also allowing payments using airBux Cash (earned rewards).



This month, Mobecom announced a partnership agreement between airBux and Leezair, an Australian travel tech company shaping the future of tourism through technology innovations [ASX Announcement: April 4, 2019].

As a result of this new partnership, Leezair technology will be integrated into the airBux platform, allowing the travel content and technology capabilities of Leezair to be leveraged within the airBux ecosystem. Following this, customers will be able to browse, book and pay for experiences, tours and activities using a combination of traditional credit cards and cash, whilst also allowing payments using airBux Cash (earned rewards).

The integration with Leezair will greatly expand the ecosystem of products and solutions for the airBux customer community, including access to over 1 million tours and activities in 182 countries. It is anticipated that this service will be available to airBux consumers towards the end of May 2019.

Securing of new contract with Liquor City

In March 2019, Mobecom announced that it had secured a new contract to deliver loyalty and e-commerce solutions to Liquor City, a privately owned South African retailer and liquor franchisor, headquartered in Johannesburg. [ASX Announcement: March 19, 2019].



Under the agreement, Mobecom's loyalty, e-commerce and mobile ordering technology will become available to all of Liquor City's customers via an integrated e-commerce, mobile and in-store solution.

Liquor City is a well-established and recognised brand in South Africa that has been in operation for over 20 years. In its early days, it specialised in providing imported brands that were not readily available at competitive outlets. With a philosophy of responsible liquor retailing, Liquor City continues to grow and currently has 280 stores Africa-wide, comprised of 150 owned and 130 franchise outlets.

Mobecom anticipates that this new agreement will contribute 12% to Mobecom's contracted recurring revenues in South Africa in CY19. The agreement also presents a further revenue earning opportunity for Mobecom based on orders placed by Liquor City consumers through the e-commerce platform and future mobile ordering apps.

Partnership with Altius Group progresses



As announced in mid-2018, Mobecom has completed a Memorandum of Understanding incorporating a Commercial Strategic Distribution Agreement with Altius Group, a subsidiary of AUB Group (ASX: AUB) one of Australasia's leading broking, underwriting and risk services groups [ASX Announcement: July 31 2018].

LifeIQ, a Mobecom subsidiary, has provided the underlying technology solution for "AltiusLife", a market-first technology solution for life, accident and workers compensation insurers, employers and associations. Both parties will collaborate together to commercialise "AltiusLife". The collaboration is designed to enhance Altius Group's ability to deliver evidence-based and measurable health and wellness services to their clients, claimants and employees.

Following successful trials, marketing of the service to the large client base of The Altius Group has commenced.

Mobecom Chief Executive Officer, Neil Joseph, states:

"We're very pleased with the substantial increase in revenue we achieved in the third quarter for 2019. This increase is being driven by our key strategic partnerships which collectively provide the opportunity for further revenue growth and domestic and global expansion. We look forward to continuing to cultivate these partnerships in support of delivering value to our shareholders."

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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 focus is providing liquidity for digital assets through its two primary offerings: Paid by Coins and airBux. 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 digital 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).

To learn more, please visit: www.mobecom.co

About Leezair Pty Ltd

Leezair, established in 2015 by entrepreneur Enguerrand Vidor, is disrupting the travel industry with its breakthrough technology that allows on-the-go travellers to connect with experiences, tours and activity operators and suppliers anywhere in the world. The technology aggregates experiences and tour activities across a wide range of providers globally. The result is a one-stop portal where travellers can access exciting travel experiences without the hassle of browsing countless websites.

To learn more, please visit: www.leezair.com

About Liquor City

Having been in Liquor Retail for a number of years, Liquor City's founder and chief Manuel De Atouguia decided a radical change was required, not only in the way liquor stores looked but in the manner their customers were treated. He set about building a brand which asked the question "What do South Africans want".

At a time when very little variety was available he ventured into other continents and discovered brands which he felt met with the desires of the South African people.

Liquor City imported, and continue to import, brands which offer tremendous value to the South African consumer. Brands which are recognised internationally as being the best. Brands with multiple international awards. Brands which aren't readily available across South Africa and more importantly Brands with great pricing. With a philosophy which includes responsible liquor retailing Liquor City continue to grow all over South Africa and value the relationships built up with our customers, suppliers and staff. Thank you for your support over our first 21 years and we look forward to serving you for many more.

To learn more, please visit: www.liquorcity.co.za

About Altius Group Pty Ltd

The Altius Group Pty Ltd is a leading provider of workplace selection, injury prevention and rehabilitation solutions. Altius Group has five distinct yet integrated divisions spanning occupational rehabilitation, psychological services, physical treatment, employment and medical assessment services. With more than 150 staff across 18 locations, Altius is a leader in specialised and integrated health solutions.

To learn more, please visit: www.altius-group.com.au