

23 March 2021

ASX ANNOUNCEMENT

Mobecom signs PaaS License agreement with BAT to service merchants

- Mobecom signs initial contract with BAT South Africa
- Provides further strong commercial validation of Mobecom's Enterprise Engagement Platform and Platform as a Service business model.

Mobecom Limited (ASX: MBM) (Mobecom or the Company) is pleased to announce it has signed a new contract with BAT South Africa, initially for a minimum of two years with rolling 12 month renewals. BAT South Africa will use Mobecom's next generation Enterprise Engagement Platform "Mosaic" to expand their loyalty program for its extensive merchant base. The Mosaic platform is already in production and all contract prerequisites have been completed. As with most SaaS implementations, the revenue to Mobecom is purely transaction based and therefore the contract is not expected to have a material effect on revenue this financial year as the software is rolled out.

Strong commercial validation of Mobecom's new technology platform

The relationship between Mobecom and BAT SA further validates the early market adoption of Mobecom's new 'Mosaic' digital enterprise loyalty, rewards and engagement platform.

Mobecom Executive Chairman, Iain Dunstan, states: "We look forward to working and partnering with BAT SA. This agreement further positions Mobecom as a trusted service provider in the enterprise customer engagement vertical".

The Company confirms that this announcement has been approved by the Board.

David Hwang
Company Secretary

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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 newly developed Mosaic Enterprise Engagement Platform. With mobile payment, ordering, booking and local offer capability; the Mosaic EEP will be the gateway to delivering a new digital lifestyle loyalty and rewards program.

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

About BAT South Africa

BAT South Africa is the leading tobacco manufacturer in South Africa by market share. We have a strong heritage of more than 100 years in South Africa. BAT South Africa is the only large-scale tobacco manufacturer producing locally in South Africa. BAT South Africa buy 90% of locally grown tobacco leaf, supporting 200 commercial tobacco farmers, 150 emerging farmers and 10 000 agricultural jobs. BATSA is a BBEEE level 4 company, employing more than 1 100 people directly, and have been certified as a Proudly South African company.

To learn more, please visit: www.batsa.co.za | www.bat.com