Jumbuck Entertainment Ltd

The world's leading mobile community provider

2007 Half Year Results

- Key Highlights
- Financial Highlights
- Market Overview
- Jumbuck Overview – Growth Continues
- Outlook

Key Highlights

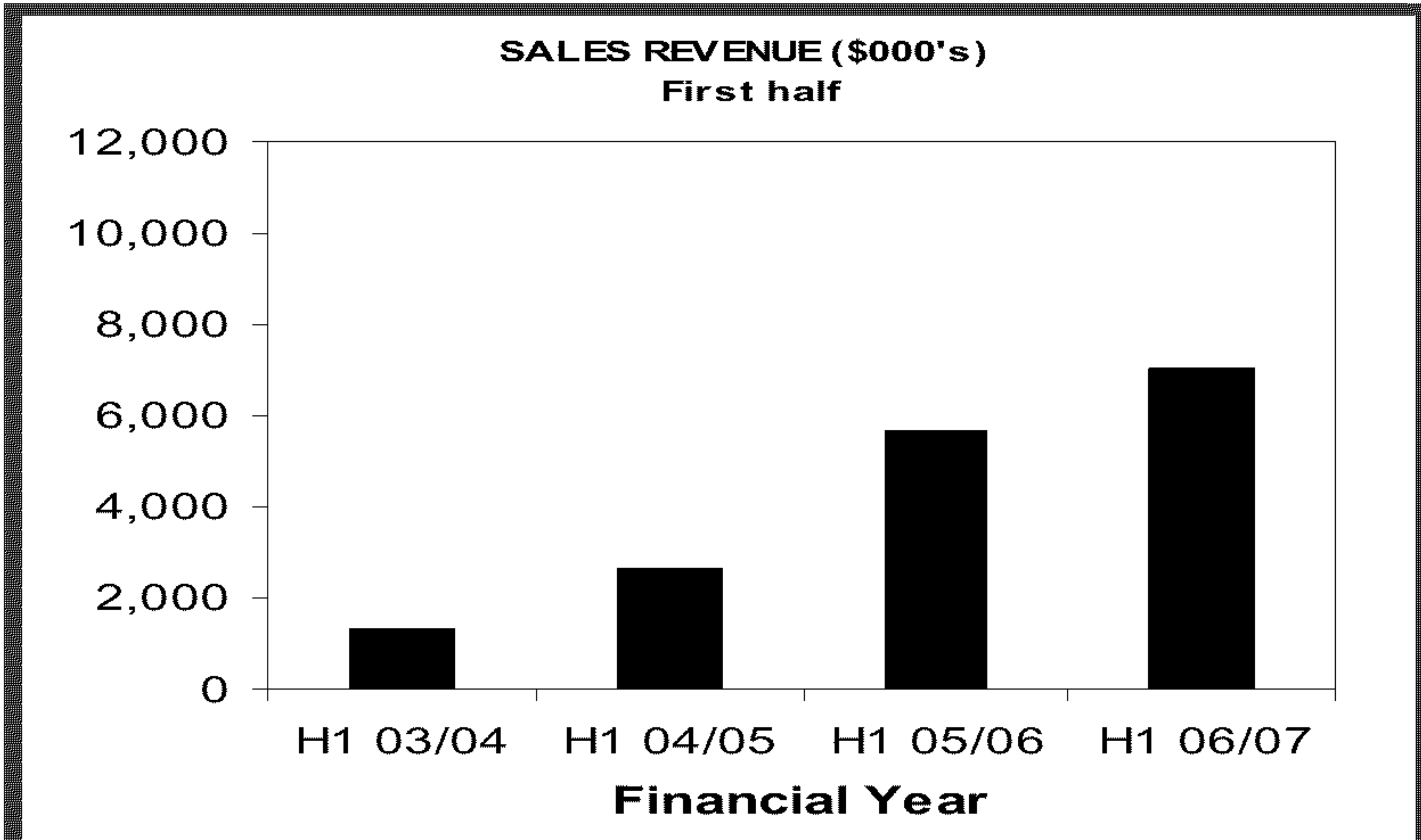
- Sales revenue $7.0m (up 24% on Dec 05)
- EBITDA up 15%
- 10 new customers signed
- 16 new services launched during last quarter
- 20% increase in new unique users
- New countries entered in Europe, Middle East and South America
- Innovation of existing services: image/ video capability added
- Signed deal for advertising trial in USA
- Management team strengthened – 85 employees – across UK, USA, Europe, South America and Australia
- US office opened to support our largest market

Financial Highlights

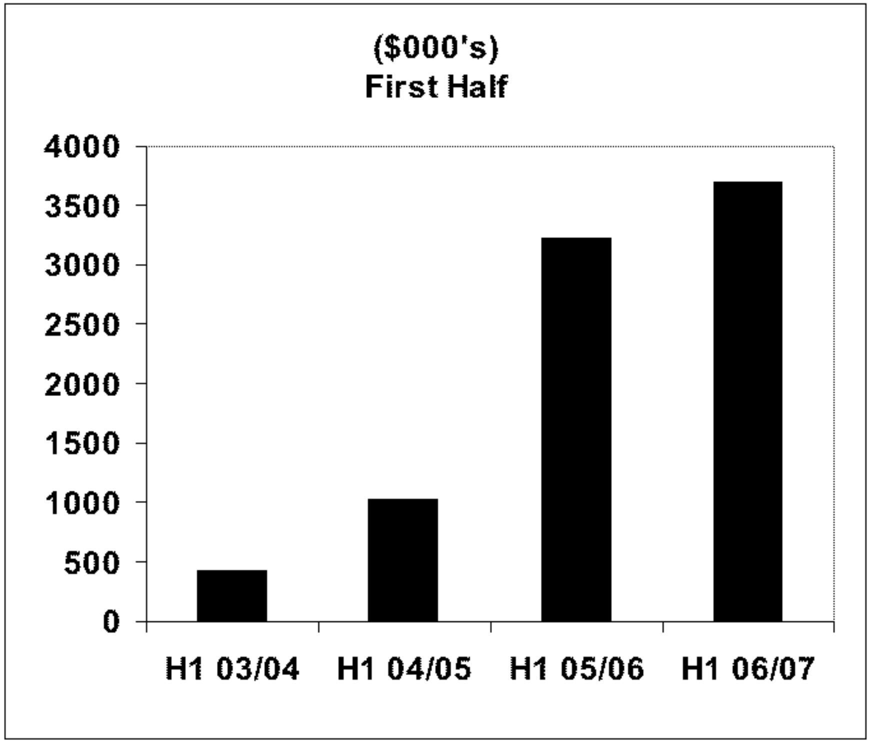
Financial Highlights

- Sales revenue $7.0m (up 24% on Dec 05)
- NPAT of $2.36m (up 10.8%)
- Cash balance $7.4m
- Net assets of $19m
- Market cap. of $85m at $1.75 per share

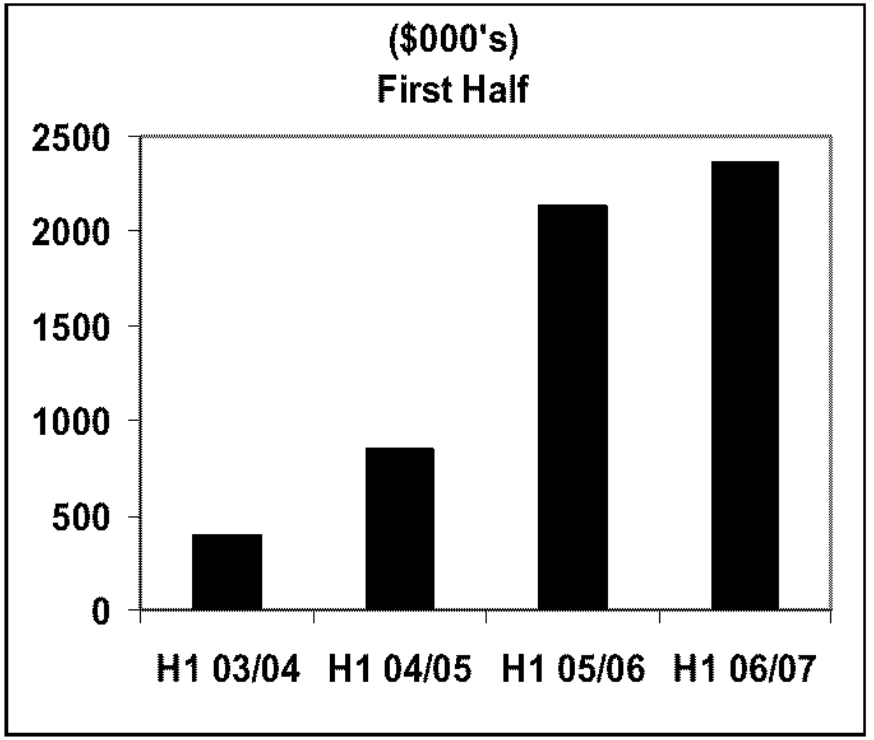
Increased Revenue



EBITDA

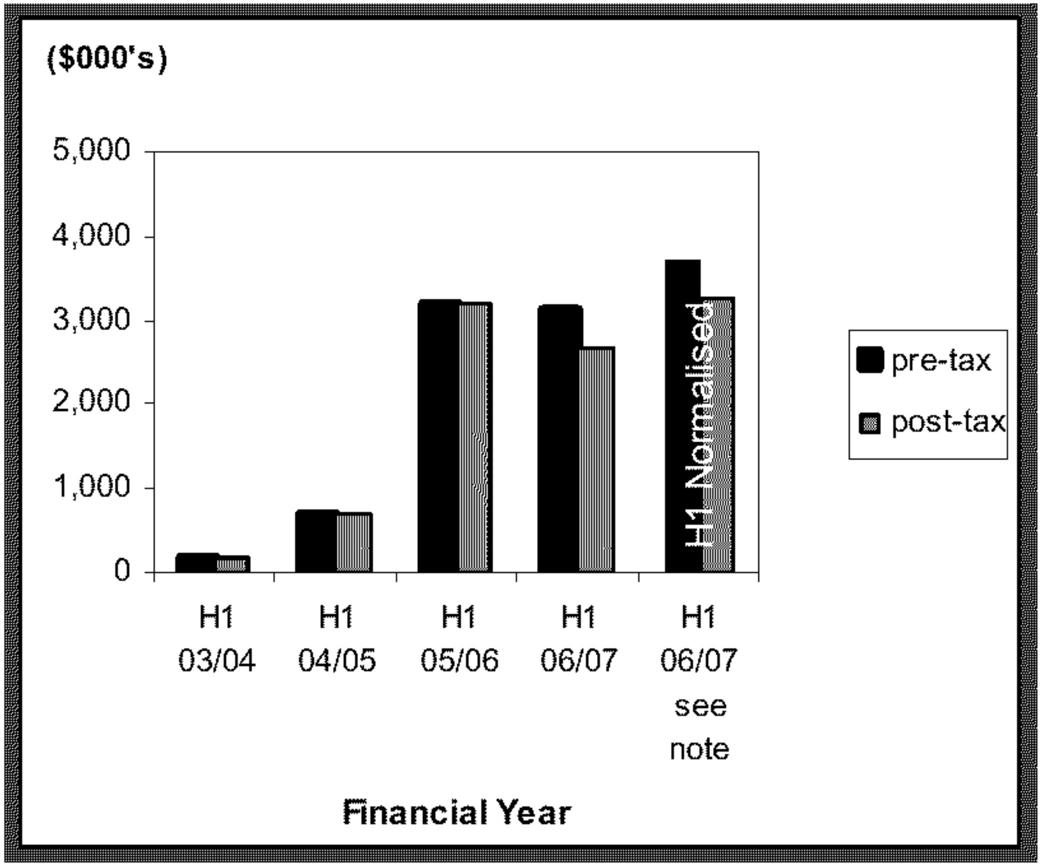


NET PROFIT AFTER TAX



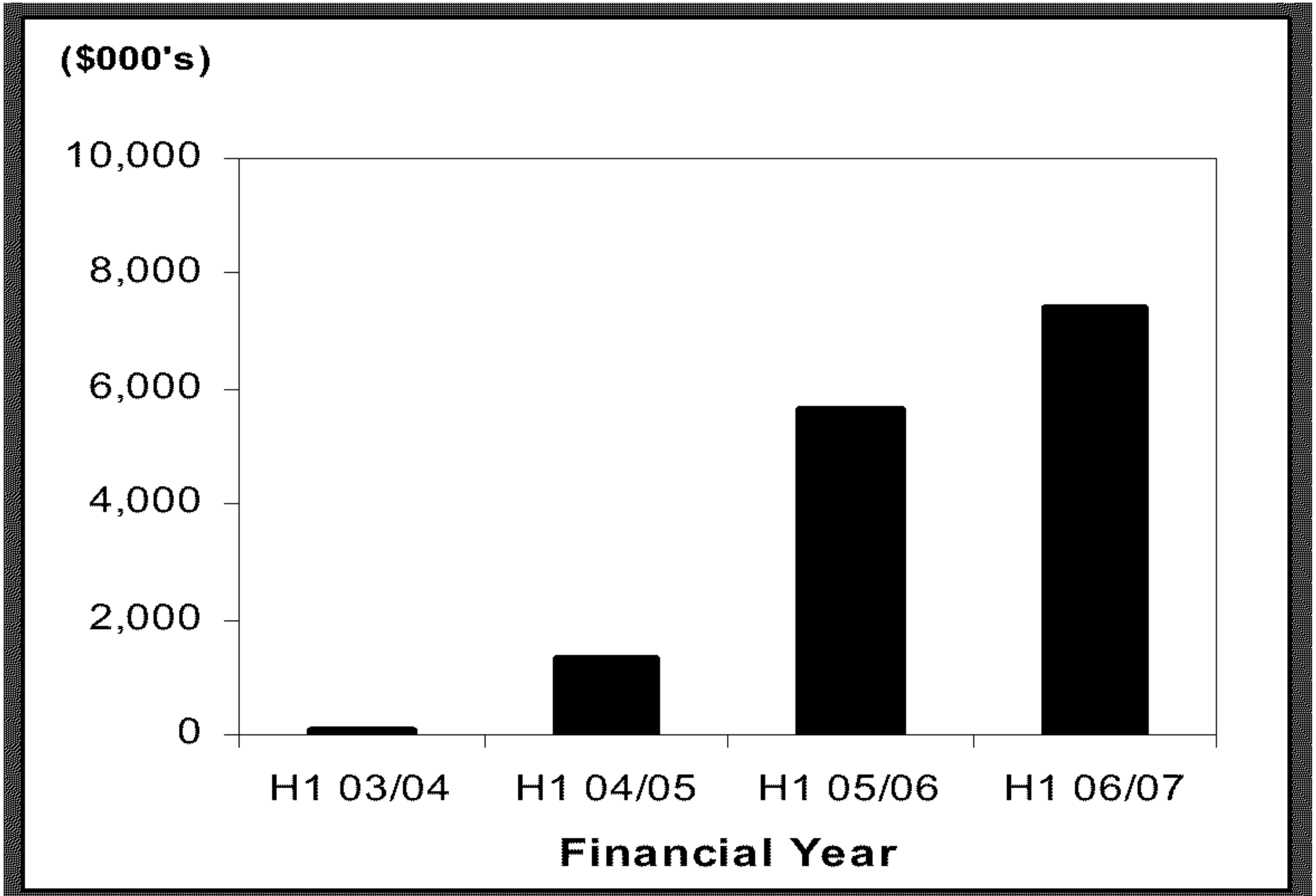
- First half 06/07 includes $300k of non-recurring costs to integrate the European operation (acquired June 2006)
- Profit growth on track

First Half : Operating cash flow



- H1 Normalised: The European operation was purchased excluding its trade receivables. The normalised cash flow shows the impact on H1 06/07 if the balance sheet had been acquired

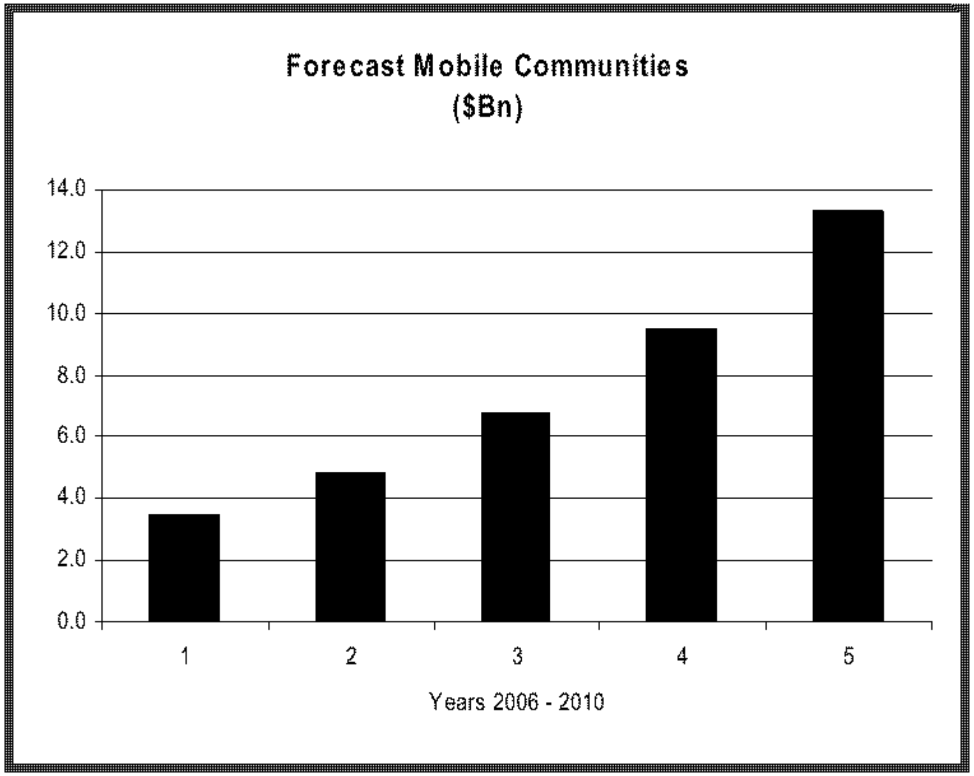
Half Year Cash Balance Growth



Market Overview

Size of Mobile Community Market

"Mobile social networking market to reach USD13 billion within 5 yrs…280% growth"



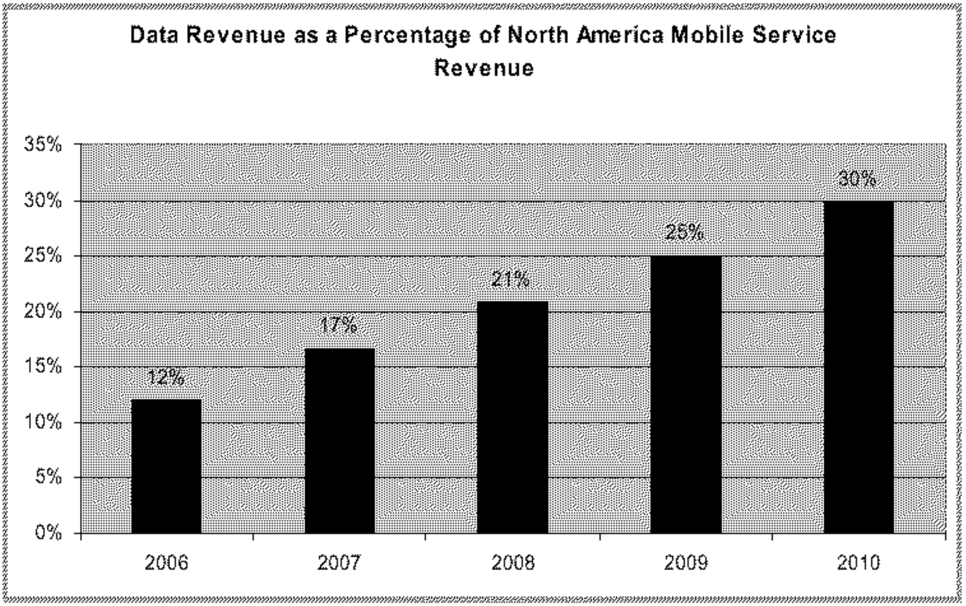
Factors contributing to this growth:

- Global subscribers to reach 2.4 billion 2010
- Carriers need to increase ARPU and drive data usage (access, messaging, sub fees)
- Youth market increasing
  - VAS consumption increasing
  - Social Affinity – communicate outside of PC
- More mobiles than PCs in emerging markets
- Increasing numbers of multimedia handsets — prices dropping
- Internet media companies going mobile e.g. Google, Youtube, Myspace, etc.

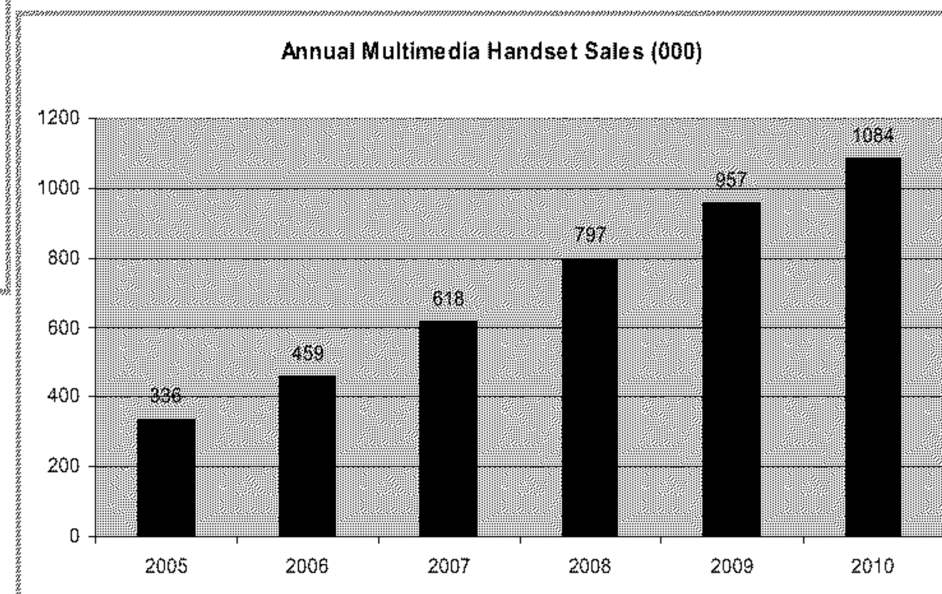
Source: IDC 2006

Source: Gartner Dataquest, 2006

Size of Mobile Community Market



CAGR 34.7%



CAGR 26.4%

Source: Informa Telecoms & Media 2006

Source: Gartner Dataquest, 2006

Market Overview

High volume of M&A in this sector continues:

- UPOC acquired by Dada Italy in Aug 06 (approx. $7m USD)
- Yahoo Mobile acquired Kenet Works (Sweden) for c$40m late 2006
- Buongiorno acquired DongAsia (Buongiorno previously acquired Freever for 34m euro)
- Yospace (UK) acquired by EMAP UK in Feb 07 for AUD36m
- News Corp paid AUD240m for control (51%) of Jamba in Sep 06

Jumbuck Overview: Growth Continues

Our Mission

To be the leading, global provider of mobile chat and flirting communities:

- *form partnerships with the world's leading carriers/partners;*
- *provide their users with access to local and global communities, on any type of platform;*
- *showcase their networks and innovative thinking;*
- *and increase their revenue and capital value.*

Our Mobile Communities

jumbuck®

Global Mobile Communities

fast flirting — Fastest growing mobile flirting community

powerchat — Social networking and chat community

(Also known as 'LiveChatEurope')

jumbuck ISLAND — Interactive mobile chat community with gaming elements

Targeted Mobile Communities

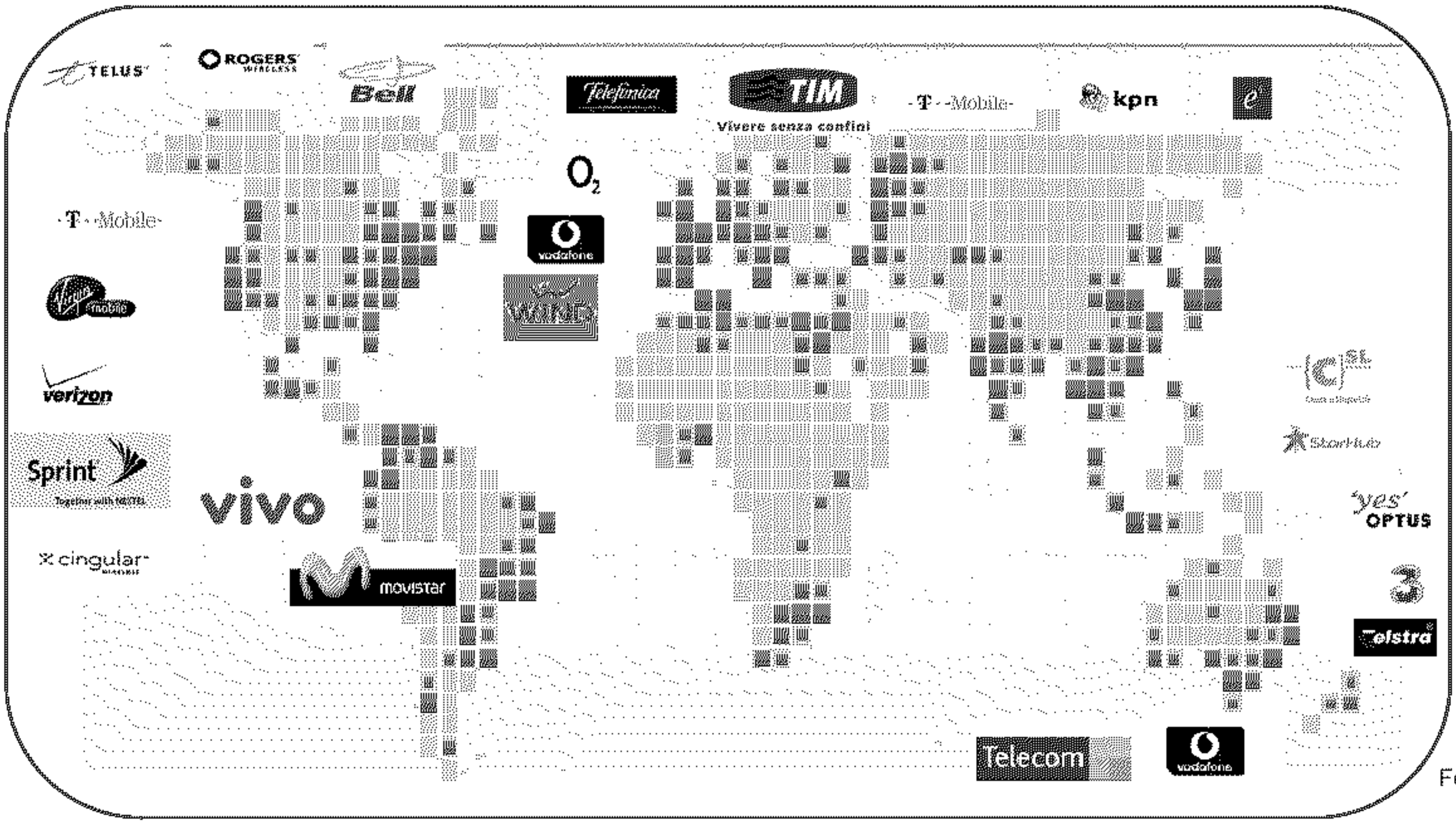
Chat del Mundo — Dedicated community for Spanish speakers

Chat do Mundo — Dedicated community for Portuguese speaking community

JUMBUCK SMS CHAT — Text only community (available in Spanish, Arabic and English)

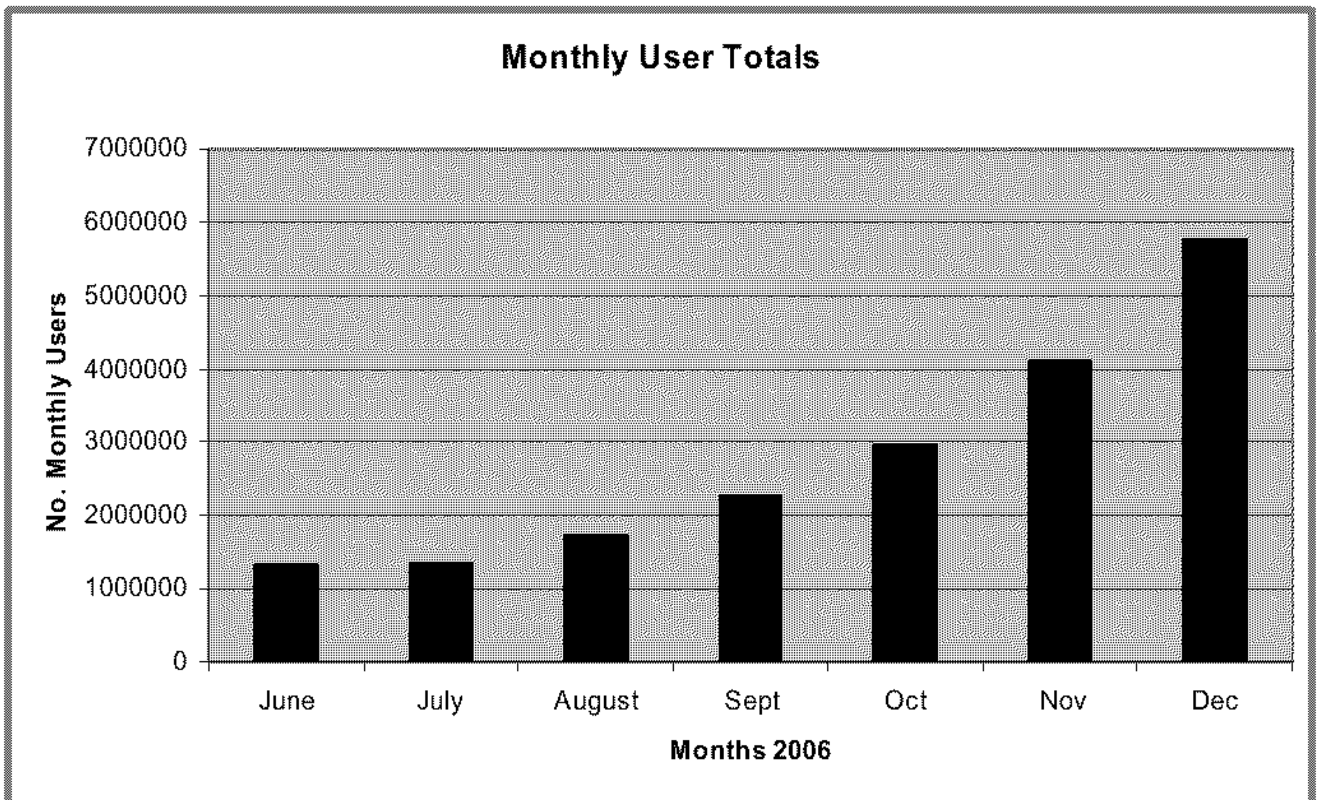
Our community continues to grow….

- 80+ carrier and partner agreements
- 70 direct carrier agreements
- 40 countries, 6 continents
- 16 new services launched in last quarter



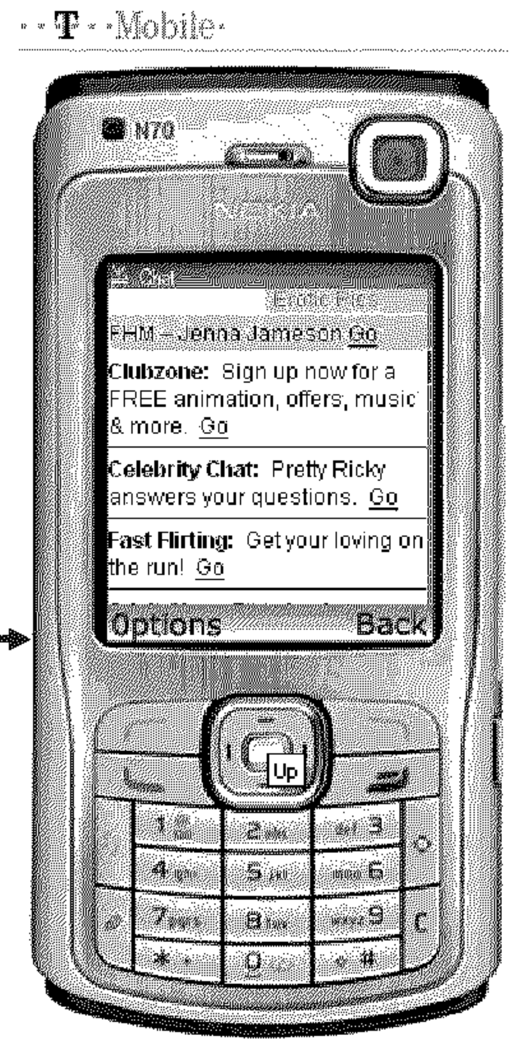
and grow ....

- ❑ 20% increase in TOTAL unique users since June 2006
- ❑ 5 million unique users monthly
- ❑ 200,000 unique users daily



Jumbuck's Unique Value Proposition

- Largest mobile chat community provider to carriers globally
- Product built solely for mobile
- Integrated carrier community
  - 80+ carrier and partner
  - Direct agreements with 70 carriers
- Premium portal placement
- 100% handset coverage
- All IP company-owned



jumbuck®

Business Models

- 3 categories:
  - Subscription
    - Jumbuck receives revenue share (50-70%)
  - Fixed Fee
  - Brackets Fixed Fee
- Changing business model opportunity
- Pricing kept low to encourage high volume participation
- Zero licensing costs – all user-generated content
- Zero distribution costs – on-portal access
- Minimum marketing costs – on-portal promotion

End User
(participates in community – has content published)

Carrier
(Billing; Distribution through portal; Access)

Jumbuck
(Application/ Brand/ Community/ Moderation)

Industry Recognition

GigaOM

Jumbuck's Fast Flirting: Users can choose to chat with anyone based on their profile, and users can send each other drinks and winks. I've tested it out and you should be ready for some hardcore attention, given there are a lot of people using this service at any one time. The company says on any given day there are more than 40,000 unique users logging in and says its community is over 4 million. The company also said this week it has upgraded the service.

COMPUTERWORLD Mobile & Wireless

Sprint also offers Jumbuck Island from Jumbuck Corp. for $3.99 per month, giving users the ability to create an avatar to meet and chat with others via cellular in a virtual world. For its part, Jumbuck announced this week that it has upgraded its Fast Flirting service, making it available to carriers globally. About 40,000 unique visitors per day use the Fast Flirting service over various carriers worldwide, the company said.

Gartner

"Mobile dating will continue to grow because Internet communities like MySpace and Jumbuck will grow," Hart said. "If you can easily show somebody pictures or share music, that's almost inadvertently dating at times." (Gartner analyst Tole Hart)

Wireless WEEK

Sprint Targets Hispanics with Mobile Chats
The first of the two offerings is Chat del Mundo from Jumbuck Entertainment. Chat del Mundo is a dedicated chat community for Spanish speakers that lets users create a profile, share images and video and interact with and form a list of global friends.

TELECOMPAPER

Virgin Mobile USA taps Jumbuck for chat services

Wireless WEEK

Virgin Mobile USA named Jumbuck Entertainment as its exclusive provider of WAP- and Java-based chat services… new agreement will give the MVNO's customers access to Jumbuck's Power Chat service as well, which is available on more than 40 carriers globally.

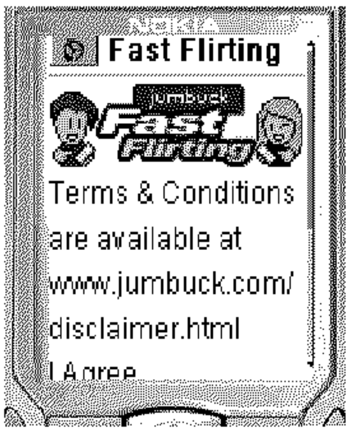
Jumbuck Strategy

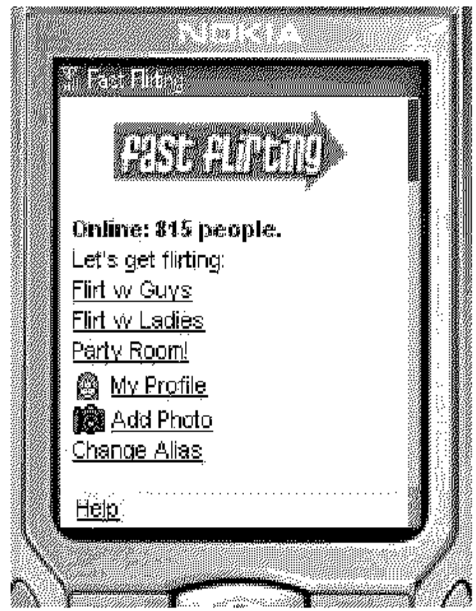
Jumbuck Strategy
1. Innovation within existing services.

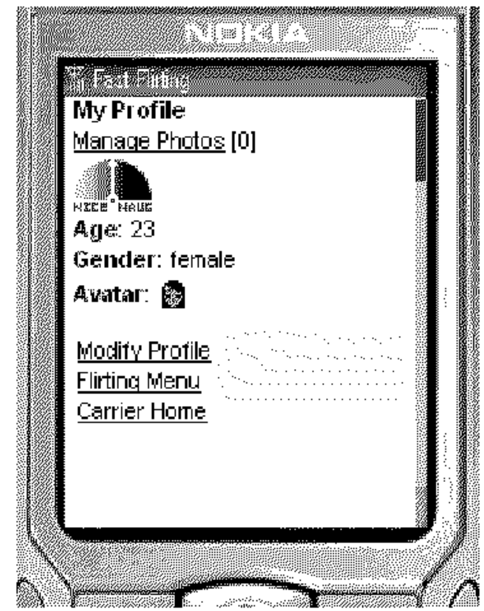
- ❑ **Image Upload**
- ❑ **Video Upload**
- ❑ **User Profiles**
- ❑ **Global Chat Rooms**

http://www.demo.jumbuck.com/chat/

Jumbuck Strategy
1. Innovation within existing services.





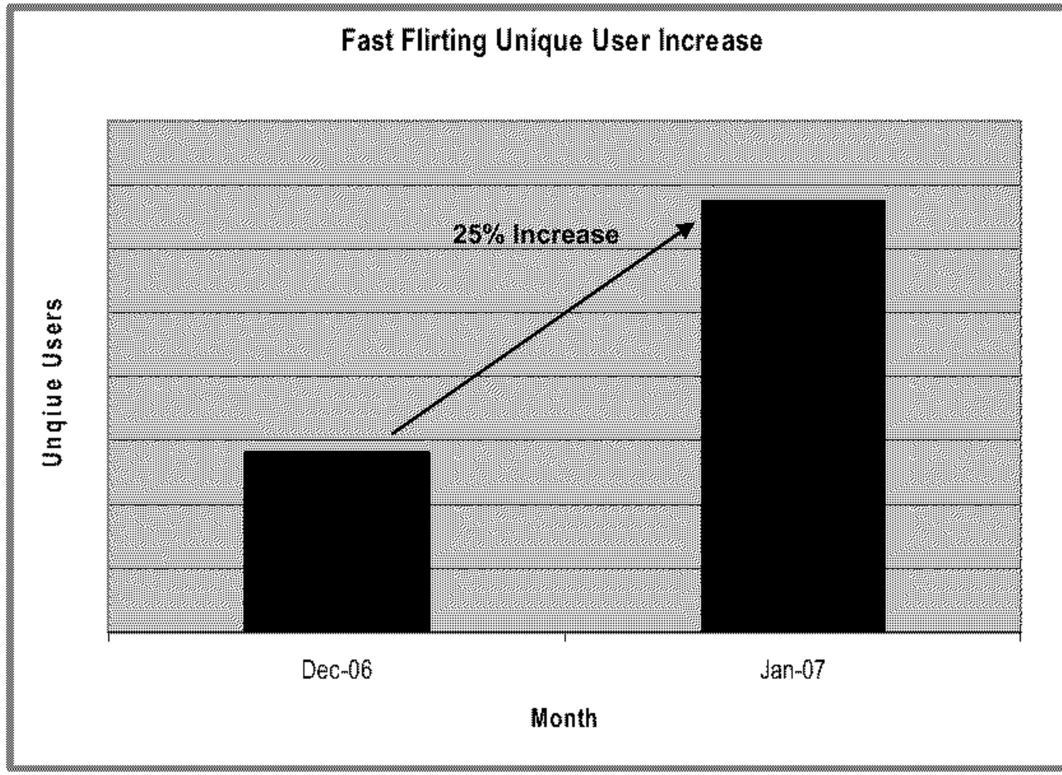


- ❑ Image Upload
- ❑ User Profiles
- ❑ Animated Icons

Jumbuck Strategy

1. Innovation within existing services… the pay-off!

- Attracts new users
  - 25% new users
- Increased traffic volumes
  - 15% increase traffic
- Increased stickiness
- New Revenue Streams
  - MMS for images/ video



Jumbuck Strategy
2. New Product Rollout

- **Chat Del Mundo Rollout**
  - World's largest Spanish-language mobile community
  - Launched in December in USA
  - Fastest-growing service in Jumbuck portfolio

- **SMS/ MMS Chat Service Rollout ….**
  - Jumbuck rolling out in USA; South America; Canada; Middle East

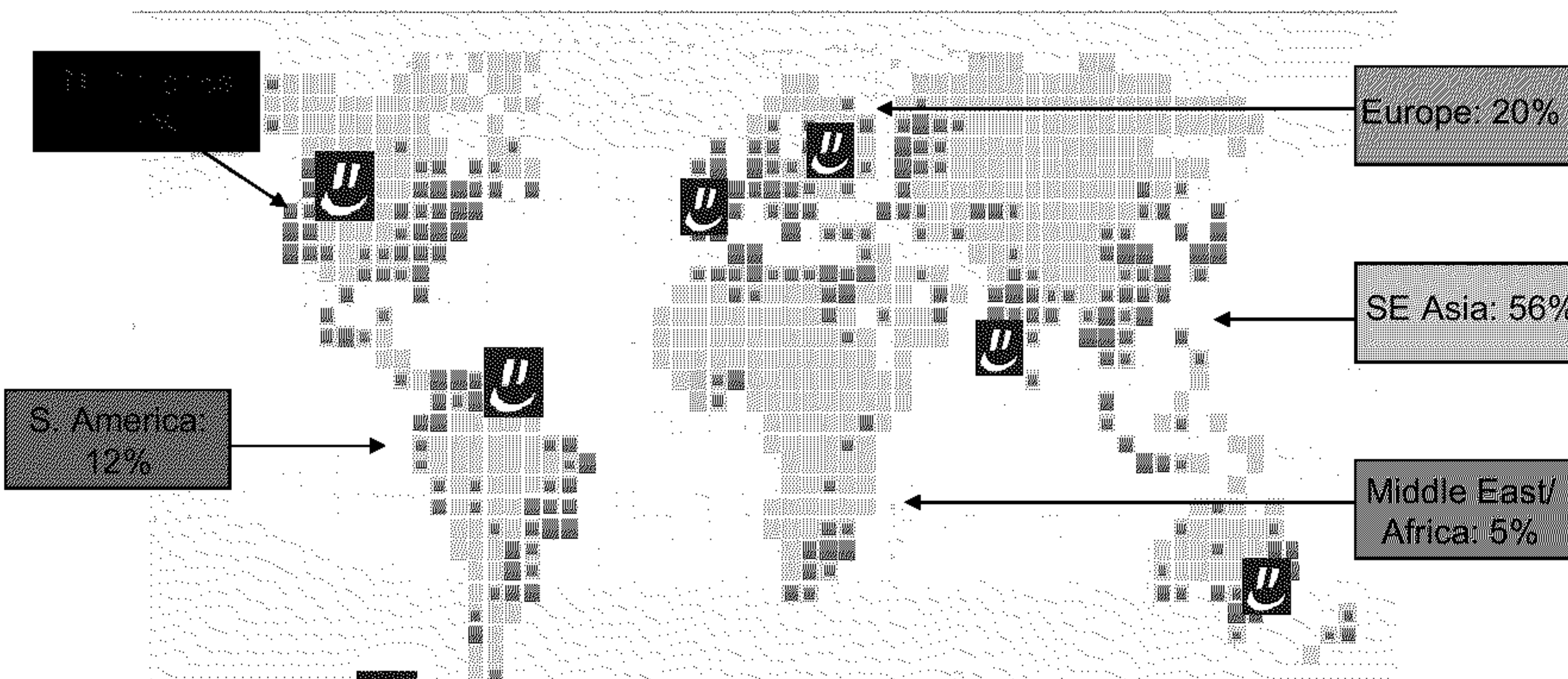
"Worldwide SMS Revenues on the rise, revenues to Reach $67 billion by 2012"(M:Metrics)

"5% of all text messages sent will relate to social network interaction in 2007" (Gartner Group)

Jumbuck Strategy

3. Enter New Emerging Markets.

Global landscape for mobile community users in 2011, according to ABI Research…..



- Jumbuck established a presence in all key regions

Source: ABI Research, 2006

Jumbuck Strategy
4. Advertising Opportunity

- A new model emerges - unproven
- Jumbuck ideally placed
  - 6m unique users per month
  - 2bn page impressions per month
  - Understanding of user base
  - Targeted messages
- Success to date - 5% click - through on mobile vs. 0.5% on internet
- Jumbuck signed a trial with a leading US carrier for advertising in its services

Table 1: Fastest Growing Web Brands*, July 2006 (U.S., Home and Work)

Brand	Jul'05 UA (000)	Jul'06 UA (000)	% Growth
HSBC	1,290	6,377	394%
Sonic Solutions	1,098	3,740	241%
Associated Press	2,901	9,692	234%
ImageShack	2,324	7,745	233%
Heavy.com	965	3,021	213%
Flickr	2,105	6,346	201%
ARTIST Direct	1,131	3,219	185%
Partypoker.com	2,127	6,043	184%
MySpace	16,239	46,025	183%
Wikipedia	10,387	29,176	181%

Source: Nielsen//NetRatings, August 2006

** Fastest growing Web brands among those with a minimum unique audience of 750,000 in July 2005*

US$280m spent by brands on social networking websites in 2006

Jumbuck Strategy
Future Revenue Generation

	% SMS traffic	% WAP traffic	% Subscription	% Image Upload	Advertising	New Markets
Today	✓	✓	✓			
Future	✓	✓	✓	✓	✓	✓

1. New Business Model Opportunity

2. New Feature/ Product Opportunity

3. New Market Opportunity

Summary & Outlook

- Revenue growth from:
  - Innovation within products
  - New products (e.g. Chat del Mundo)
  - New business models (revenue share on usage)
  - Deeper presence in current markets
  - Expansion into new emerging markets (e.g. India)
  - Advertising roll-out if trial is successful
- Total revenue full year forecast at $17m
  - contingent on a number of carrier launches taking place
- Potential acquisitions
  - Geographic expansion
  - Technology extension
- Very early in the growth phase for Jumbuck's products

Appendix

Financial Detail (i)

Year ended 30 June (AUD '000)	2007 Dec Half	2006 Dec Half	Change %
Sales Revenue	7,012	5,636	24.4%
EBITDA	3,705	3,226	14.8%
Less:			
Depreciation and Amortisation	-575	-446	
EBIT	3,130	2,780	12.6%
Interest	150	90	
EBT	3,280	2,870	14.3%
Tax	-921	-743	
NPAT	2,359	2,127	10.9%

Financial Detail (ii)

Year ended 30 June (AUD '000)	2007 Dec Half	2006 Year	2005 Year	2004 Year
Sales Revenue	7,012	11,246	7,059	2,929
EBITDA	3,705	6,320	3,683	910
Less:				
Depreciation and Amortisation	-575	-840	-573	-68
EBIT	3,130	5,480	3,110	842
Interest	150	261	65	0
EBT	3,280	5,741	3,175	842
Tax	-921	-1,441	-473	55
NPAT	2,359	4,300	2,702	897

Financial Detail (iii)

Year ended 30 June (AUD '000)	2007 Dec Half	*Note 1*	2006 Year	2005 Year	2004 Year
EBITDA Margin (%)	52.8	*(57.1)*	56.2	52.2	30.5
EBIT Margin (%)	44.7	*(48.9)*	48.7	44.1	28.2
Profit Before Tax Margin (%)	46.8	*(51.0)*	51.0	45.0	28.2
NPAT Margin (%)	33.7	*(37.9)*	38.2	38.3	30.0
EPS (cents)	4.89		9.40	6.30	2.60

Note 1 Earnings adjusted to remove the $300k of non-recurring WAP3 integration costs.

Financial Detail (iv)

- No debt
- Increase in both Intangible assets and Current liabilities/Other is as a result of providing for earn-out on WAP 3 acquisition
- Product development being capitalised and amortised

BALANCE SHEET AUD '000	Dec-06	Jun-06
Current assets		
Cash	7,398	5,861
Receivables	3,629	2,670
Other	51	43
Total current assets	**11,078**	**8,574**
Non-current assets		
Property, plant and equipment	881	835
Other financial assets	245	245
Intangible assets	11,020	9,462
Total non-current assets	**12,146**	**10,542**
Total assets	**23,224**	**19,116**
Current liabilities		
Payables	(672)	(1,058)
Current tax liabilities	(1,226)	(888)
Provisions	(398)	(166)
Other	(1,412)	(62)
Total current liabilities	**(3,708)**	**(2,174)**
Non-current liabilities		
Deferred tax liabilities	(462)	(415)
Total non-current liabilities	**(462)**	**(415)**
Total liabilities	**(4,170)**	**(2,589)**
Net assets	**19,054**	**16,527**
Equity		
Issued Capital	9,354	9,219
Retained earnings	9,397	7,036
Reserves	303	272
Total equity	**19,054**	**16,527**

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It is intended that this document be read in conjunction with all other announcements made to the ASX and in particular, the statements of financial performance by JMB.

Investors should not act or refrain from acting in sole reliance on this presentation material. This overview of JMB does not purport to contain all information which investors may require in order to make an informed assessment of JMB's prospects.

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