



ASX Announcement | 3 November 2016 Crowd Mobile Limited (ASX:CM8)

Crowd Mobile and MTV International Partnership Launch New Sticker Apps - World First Product

Highlights

- First six apps 'Geordie Toon' and 'Geordie Stars' released under Crowd Mobile's partnership with Viacom International Media Networks (VIMN)
- 'Geordie Toon' is a freemium app featuring more than 500 personally curated stickers of 'Geordie Shore celebrities which is MTV International's top-rated program in the UK
- The sticker app will include a photo-editing feature and a world-first Q&A feature inspired by the stars
- The Q&A feature will allow fans to ask their favourite MTV celebrities questions and receive personalised answers
- Additional app releases under partnership are expected over the coming months

Thursday, 3 November 2016 – Crowd Mobile Limited (ASX: CM8 & FWB: CM3) (Crowd Mobile or the Company) is delighted to announce the first app releases from its partnership with Viacom International Media Networks (VIMN), the international division of Viacom Inc. (NASDAQ:VIAB and VIA) [ASX Announcement: 10 October, 2016].

Under the two-year partnership, Crowd Mobile secured the licence to various MTV brands, including the popular Geordie Shore franchise, for new development of apps [mobile device applications]. The first six apps released include 'Geordie Toon' and related celebrities from the show, a freemium [basic services are provided free of charge, more advanced features incur cost] app featuring more than 500 personally curated stickers.

'Geordie Toon' and related apps will capitalise on the global trend of personalisation through the creation of small digital images or icons inspired by Geordie Shore's celebrities. The new emoji apps follow the success of Crowd Mobile's Gazmoji launch in July 2016. Gazmoji emojis are inspired by well know Geordie Shore personality Gaz Beadle and the app was ranked the number one paid entertainment in nine countries and top five paid apps in 18 countries.

'Geordie Toon' will include Gaz Beadle in addition to co-stars Scott Timlin, Holly Hagan, Chloe Ferry and Nathan Henry and also include a photo-editing feature. The feature will allow users to enhance their photos and share to all major social media networks and messaging platforms, and a world-first Q&A [Question & Answers] feature inspired by the stars.

The Q&A feature will allow fans to ask their favourite MTV celebrities questions and receive personalised answers for a fee. Crowd Mobile's Q&A division develops engaging mobile apps seamlessly connecting those seeking answers with experts qualified to give them and achieved record growth in the 2016 financial year [FY16 revenue up 61% to \$20.7m].

'Geordie Toon' is free to download with in-app purchases and launched on 3 November 2016 in the Apple iOS App Store followed by Google Play. Additional app releases under the partnership are expected over the coming months.

Crowd Mobile's Chief Executive Officer, Domenic Carosa: "The launch of our new apps with MTV International is a significant milestone for our partnership and for our Company.

Viacom is a major force in the international media ecosystem and MTV brands and celebrities are the perfect fit for Crowd Mobile's mobile innovation.

'Geordie Toon' and related Apps are an exciting product range and follows the tremendous success of Gazmoji. The appetite for Geordie Shore and personalization remains immense. We look forward to keeping investors updated with developments."

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About Crowd Mobile

Crowd Mobile is a mobile-first company with a world-leading 'Q&A' platform, providing personalised expert advice, and a subscription service giving users access to games, infotainment and security products. We operate across 54 countries and 30 languages and have partnered with more than 160 mobile carriers, allowing users to pay for products and services through their mobile phone or with Google or Apple Pay. Crowd Mobile has developed a diverse range of products in the m-payment, entertainment and infotainment space and is listed on Australian and German stock exchanges (ASX:CM8, FWB:CM3).

About Viacom International Media Networks (VIMN)

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel, Channel 5 in the UK, VH1, VIVA, COLORS, Spike, Game One and Tr3s: MTV, Música y Más. Viacom brands reach more than 3.4 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom

App Websites

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