

29 June 2018

ASX ANNOUNCEMENT

Mobecom enters into new Spur Group contracts

- Mobecom has signed two new agreements to deliver mobile ordering solutions to a further two Spur brands, 'John Dory's' and 'Spur Steak Ranches'
- Mobecom's mobile ordering solutions are expected to ultimately become available to over 2 million of Spur's customer loyalty members
- Mobecom remains on-track to deliver its technology to the remaining Spur brands by 30 July 2018 to further boost Mobecom's annualised recurring revenue

Mobecom Limited (ASX: MBM) (Mobecom or the Company) is pleased to announce it has signed agreements with two of Spur Corporations' (Spur) franchise brands, John Dory's and Spur Steak Ranches.

Mobecom announced on 30 November 2017 that it had entered into a Master Services Agreement with Spur (MSA), as Spur's exclusive provider of customer loyalty technology for Spur's 590+ franchise outlets within South Africa, Africa and Australia (across seven brands). At the time, Mobecom also executed agreements for two of Spur's seven brands, 'Panarottis Pizza Pasta' and 'RocoMamas'.

The Company anticipates that these new agreements will contribute to Mobecom's contracted recurring revenues from the Spur Group in CY 2018 by approximately 15%. The agreements also present a further revenue earning opportunity for Mobecom based on orders placed by Spur consumers through Mobecom's apps. The additional revenue equates to 4.5% of all loyalty member orders across the participating Spur brands under the MSA, and the potential transaction-based revenue opportunity under the MSA remains significant, with Spur's total addressable ordering customer base estimated at over 2 million consumers.

Mobecom remains on track to deliver its mobile customer loyalty technology for Spur's remaining contracted restaurant franchise brands by 30 July 2018.

Mobecom Chief Executive Officer, Neil Joseph, states:

"With agreements with John Dory's and Spur Steak Ranches now in place, we remain poised to implement our technology solutions, adding further recurring revenue in CY 2018, and earning an additional 4.5% fee for any orders placed in-app."

"We also continue to remain on-track to deliver our mobile app technology to contracted Spur portfolio of brands by 30 July 2018".

Ends.

For further information, contact:

Media Enquiries

Imogen Conyers
Media and Capital Partners
M: +61 405 191 257
E: imogen.conyers@mcpartners.com.au

Neil Joseph
Chief Executive Officer
Mobecom Ltd
M: +61 404 969 153
E: neil.joseph@mobecom.co

About Spur Corporation

Spur Corporation (JSE: SUR) is a growing multi-brand restaurant franchisor, headquartered in Cape Town, and listed in the travel and leisure sector of the JSE Ltd with gross revenues of over \$720m.

The group's nine brands each have their own distinctive atmosphere and brand positioning, appealing to a broad customer base. Spur Group consists of Spur International, Spur Steak Ranches, Panarottis Pizza Pasta, John Dory's Fish Grill Sushi, Captain DoRegos, The Hussar Grill, RocoMamas, Spur Grill & Go, Casa Bella and Monterey Seafood.

It currently has over 592 outlets worldwide, with restaurants in various parts of Africa, Mauritius, the Middle East and Australasia. These can be broken down into 324 Spur Steak Ranches, 92 Panarottis Pizza Pasta outlets, 50 John Dory's restaurants, 44 Captain DoRegos outlets, 15 franchises of The Hussar Grill, 54 RocoMamas, 7 Casa Bella restaurants, and 6 Spur Grill & Go outlets. www.spur.co.za

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 cryptocurrency 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). www.mobecom.co