

4 July 2018

## Mobecom Company Update

- Vodacom – Contract completed for Phase 2 of a multiphase project
- Spur Group – Contract completed for 2 new brands' solutions
- Lakeba Group – Memorandum of Understanding completed for the development of a Blockchain and Cryptocurrency exchange platform
- Freenet Digital – Reseller contract signed with leading German mobile content provider with connections to more than 470 million customers in 36 countries
- Altius Group - Memorandum of Understanding completed for the collaboration and joint marketing of the LifeIQ platform to Altius' Australian clients
- Pan Pacific Hotels – Extension of existing agreement
- airBux – Management is nearing completion of strategic contracts to further complete the SPV opportunities

**Mobecom Limited** (ASX: MBM) (Mobecom or the Company) is pleased to provide this company update. Following a very busy period of operational success, the Company is pleased to report that in addition to the agreements executed with Vodacom and Spur Group as announced on 28 June 2018 and 29 June 2018 respectively, Mobecom has also executed strategic agreements with Freenet, Altius Group and Pan Pacific Hotels.

These agreements provide validation to the continuous improvement in the ability for Mobecom to deploy its technology across multiple geographies. The management team at Mobecom continues to seek out new opportunities and to create the foundation for the launch of its 2 Direct-to-Consumer products: FiiTR.me and airBux.

### 1. Direct-to-Consumer – FiiTR.me

Mobecom has recently executed an agreement with Freenet Digital, a leading German mobile content provider, including entertainment content and services for the digital consumer including ringtones, mobile games and music downloads. Freenet Digital boasts connection to more than 470 million customers in 36 countries, and more than 550 retail shops in Germany. They will market and distribute Mobecom's **FiiTR.me** health and wellness product, enabling Mobecom to earn subscription revenue. This agreement represents one of several strategic distribution agreements being negotiated to support the growth of Mobecom's subscription-based Direct-To-Consumer digital products.



Mobecom is in the final stages of completing another reseller agreement with a European based Australian company to continue expanding the subscription-based selling of FiiTR.me. It is anticipated the weekly subscription will be \$5.00 per week of which Mobecom will receive up to 40% of this revenue.

### 2. Vodacom – Phase 2

On 22 December 2017, Mobecom announced that it had entered into a major, multiphase contract with Vodacom Group Limited. Under this arrangement, Mobecom has already completed the first phase of this project, with the delivery of a white-labelled app



for Vodacom's loyalty program 'SwitchedONBenefits' launched on 28 February 2018. Associated recurring revenues to Mobecom commenced in March 2018.

As announced on 28 June 2018, Mobecom has executed an agreement with Vodacom which represents the formalisation of the next phase in the project between Vodacom and Mobecom. Under the agreed terms, Mobecom will provide:

- operational management, support and customer care services to Vodacom, to facilitate the optimal functioning of the SwitchedONBenefits product and service (which was launched as part of phase one); and
- merchant management, marketing support, affiliate sourcing and management services, to assist Vodacom with the on-selling of the SwitchedONBenefits product and services.

The term of the agreement is for 3 years. The agreement is terminable for breach at any time or for convenience after the initial 12 months (subject to appropriate notice). Mobecom will earn a monthly fee for the provision of the services. In addition to this fee, Mobecom may also be entitled to a percentage of any advertising and/or subscription revenues earned by Vodacom from the SwitchedONBenefits app. Collectively, the next two phases will further extend Mobecom's annual recurring revenues with the potential for additional transaction and subscriber-based revenue.

### 3. Spur Group



In November 2017, Mobecom announced that it had entered into a major, multiphase contract with Spur Group Limited, under a Master Services Agreement. The Company has now signed an additional two agreements to deliver mobile ordering solutions to a further two Spur brands - John Dory's and Spur Steak Ranches across over 350 outlets in South Africa.

Included in these agreements, Mobecom's mobile ordering solutions will be delivered to over 2 million of Spur's customer loyalty members, earning a 4.5% fee on all ordering revenue.

Mobecom remains on-track to deliver its mobile customer loyalty technology for Spur's remaining contracted restaurant franchise brands by 30 July 2018. Mobecom anticipates that these new agreements will contribute to Mobecom's contracted recurring revenues from the Spur Group by approximately 15% in CY 2018.

Under the 3-year MSA, Mobecom is the exclusive provider of mobile customer loyalty products and services for Spur's entire brand portfolio of over 590 franchise outlets across South Africa, Australia, Mauritius and 12 African countries.

### 4. Lakeba Group



In June 2018, Mobecom announced that it had entered a Memorandum of Understanding with Australian technology development company, Lakeba Group Pty Limited for the development of a Blockchain and Cryptocurrency exchange platform, AirCrypto, for airBux. Lakeba will initially form a 100% owned subsidiary of Lakeba in which it will develop this AirCrypto Platform, subject to the terms of the Lakeba MoU (Refer to ASX release 20<sup>th</sup> June 2018).

The AirCrypto Platform will enable consumers using the airBux app to convert cryptocurrency holdings into airBux (Mobecom's digital rewards currency), which can then be spent on goods and services in-store and in-app across the airBux participating merchants.

## 5. Altius Group

Mobecom has this week executed 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. LifelQ, a Mobecom subsidiary, will be collaborating with Altius Group to commercialise a market-first solution for life, accident and workers compensation insurers, employers and associations, to enhance their ability to deliver evidence-based and measurable health and wellness services to their clients, claimants and employees.



The solution combines the proven best of breed digital capabilities for LifelQ with the high-quality health care provision of the Altius Group, a national leader in the delivery of evidence based workplace health, and wellness solutions. In terms of this agreement, Mobecom and Altius will share revenues equally.

This agreement represents one of several strategic partnerships being negotiated to support the Mobecom's subscription based digital products as highlighted by the Company in its relisting statement, October 2017.

The Altius Group has a large client base in Australia and it is anticipated that marketing of the service will commence in Q3 of 2018.

## 6. Pan Pacific Hotels

Mobecom has in June 2018 completed an extension to the existing contract. It is planned to expand the Associates program from one territory to 8 territories and 22 hotels. The entire project is still in the process of being scoped out, so at this stage, it is not possible to estimate the exact effect on the groups revenue.

### **Mobecom Chief Executive Officer, Neil Joseph, states:**

"We're pleased to have successfully completed a number of strategic agreements that validates the development of the Mobecom full-stack technology solutions. We have completed Phase 1 of the Vodacom and Spur multi-phase contracts and now look to capitalise on the implementation of the next phases. We have also completed two strategic reseller agreements for FiiTR.me and the LifelQ products.

"Collectively, these agreements provide the opportunity for Mobecom to generate a significant increase in revenue within the next 18 months plus strong potential to generate additional fees, based on increasing transaction volumes and a growing subscriber base."

Ends.

### **For further information, contact:**

#### **Media Enquiries**

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

Neil Joseph  
Chief Executive Officer  
Mobecom Ltd  
M: +61 2 9922 6988  
E: [neil.joseph@mobecom.co](mailto:neil.joseph@mobecom.co)

## **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).

For more information, please visit [www.mobecom.co](http://www.mobecom.co)