



6 June 2016

Company Announcements Office

Australian Securities Exchange

Via: Electronic Lodgment

Successful \$12m Capital Raising

Mobile commerce company Mobile Embrace Limited (**ASX: MBE, MBE or Company**) is pleased to announce the successful completion of a significantly oversubscribed \$12m equity placement (**Placement**) to existing and new shareholders to fund the continued international expansion of the Direct Carrier Billing business (**DCB**).

The capital raising initiative comprises:

- A \$12m placement of ordinary shares to professional and sophisticated investors pursuant to the Company's placement capacity under Listing Rule 7.1; and
- A Share Purchase Plan (**SPP**) in which the Company intends to offer eligible shareholders an opportunity to participate in a non-underwritten SPP to raise up to \$3,500,000 before costs of the issue.

The shares under the Placement and SPP will be issued at \$0.30 per share.

The majority of the Placement was contributed by existing institutional shareholders with the Company also welcoming a number of new domestic and international institutional shareholders to the register.

Taylor Collison and PAC Partners were joint lead managers to the Placement.

The funds from both the Placement and the SPP will be predominantly used for the purposes of:

- accelerating the growth opportunities MBE has created with international telco groups for DCB;
- leveraging the scalability of its operations and proprietary technology and market leading position;
- acquisition related earn out payments;
- additional customer acquisitions;
- working capital; and
- costs associated with the offer.



Further details of the Placement and the use of funds are provided in the presentation posted to the ASX today.

Details of Funding

Placement

The Company has agreed to issue 40,000,000 new fully paid ordinary shares in the Company at an issue price of \$0.30 per share to raise \$12,000,000 before costs of the Placement to professional and sophisticated and other investors to whom disclosure is not required under the Corporations Act. Completion is expected to occur on Thursday 9 June 2016.

Shareholder approval will not be sought for the Placement as the Placement comes within the Company's capacity pursuant to ASX listing rule 7.1. All shares issued under the Placement will rank equally with existing shares on issue.

Share Purchase Plan

The Company intends to offer eligible shareholder an opportunity to participate in a non-underwritten Share Purchase Plan (**SPP**) to raise up to an additional \$3,500,000 before costs of the issue.

The SPP will offer shareholders the opportunity to subscribe for up to \$15,000 worth of shares in the capital of the Company at a fixed price of \$0.30 per share which represents an approximate 15% discount to the volume weighted average price of the Company's shares calculated over the 5 trading days prior to the announcement of the SPP, being just over \$0.35.

New shares issued under the SPP will rank equally with the Company's existing shares. Shareholders participating in the SPP will not incur brokerage or other transaction costs.

Further details of the SPP will be communicated to shareholders in due course. An indicative timetable for the placement and SPP is as follows:

SPP Record Date	7.00 pm (Sydney time), Friday 3 June 2016
SPP Offer opens	Wednesday, 8 June 2016
Settlement and quotation of Placement shares	Thursday 9 June 2016
SPP Offer closes	5:00pm (Sydney time), Wednesday, 22 June 2016
Allotment of shares under the SPP	Thursday, 30 June 2016
Despatch of holding statements for SPP shares	Friday 1 July 2016
Quotation of SPP Shares on the ASX	Monday 4 July 2016

**All dates specified in this announcement are indicative and may be subject to change.*



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About Mobile Embrace Limited

Mobile Embrace Limited (ASX: MBE) is a mobile commerce company. Through our integrated and award winning mobile marketing and carrier billing infrastructure we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets.

To learn more please visit www.mobileembrace.com, follow us on Twitter [@ir_mbe](https://twitter.com/ir_mbe) or download independent research on MBE here: <http://mobileembrace.com/investors-2/>.

DISCLAIMER

Forecasts and estimates may be materially different and may be affected by many factors such as the timely release of products and services, dependencies on third parties, the overall global economy, competition in the industry and other events beyond the control of or unforeseen by Mobile Embrace Limited and its subsidiaries

Media Contacts:

Chris Thorpe
CEO & Co-Founder, Mobile Embrace
+61 2 9360 3385

PR & Comms Manager, Mobile Embrace
+61 2 9360 3385
press@mobileembrace.com

Ben Jarvis
Six Degrees Investor Relations
+61 413 150 448