



27 July 2016
ASX Release

Mobile Embrace Expands International Direct Carrier Billing Operations with Full Telco Coverage in Norway

- **Agreement is with established MBE Partner, Telenor Digital**
- **Telenor Digital provides MBE complete market coverage of Norway's 5.8m mobile subscribers**
- **A significant carrier billing opportunity, Norway as a territory has high ARPU (average revenue per user), 84% of Norway's mobile subscribers are postpaid customers**
- **MBE is now live with 20 mobile operators in 8 Countries**
- **Capacity to now expand Direct Carrier Billing operations into a further 12 countries – new territories pending**
- **Modest investment to establish operations in Norway**
- **MBE's international Direct Carrier Billing operations continues its rapid overseas expansion**

Mobile commerce company Mobile Embrace Limited (**ASX: MBE, MBE or Company**) is pleased to announce that it continues to rapidly expand its international Direct Carrier Billing (DCB) operations into Norway through a new agreement with Telenor Digital.

Telenor Digital's unique position provides MBE complete telco market coverage of Norway's 5.8m mobile subscribers.

This is a strong development for MBE and represents a significant European market expansion. The agreement, which has been secured through the Company's global framework agreement with Telenor Digital, brings to Norway's circa 5.8 million subscribers, mobile-optimised products and services across a range of verticals with the ability to pay with the convenience of DCB.

Customer acquisition, management, and billing is being undertaken by MBE's integrated digital marketing and carrier billing infrastructure.

Mobile Embrace Limited ABN: 24 089 805 416

Level 23, 100 William Street, East Sydney NSW 2011 Australia

T +61 2 9360 3385 **F** +61 2 9360 2775 **W** www.mobileembrace.com



MBE signed a global framework agreement with Telenor Group in August 2014. Norway is the third Telenor market to launch with MBE under the Telenor group umbrella following the successful launch with Telenor's Digi in Malaysia and Telenor Pakistan.

Telenor Group is one of the world's major mobile operators, with 208 million mobile subscriptions. It has mobile operations in 13 markets across the Nordic region, Central and Eastern Europe and in Asia.

Chris Thorpe, CEO and Co-Founder at Mobile Embrace, said: *"MBE's Direct Carrier Billing operations continue to expand rapidly. We are delighted to be partnering with Telenor across Norway further growing our European footprint. As a proven and trusted operator, Telenor represents a significant market opportunity for Mobile Embrace.*

"With the launch in Norway, MBE is now live in 8 countries and is progressing agreements in a further 12 countries."

~ ENDS ~

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 or download independent research on MBE here: <http://mobileembrace.com/investors-2/>.

About Telenor Group

Telenor Group is an international provider of tele, data and media communication services. Telenor Group has mobile operations in 13 markets in the Nordic region, Central and Eastern Europe and in Asia, as well as an economic stake of 33 per cent in VimpelCom Ltd., operating in 14 markets. Headquartered in Norway, Telenor Group is one of the world's major mobile operators with 208 million consolidated mobile subscriptions, revenues of NOK 128 billion in 2015, and a workforce of more than 36,000. For more information about Telenor Group, please visit www.telenor.com

Mobile Embrace Limited ABN: 24 089 805 416

Level 23, 100 William Street, East Sydney NSW 2011 Australia

T +61 2 9360 3385 **F** +61 2 9360 2775 **W** www.mobileembrace.com



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

Ben Jarvis

Six Degrees Investor Relations

+61 413 150 448

Mobile Embrace Limited ABN: 24 089 805 416

Level 23, 100 William Street, East Sydney NSW 2011 Australia

T +61 2 9360 3385 **F** +61 2 9360 2775 **W** www.mobileembrace.com