

## A Mobile-First Global Company

Crowd Mobile is a mobile-first company with a world-leading Question & Answer (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 mobile payment (m-payment), entertainment and infotainment space and is listed on Australian and German stock exchanges (ASX:CM8, FWB:CM3).

## ASX Listing Information

Code	<b>CM8</b>
Founded	<b>2009</b>
Share price	<b>\$0.10</b>
52 week high	<b>\$0.34</b>
52 week low	<b>\$0.09</b>
Market capitalization	<b>\$17m</b>
Shares on issue	<b>176m</b>
Average daily volume	<b>554,940</b>
Number of employees	<b>50-100</b>
GICS classification	<b>Media</b>

## Globally Driven

Globally experienced team driving growth, led by leading Internet entrepreneur Domenic Carosa

- Question & Answer: We develop engaging mobile products seamlessly connecting those seeking answers with experts qualified to give them
- Mobile Content Subscription: We deliver mobile content - games, mobile security, applications, education, apps, music & video to millions of consumers across the world
- Mobile Payments: Our business is underpinned by a seamless mobile payment process via Apple, Google and our telco partners

## Competitive Advantage

- 54 countries, 30+ languages, 160 telco m-payments partners, with 9 million paid questions answered in FY16
- Achieved record FY16 revenue, EBITDA, NPAT and cash flow
- FY17 focus in three main areas:
  - Diversification and launch of new products into new + existing countries by leveraging our existing global m- payment platform
  - Growing our m-payments network into Asia, Africa & South America
  - Generating revenue synergies (product & customer databases) between the Q&A and subscription division to drive customer average revenue and average margin per user

**Australia** Level 4, 44 Gwynne Street, Cremorne, VIC, Australia 3121 | Phone: +61 3 9020 1468  
**Netherlands** Piet Heinkade 95B 1019 GM, Amsterdam, The Netherlands  
**Hungary** Ferenciek Tere 2, 1053, Budapest, Hungary  
**ACN** 083 160 909

To learn more visit [www.crowdmobile.com](http://www.crowdmobile.com)

# Global Footprint



## Outlook

- Grow m-payments network into Asia, Africa & Latin America
- Exploring and extracting revenue synergies between the Q&A and subscription division
- Q&A outlook: platform in place for significant revenue growth & innovative product launches
- Subscription outlook: repositioned for revenue and EBITDA growth
- Launch new products into existing countries by leveraging our global m-payment platform

## Board & Management

<b>Theo Hnarakis</b>	Non Executive Chairman
<b>Domenic Carosa</b>	Executive Director & CEO
<b>Christian Shaw</b>	Chief Financial Officer
<b>Sophie Karzis</b>	Non-Executive Director & Company Secretary

## Investment Highlights

- A leading mobile first company capitalising on the global mobile economy mega trend
- Expansion focused on capturing the 6 billion mobile devices anticipated globally by 2018
- FY17 outlook bolstered following heavy investments made in FY16 through management time, additional infrastructure and new personnel
- Strong foundations in place for ongoing expansion of integrated, global, mobile business positioned to deliver continued revenue growth
- Proven profitable business model with solid margins
- Large brand portfolio and proprietary intellectual property
- Global growth opportunities

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