

30 January 2018

ASX ANNOUNCEMENT

## **Global airBux SPV Structure Completed and Launched with Additional Partnerships signed**

- Doshii and EOH partnerships signed, significantly advancing progress towards airBux launch and providing further strong validation of Mobecom, its products and the potential of the SPV platform
- Strategy expected to deliver extensive global distribution for airBux through the network of major media companies, which in turn are incentivised through equity share in the SPV
- Structure intended to alleviate the direct funding requirements of Mobecom, by bringing in partners who will provide funding in exchange for an SPV equity position
- Partners signed to date provide airBux with a large, established network of over 150,000 payment terminals and 50,000 merchants at launch
- Management continues discussions to secure additional strategic partners and remains on track for commercial launches of airBux in Singapore, Australia and South Africa in 2018

**Mobecom Limited** (ASX: MBM) (Mobecom or the Company) is pleased to announce that in addition to the NETS' Singapore signing in November 2017, it has signed partnerships with Doshii Pty Ltd (Doshii) and EOH Mthombo (Pty) Ltd (EOH) and provides an update on airBux and its progress towards a commercial launch in 2018.

The airBux special purpose vehicle (SPV) model will enable the launch of the airBux customer loyalty scheme in new territories and the licensing of airBux globally. Under the model, SPVs will be incorporated in each territory (Australia, Singapore, South Africa, USA, UK and Indonesia) to use airBux technology and IP under licence. Mobecom will earn annual royalty fees of 3-8% of gross revenue, plus annual marketing and development fees of 15% of revenue generated by each SPV.

### Doshii and EOH signed, further expanding airBux distribution

Providing further strong validation of the airBux platform and expanding the network to over 150,000 payment terminals and 50,000 merchants at launch, Mobecom signed partnerships with Doshii and EOH, a wholly owned subsidiary of JSE-listed EOH Holdings Ltd.

#### *Doshi*

Doshii is a leading Australian middleware platform supplier with a network of over 13,000 acceptance points across Australia and South East Asia. Under the partnership, Mobecom will use Doshii's platform to seamlessly connect airBux and other Mobecom white label applications to point of sale (POS) systems in multiple territories. This partnership provides a seamless speed to market strategy significantly reducing costs and the need to integrate with each territory separately. Doshii's platform simplifies the process of implementing the airBux program for its merchant network, providing a quick and easy on-boarding process for both merchants and customers. Furthermore, Doshii will leverage Mobecom's existing network in South Africa to deploy and expand its technology in the region, providing airBux additional reach in this territory.

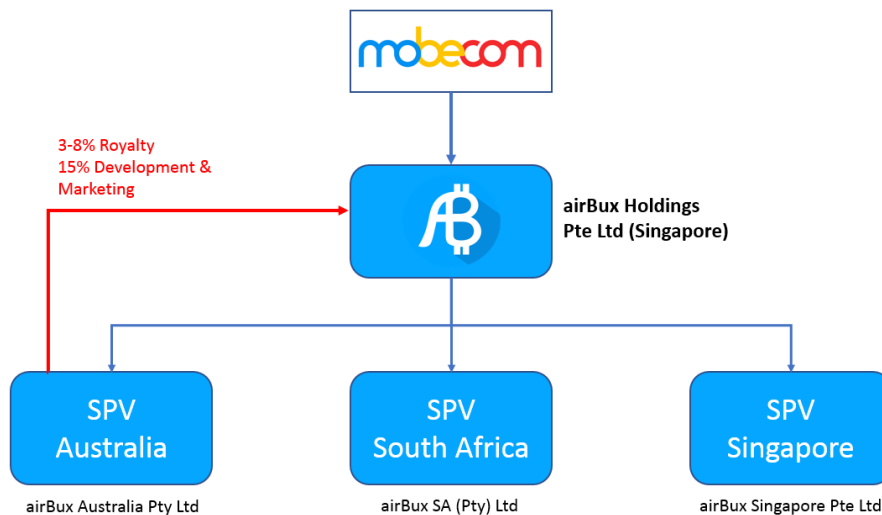
EOH provides business and technology solutions across a wide range of industries and is active in 134 South African locations and in 50 countries. Under the agreement, EOH will resell Mobecom's suite of products, including airBux to its established base of over 5,000 clients. The partnership will

generate recurring merchant fee revenues, plus additional payments on a per-user and per-transaction basis from the adoption of its technology by EOH's clients. Importantly, the partnership provides Mobecom with access to a large number of participating retail merchants, where airBux may be accepted upon launch and significantly advances the Company's plans for its South African airBux launch.

Strategic partners incentivised to drive successful outcomes

Key to the success of airBux will be the establishment of a well populated, two-sided market of participating merchants and consumers. airBux strategic partners are being signed in each territory to provide a network of airBux loyalty merchants, supported by the necessary payments infrastructure and an established base of active consumer participants in existing loyalty point schemes on day one.

Strategic partners will participate in equity and revenue sharing arrangements, which will provide a strong incentive for all parties to drive successful outcomes and invest in the long-term success of the scheme.



Each SPV will launch with the backing of the following operational partners:

- **Technology Partner:** to provide access to point of sale and payment switches. airBux has already secured partners in Singapore (NETS), Australia (Doshii) and in South Africa (Electronic line) as technology partners.
- **Media and/or Telco Partner:** to provide blanket marketing and the support of a regional media giant at a significantly lower cost.
- **Merchant Partner:** to provide consumers with a network of participating merchants to earn and spend airBux digital currency with, and an established payments network to support in-store transactions. In this partnership category, airBux has secured the NETS network in Singapore.
- **Established Loyalty Plan provider:** partnering with existing loyalty plan providers, such as an airline or a bank, gives large and existing consumer bases the option to liquify their loyalty and convert unredeemed loyalty points into the airBux digital currency to earn and spend airBux digital currency at airBux merchant partners. Furthermore, existing loyalty plan providers, including banks, benefit from participation in the airBux scheme, with the digital currency providing increased liquidity for large liabilities sitting on balance sheet.

To date, the following technology and distribution partners have been signed giving airBux access to over 200,000 retail pay-points and a network of over 50,000 merchants:

**Agreements secured to date**



SPV structure unlocks powerful marketing potential

Importantly, partnerships with local media giants provide powerful marketing support and a strong competitive advantage. Partnerships providing major media companies with vested interest in the success of airBux will be able to significantly reduce the need for material advertising spend, yet deliver blanket marketing coverage, ensuring consumers and merchants are aware of the airBux product offering well ahead of any official launch.

airBux launch remains on track for 2018, with recent deals providing springboard into Singapore

The Company remains on track for a launch in 2018, starting with Singapore, with its recent signing of NETS adding the power of Singapore's largest payments acceptance network to the airBux offering. NETS brings a network of over 100,000 payment points and a strong merchant network for customers to earn and spend airBux at, giving Mobecom an instant footprint in the region.

Management continues its discussions to secure additional strategic partners and expects a launch of airBux in Singapore, South Africa and Australia in CY18.

**Mobecom Chief Executive Officer, Neil Joseph, states:** "Setting up these SPV structures allows country specific strategic partners to participate on a local level in the excitement around airBux. We are very happy that we have secured significant technology partners, and now that the corporate and legal structures are in place, we are in a position to conclude a number of these strategic partnerships and investments."

**airBux Chief Executive Officer, Sean Smith comments:** "A critical factor in the success of airBux rests in our SPV partnerships. Mobecom serves an important part in the airBux value chain through the provisioning of the technology platform, with the SPV partners providing the consumers, merchants and/or POS integration network."

Ends.

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**About Doshii**

Doshii is a hospitality and retail POS API platform that connects apps and payments products to Point of Sale (POS) through a single integration. Through Doshii, merchants can trial and quickly turn on third party applications such as airBux and Mobecom's white-labeled solutions required to run their business, including payments, pay at table services, order-ahead, reservations and loyalty. To learn more about Doshii visit: <http://www.doshii.io>

**About EOH Limited**

EOH is the largest technology and knowledge services provider in South Africa and provides the technology, knowledge, skills and organisational ability critical to the development and growth of the markets it serves. EOH's 12 000 staff members deliver end-to-end enterprise applications solutions and a wide range of Outsourcing, Cloud, Managed Services and Business service offerings to customers across all major industries.

EOH has been listed on the JSE since 1998. For more information visit: [www.eoh.co.za](http://www.eoh.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).

For more information visit:

[www.mobecom.co](http://www.mobecom.co)

[www.airbux.co](http://www.airbux.co)