

14 February 2019

ASX ANNOUNCEMENT

Appointment of Giuseppe Porcelli as Chief Strategy Officer for Mobecom



Mobecom Limited (ASX: MBM) (**Mobecom** or the **Company**) today announced that Giuseppe Porcelli will join the Mobecom executive team with effect from 1 February 2019 as Chief Strategy Officer.

Mobecom and its Board of Directors has recently completed a strategic review of its operations and the Company has produced key initiatives to drive stronger robust future growth.

As part of this review, the Company is strengthening the group's executive resources consistent with achieving its overall strategic objectives and to accelerate revenue growth. Giuseppe will report directly to the Board of Mobecom. As a proven business leader and in addition to his entrepreneurial skills, he brings extensive experience in the development and global scaling of technology solutions.

Giuseppe Porcelli is a global entrepreneur and business leader with a track record of driving value for his teams, partners and investors. Giuseppe is the CEO and Founder of Lakeba Group, delivering multiple new ventures like Ezidox, Verimoto, Shelfie, Quixxi and 360degrees through its unique business platform of conceive, create and commercialise. Lakeba's business model successfully drives the rapid commercialisation of technology solutions delivering operational and efficiency impact for a range of business sectors including retail, financial services, manufacturing, health and education. Giuseppe also sits on the Xplora Capital and Mongrovia USA Boards, He is a Fellow of ADCA (Australian Digital Commerce Association) and a Member of the Wall Street Blockchain Alliance

Prior to moving to Australia with his family, Giuseppe had built a number of highly successful businesses in Italy. In 2008 he was awarded the highest Italian business honour by the Italian Prime Minister for his global business success.

We welcome Giuseppe onboard and look forward to introducing him at future general meetings of shareholders.

Ends.

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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 digital currency 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). www.mobecom.co