



## ASX Release

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### **migme expands gaming strategy with Gamespark, driving engagement and monetisation**

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- New partnership with Gamespark provides licensing rights to customise, rebrand and publish four new mobile and social casino games for the migme platform
  - The addition of the new games is expected to drive engagement and monetisation across migme's user base
  - The social nature of the games provides partnering opportunities with the Company's growing artist and key influencer community
  - Games and applications to become a key pillar of the Company's monetisation strategy, together with the virtual goods and ecommerce verticals
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Global digital media company migme Limited ("migme" or the "Company") is pleased to announce a new partnership with Gamespark Interactive Limited ("Gamespark") to rebrand and publish four new mobile and social casino games for the migme social entertainment platform.

The addition of these new games are expected to drive both engagement and monetisation across migme's user base. The social nature of the games provides partnering opportunities with the Company's growing artist and key influencer community, which in turn enhances user engagement and revenues. With this in mind, and as the Company continues to add more games, the perceived value of the migme platform to subsequent game and applications developers will increase accordingly, providing developers with deepening engagement across the service.

Hong Kong-based Gamespark is providing the Company with licensing rights to customise and rebrand their mobile games Redcliff Arena 2 and Boat Royale, and social casino games P2P Poker and Slots for the migme platform. Users will be able to login with their migme details and use their migme credits for in-app item purchases, of which migme will receive a revenue share of all in-app purchases.

Redcliff Arena 2 is a popular role-playing, card-based multiplayer game (RPG) based on the humorous battles from the Three Kingdom stories, where players can mix and match over 60 collectible heroes and get over 100,000 combinations of battle teams. The game is available on Android and the Apple iOS Store, where migme will promote these games into Indonesia, Malaysia and Singapore.

Boat Royale is a popular, strategic action-card-battle game in the Asian region, where players challenge each other in guild co-op battles. The game is available on Android and the Apple iOS Store, where migme will promote these games into Indonesia.

P2P (Peer-to-peer) Poker and Slots are HTML5 web-based social casino games, where migme will promote these games into Southeast Asia.

migme CEO Steven Goh said, "These new games are a valuable addition to the migme platform, further helping the Company drive quality engagement and increase revenues. We are excited to be bringing these new mobile and social casino games to our key markets across the Southeast Asian region. We look forward to tapping into the growth potential of these gaming categories and we plan on expanding this strategy as we move into 2017."



“Southeast Asia’s huge economic growth and fast-rising internet connectivity underscores migme’s opportunities in the gaming market. According to games market intelligence firm Newzoo, revenues from the Southeast Asia games market will reach US\$2.2bn by 2017.”

Gamespark Project Manager Felix Simon said, “We are happy to bringing our games to migme’s social entertainment platform. Southeast Asia a very valuable market and we look forward to growing our reach into the region together with migme.”

These new games follow the initial launch of games and applications for the migme Android client in May 2016, with the introduction of a new discovery platform and easy navigation ‘Funkey’. This new ‘Funkey’ saw the launch of the Company’s first migme-branded mobile game Gone Goose, plus the integration of fantasy sports game Cricbattle, the Zombie Lava Shooter game, selfie editor apps from Meitu (BeautyPlus and MakeUpPlus) and Mybrana.

Promising early results have encouraged the Company to continue to expand this vertical. As the Company continues to bring in more games and applications to the migme platform, this vertical is expected to become a key pillar of the Company’s monetisation strategy, together with the virtual goods and ecommerce verticals.

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#### **About migme Limited**

migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. Social entertainment services are delivered through mobile apps migme and LoveByte, artist management community alivenotdead, social news site Hipwee and ecommerce services through Sold and Shopdeca. The Company is listed and registered in Australia. Headquarters are in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong. For more information, please visit <http://company.mig.me>