

## ASX Announcement | 18 July 2017 Crowd Mobile Limited (ASX:CM8)

### Crowd Mobile Achieves Record Fourth Quarter Revenue Supporting Strong FY17 Performance

#### Fourth Quarter Financial Highlights

- Revenue of \$11.6 million
- Underlying EBITDA of \$3.3 million
- Strong Positive Underlying Operating cash flow of \$2.2 million
- Net Debt of \$2.7 million

#### Fourth Quarter Operational Highlights

- Q&A: Record billed message volumes - 4.1 million
- Q&A: Record revenue quarter – increase of 15% above prior best quarter
- Subscription: Stable Revenue and continued business model diversification
- Digital Influencer Commerce: Strategic hires, first Revenues and repeat business for our recently established Influencer Marketing Agency: [www.Crowd.Agency](http://www.Crowd.Agency)
- Debt: Completed Track vendor loan payments and significantly reduced gross debt
- Completed \$5.4 million Placement in April 2017

#### FY17 Financial Highlights

- Revenue of \$43.9 million
- Underlying EBITDA of \$11.1 million

**Tuesday, 18 July 2017** - Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3, Crowd Mobile or the Company) is pleased to announce its unaudited Fourth Quarter results for the three months ended 30 June, 2017. Record quarterly revenue has supported the Company's strong FY17 performance.

Over the fourth quarter, Crowd Mobile achieved record revenue of \$11.6 million and underlying earnings before interest, tax, depreciation and amortisation (EBITDA) of \$3.3 million (excludes non-cash share based payments & debt refinancing

expenses). Operating cashflow was \$1.6 million which includes \$0.8 million in interest payments for Track Vendors & JGB and \$0.6m for an abnormal early repayment fee to Track Vendors as part of the debt restructure. Excluding the repayment fee, Underlying Operating cashflow was \$2.2m (up 37.5% to the prior quarter).

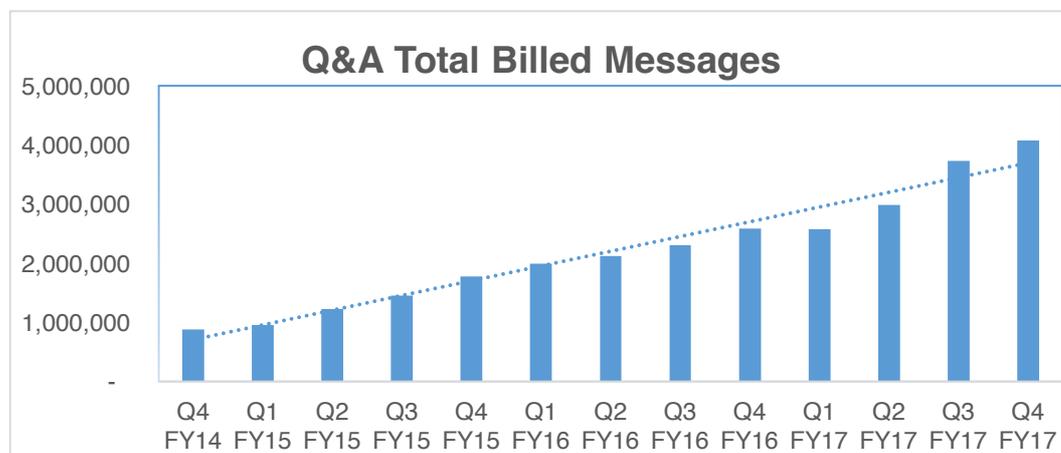
Revenue growth, profit margins and cashflow across the Group accelerated during quarter and debt was significantly reduced.

### **Q&A Division I Strong quarterly and year-on-year growth**

Crowd Mobile’s Q&A division generated record billed message volumes of 4.1 million in the June quarter, an increase of 58% compared with the same quarter of the prior year (FY16) and an increase of 10% over the previous quarter.

The June quarter result was achieved as a result of very strong traction across the Group’s global portfolio including delivering new record monthly message volumes and revenues via the Digital Influencer marketing channel.

Operating margins remained strong as Artificial Intelligence (‘AI’) initiatives continued to improve gross profitability and the returns on marketing investment (‘ROI’) increased as a result of lower customer acquisition costs.



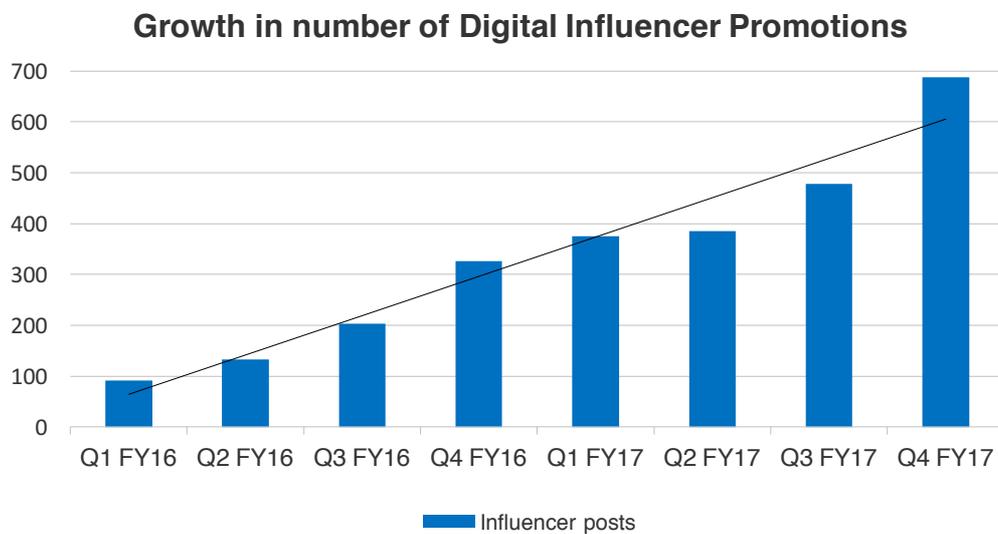
## Subscription Business I Continues to stabilise

Customer volumes, revenue and profit performance for the Subscription division in the June quarter was materially level with the previous quarter. Management continues to work diligently on lifting the performance of the Subscription business through refreshing fundamentals and delivering improved innovation and diversification, including within the Digital Influencer space. Notably a number of green shoots have started to emerge in the business.

## Crowd Media Business I Building for the future

Crowd Media launched its new Digital Influencer Agency [www.Crowd.Agency](http://www.Crowd.Agency) in order to service the demand from third party brands and agencies that are looking to harness the Company's deep experience within the Digital Influencer space.

Crowd Mobile has over 4,000 Digital Influencers it has worked with in its database and has also secured a number of strategic hires in business development and operations and continues to build its own Digital Influencer commerce platform.



The Crowd Media Digital Influencer business is an important strategic opportunity for the Company in FY18 and beyond.

## Cash & Net Debt Position I Improves net debt position

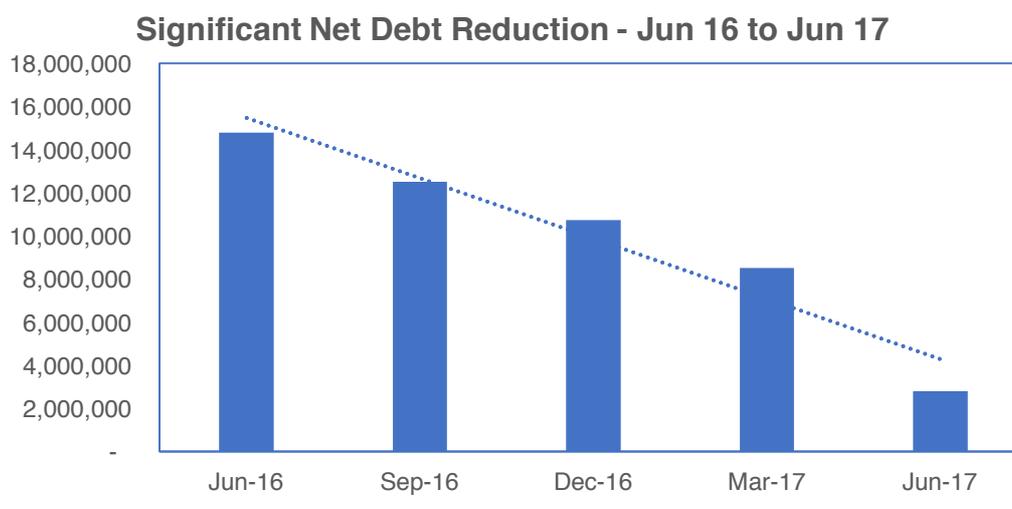
At 30 June 2017, the Company's Net Debt was \$2.7m (pcp: \$14.8m).

The Company elected to repay \$7.7m (including a one-off early repayment fee of \$0.6m) to the Track vendors during the June quarter, which resulted in JGB being the Company's sole debtholder.

From FY18, the Company's annual interest expense is estimated to be reduced by \$1.0m as a result of this debt reduction. The FY18 interest expense is expected to be between \$1.0m and \$1.25m, which represents a significant reduction to FY17.

The Company intends to maintain the current cash payment schedule which reduces the JGB Loan principle by approximately \$600,000 per month and on this basis, expects to have the JGB Loan completely paid out in 14 months.

The Company expects to be in a positive net cash position by the start of 2018 calendar year .



### Crowd Mobile's Chief Executive Officer, Domenic Carosa:

"Crowd Mobile is delighted to finish a successful 2017 financial year with a record fourth quarter. Over the quarter our Revenue at \$11.6 million, Underlying EBITDA of \$3.3 million and Underlying Operating Cash Flow have grown strongly from the prior quarter.

Over the year our Q&A business has enjoyed another stellar year, growing 58% in message volumes from the prior year, which continues a very consistent cumulative growth rate since going public. Crowd Mobile's Net Debt has been reduced by more than 80% in FY17 and the Company is committed to transitioning to a net cash position in FY18.

Crowd Mobile will continue to focus on organically growing its core businesses while creating new revenue streams from our Digital Influencer business (Crowd Media) and we look forward to updating shareholders with material developments as they occur."

Video Interview with Management is available at: <https://youtu.be/JugWS04sbtI>

Please note all quoted financial results are currently in the process of being audited ahead of Crowd Mobile's 2017 financial year results to be released end of August. Numbers disclosed in Australian Dollars are rounded to the nearest one hundred thousand.

## Ends.

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### About Crowd Mobile

Crowd Mobile is a global mobile entertainment and digital media company partnering with hundreds of mobile carriers, thousands of digital influencers and some of the largest agencies, brands and media houses from around the world to produce highly engaging mobile product and digital marketing solutions. We operate in more than 50 countries and 30 languages and make millions of customers smile every year. Crowd Mobile's focus is on youth driven areas of interest, such as entertainment and infotainment and we are listed on Australian (ASX:CM8) and German (FWB-XETRA:CM3) stock exchanges. To learn more please visit: [www.crowdmobile.com](http://www.crowdmobile.com)