

ASX Announcement | 13 April 2018 Crowd Mobile Limited (ASX:CM8)

Management Changes

Effective 27 April 2018, the Company will relocate the role of its Chief Financial Officer from Melbourne, Australia to Amsterdam, The Netherlands.

As a result, the Company's CFO, Mr Christian Shaw will cease employment with the Company having served in the role for the past three and half years. He has been instrumental in building the mobile business, positioning a finance team within Amsterdam and providing strong support to the CEO.

Crowd Mobile is pleased to announce that Ms Antoaneta Ignatovska (Toni) has been appointed CFO, having served the Company as Group Financial Controller out of the Amsterdam office for the past six months. Prior to joining Crowd Mobile, Toni has held various senior finance roles within Uber, NBCUniversal and Booking.com where she frequently led diverse finance teams within changing environments to strengthen financial operations and improve profitability, efficiency and compliance.

Commenting on these management changes, Crowd Mobile's CEO, Domenic Carosa, said:

I would like to sincerely thank Christian for his capability, commitment and personal approach to his work since we listed the Company in 2015. He has made a significant contribution towards Crowd Mobile's goal of becoming a leading global mobile entertainment and digital media company. We wish him well for his future endeavours.

With Toni's appointment and the strengthening of the senior management team with Mr Michel de Jong as Chief Operating Officer (COO) in Amsterdam, we now have a fully staffed Amsterdam based global leadership team. I look forward to leading the strong contribution that Toni will make in her new role.

Ends

For further information, please contact:

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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