

21 May 2015

Additional digital and social media agency secured for ZipT global rollout

Highlights

- Agreement signed with Degordian, one of the world's leading full service digital and social media marketing agencies based in Europe
- Compliments existing agreements with Mpire Media and Ladoo to ensure maximum penetration in the customer acquisition process across global markets
- Agreement strategically positions ZipTel to accelerate marketing activities for its ZipT product and will gain significant exposure among target demographics and market
- ZipTel to benefit from Degordian's partnerships and exclusive analytical software (Mediatoolkit), providing real time media analysis across all media channels
- Further key marketing and promotional agreements to be announced, ahead of ZipT global launch on 22 June 2015

ZipTel Limited ("**ZipTel**" or "the **Company**", ASX: ZIP) is pleased to announce it has signed an agreement to further drive customer acquisition and global scale of the ZipT application through its digital media and marketing strategy, ahead of the global launch on 22nd June 2015.

Degordian is a full service digital agency with a large global footprint and boasting successful campaigns for large brands including Lufthansa, LEGO, Dell, Bosch & Heineken. The agency is one of 5,000 companies globally to hold Google Partner status and is credited as a preferred developer for Facebook. The business has over 110 staff that have executed many successful multi channel marketing campaigns globally, receiving both local and global awards for their work.

The partnership with Degordian is to form a global strategy online and across social media that will drive unique and organic visits to the ZipT web page, generate app installs through content and advertising & monetisation through re-engagement campaigns. Their campaign is performance based, with the intention of driving highly cost effective marketing to promote the brand, acquire and monetise the user base.

The Company has agreed a number of Key Performance Indicators (KPIs) based on the campaign parameters including web content production, search engine optimisation, Facebook and Google advertising. The KPIs are industry standard and the Company expects these to be met, if not exceeded.

In addition to the outlined KPI's Degordian will also provide a number of other digital marketing and analytical services to the Company including:

- Web and App analytics setup to monitor user engagement, monetisation and ROI on marketing spend

- Support with any other brand promotion activities such as market research, video production, viral campaigns and offline marketing campaigns to support online
- Tracking of all online brand mentions through its Mediatoolkit - giving ZipTel a unique insight into brand adoption and critical mentions enabling it to react on mentions and drive them further

Supported by strong analytics from Degordian and coupled with the performance driven marketing campaign in place with Mpire Network, ZipTel expects this agreement to enable the Company to access a substantial amount of consumers through a myriad of relevant channels, globally.

Bert Mondello, Executive Director, ZipTel Limited commented:

"I'm pleased to announce our agreement with Degordian and I am confident that they and their agency partner network will provide us with the content, digital channels and analytical insights required to enable us to achieve high levels of customer acquisition and ROI.

The results from other agreements such as Mpire and Ladoo have proven to be incredibly successful in the pilot launch phase and I'm confident this will continue into the global public launch.

We have a number of other marketing and promotional agreements we're very excited about. We are in the final stages of finalising these and will be them announcing shortly."

Daniel Akermann, CEO, Degordian commented:

"I am delighted that our company will be working on the digital advertising of the global launch for ZipT. The initial idea of a platform that connects users across an enormous number of countries, networks and personal styles of communication is brave and challenging, but the extent to which the features have been worked out and developed is more than impressive. The entire company is very excited to be given a chance to work on a project with such amazing global potential."

-Ends-

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About ZipTel

ZipTel is an Australian owned and operated telecommunications business focused

on providing international roaming and calling solutions to the consumer, using state of the art technologies developed and wholly owned by ZipTel Limited. ZipTel listed on the ASX in July 2014 with its core focus primarily on the distribution of three core communications products, both domestically and internationally.

About ZipT

ZipT is a mobile-based international communication app that enables consumers to send SMSes and make international calls for free between users. The app can also call any landline or mobile at some of the world's lowest call rates. ZipT delivers crystal clear sound quality in lower bandwidth data environments and allows consumers to retain their existing phone number, service provider and SIM card, with no lock-in contracts. ZipT does not require a SIM card and can be installed on any smartphone or tablet on compatible platforms. ZipT uses less data than similar products already available on the market, and can be used over Wi-Fi or any mobile network.

For more information visit www.zipt.com.

About Degorian

Degordian is an award winning full service digital agency with headquarters in Zagreb, Croatia and offices in Austrian, Serbia, Bosnia and Herzegovina. It was founded in 2009 and in six years has grown to a team of more than 110 professionals. Degordian was the first Facebook Preferred Developer in the region and is on the MailChimp Expert list. It is also among the 5,000 companies worldwide selected as a Google Certified Partner. It also operates a number of its own products including Socialpuzzle and Mediatoolkit, which tracks all relevant brand mentions across the web and social media in real time. The company has executed successful digital campaigns for leading brands such as Lufthansa, Heineken, Dell, Milka, Bosch and LEGO across almost every continent.

