

## ASX AND MEDIA RELEASE

13 August 2015

### Zipt Surpasses 1,000,000 Installs, Continued Excellent Statistics

#### Highlights

- Zipt App continues to demonstrate significant user demand surpassing 1,000,000 installs within 8 weeks of launch
- Key statistics since launch on 22 June 2015:
  - Monthly Active Users (MAUs) increased by 396,681 in the month of July to a 882,200 peak in August
  - Usage showed ongoing growth with over 2.5 million calls made and over 500,000 messages sent to date
  - Revenue generation continues to grow ahead of expectations reaching AUD \$265,000
  - Continued strong retention rates across day 1, day 7 and day 14 time periods
- High and Improving Google Play store rating now tracking above 4.1 stars
- Full marketing and customer acquisition activities to commence upon global launch of the iOS version on 14 September 2015

ZipTel Limited (“ZipTel” or “the **Company**”, ASX: ZIP) is pleased to provide an update on the progress and the performance of the Zipt application.

Zipt is a mobile-based international communication application that allows consumers to send messages and make international calls for free, app-to-app, or at low cost to any landline or mobile globally. It has the ability to work in all network conditions and in bandwidths as low as 2G and uses up to 80% less data than other leading apps in the market.

Since the Zipt app launched on the Android OS on 22 June 2015 the Company is pleased to have achieved over 1,000,000 installs in the Google Play store in a period of only eight weeks, well ahead of its forecasted figures.

Other operating metrics also demonstrated exceptional performance with the number of Monthly Active Users (MAU) reaching 882,200 in August, an 82% increase on the month of July (485,519 MAUs). The month of July also recorded the 500,000 MAU user milestone. The app also showed more than a 50% increase in the Daily Active User (DAU)/Monthly Active User (MAU) ratio (compared July vs August performance).

For the month of July and August the app also continued to show usage growth rates, with over 2.5 million calls placed through the app and over 500,000 messages sent.

ZipTel is pleased to report that the revenue generation to date has also continued to increase and remains ahead of expectations. Since launch the app has generated revenues of over \$265,000, demonstrating the user trend towards top ups, following utilisations of the initial free credit, and in-app purchases.

As the Company launches the iOS version of the app on 14 September 2015 the Company expects the ARPU to increase, as its marketing campaign is further rolled out to target countries with higher ARPU's including Australia, New Zealand, the U.K, U.S, Singapore, China, Japan and Canada. iOS users also typically have higher income and

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spend ability and are expected to spend more on top ups and to take advantage of in-app purchase options.

Bert Mondello, CEO, ZipTel commented:

*"We're delighted with the continued positive results for the Zipt app. The revenue generation and install numbers remains well ahead of our expectations and other operating metrics have demonstrated growing demand and usage rates. As we roll out the app onto iOS and into Tier one markets we're confident of further growing the user base and our ability to generate revenues as we target a user base with increased spending ability."*

**-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 SMSs 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](http://www.zipt.com).