

25 September 2015

## Zipt Launches Globally on the Apple Store

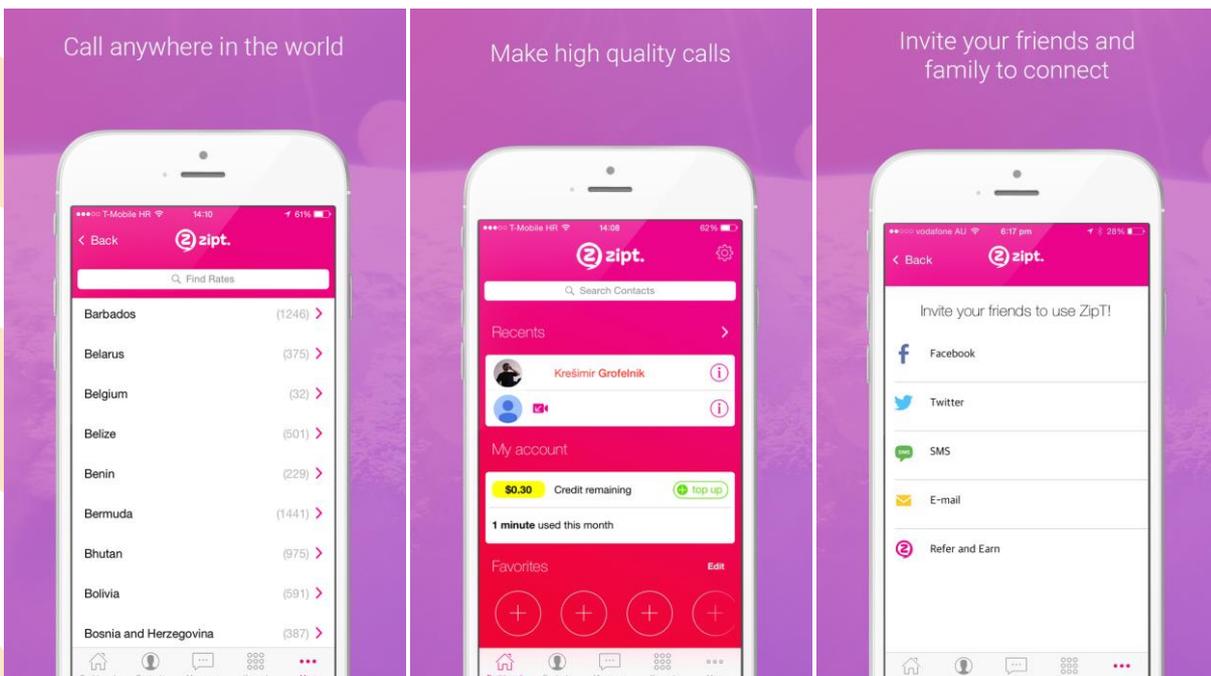
### Highlights

- Zipt iOS version launches today alongside the release of the new iPhone 6S
- Available for download from the Apple Store at 6pm AEST
- Marks a significant milestone and market opportunity for Zipt, with Android and iOS platforms accounting for over 96% of smartphone shipments in Q2 2015<sup>1</sup>
- iOS release follows the success of the app on Android to date, which has reached over 2 million installs in less than 3 months
- Launch on the iOS expected to significantly drive user acquisition
- Full marketing and customer acquisition campaign to commence globally in the coming weeks

ZipTel Limited ("ZipTel" or "the Company", ASX: ZIP) is pleased to announce its iOS version of Zipt will be available to download for free from the Apple Store at 6pm AEST today (25 September 2015).

This marks a significant milestone and market opportunity for the Company with the iOS and Android operating systems constituting circa 96% of smart phone users globally. In Q2 2015 over 340 million smartphones were shipped globally, a 13% increase on Q2 2014, and iOS continues to grow its market share. In Q2 2015 iOS accounted for 13.9% of the market, up from 11.6% in Q2 2014<sup>1</sup>.

The global launch and roll out of the Android app has been highly successful to date with over 2 million installs reached within 3 months.



The iOS version includes all the features currently available within the Android version, such as free video and voice calls app-to-app, Facebook integration, group chat, low cost calls to landline and non-Zipt mobile users, free instant messages app-to-app, auto account top-up and call bundles.

To date ZipTel has been focusing on Android dominated markets and in particular tier two and tier three countries such as the Indian Subcontinent. However, with the launch of the iOS version Zipt will begin to roll out its global marketing strategy in the coming weeks within tier one countries such as Australia, New Zealand, U.K, U.S, Singapore, China, Japan and Canada. The increase in marketing activity is expected to drive user acquisition and puts Zipt well on track to achieving its target of 10 million users within 18 months from launch (22 June 2015).

Whilst iOS's market share is less than that of Android it tends to have higher revenue generation from apps, higher ARPU and is popular among higher income markets and with individuals with higher personal earnings.

In Australia in particular, iOS is widely used with iPhones accounting for an estimated 35% of smartphone sales in the three months to July 2015 a 7.9% increase on the corresponding 2014 period<sup>2</sup>.

The launch of the new iPhone 6S today is expected to deliver significant benefits to Zipt as it deploys a number of marketing initiatives to encourage app downloads as users explore the new features available on the new iPhone 6S and update their apps. Apple achieved record pre-orders for the iPhone 6S exceeding initial pre-order supply. Over 4 million orders were placed in the first 24 hours alone, demonstrating the sheer amount of demand for the product<sup>3</sup>.

Keaton Wallace, Executive Director, ZipTel Limited commented:

*"This is a huge milestone for Zipt as it goes live on one of the leading and most recognised operating systems in the world. Whilst Android holds a larger market share it can be said that iPhone users are far more engaged with the technology and the Apple Store has been proven to generate more revenue via apps than any other app store.*

*"We expect the iOS launch to continue to drive the positive results we've been experiencing across the app since the launch on Android. Increasing our market opportunity and entering a market with higher spending ability is no doubt expected to drive user acquisition and revenues even further."*

#### Sources

1. International Data Corporation
2. Kantar Worldpanel ComTech
3. Apple Press Info

**-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 application that allows consumers to SMS and make international calls for free, App to App. The application is able to call any landline and mobiles at some of the world's lowest rates. Zipt has the ability to deliver 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 an AussieSim sim card and can be installed on any Smartphone. Zipt uses less data than similar products already available on the market, and is compatible with Wi-Fi or any other mobile network.

For more information visit [www.zipt.com.au](http://www.zipt.com.au).