

## Zipt Outperformance Continues with 3 Million Installs

### User acquisition targets to be reforecast for aggressive growth

#### Highlights

- Zipt App installs have now surpassed **3 million**
- 1 million installs achieved in 8 weeks; 2 million in 6 weeks; and now 3 million in 4 weeks
- Key statistics of Zipt App usage and traction:
  - Monthly Active Users (MAUs) for September reached 2.19 million for the month, a 75% increase on August
  - MAUs in October have reached 2.36 million to date, a 7.5% increase over September
  - Average Daily Active Users (DAU) in September of 157,846, a 77% increase on August
  - Average DAUs in October have reached 164,442, a 4% increase on September average
  - App usage continues to show strong growth with over 9 million calls placed to date and over 1 million SMS's sent
- The Company retains ~\$5m in cash which is now being utilised on aggressive an marketing and customer acquisition strategy to drive further substantial user growth

ZipTel Limited ("**ZipTel**" or "the **Company**", ASX: ZIP) is pleased to announce Zipt has surpassed 3 million installs well ahead of expectations. After achieving the first 1 million installs within 8 weeks and the following 1 million installs within just 6 weeks, it took only 4 weeks for Zipt to accumulate its third million installs – demonstrating a clear acceleration of user growth and a trend which ZipTel is confident will continue.

The App has demonstrated continued growth reaching 2.19 million Monthly Active Users (MAUs) in September. This was a 75% increase on the month of August and the trend has continued strongly into October having already reached 2.36 million, marking a 7.5% increase on September.

Average Daily Active Users (DAU) also increased to 157,846 in September, a significant 77% increase on August. The average DAUs for October currently totals 164,442, showing a 4% increase on September.

The highly promising statistics are coupled with the 9 million plus calls placed and over 1 million messages sent to date, which are further evidence that Zipt is establishing itself as a communication solution for users globally.

Bert Mondello, CEO, ZipTel commented:

*"Zipt has achieved three million installs since launch less than 4 months ago and all without full commencement of our aggressive marketing strategy. We expect to commence the full roll out of our marketing strategy before the end of this year and will provide an update in the coming weeks of some exciting developments. We expect to enter Q1 2016 with our marketing activities in full force and are confident of achieving our targeted 18 million downloads by December 2016."*

**-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).