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ZipTel Secures 100 Million Social Media Followers By Signing Major Global Brand Ambassador Agreement

Highlights

- ZipTel secures brand ambassador agreements with globally recognised athletes across multiple sports and nationalities - providing access to over 100 million social media followers
- Headlining athletes to lead the ambassador program include:
 - Gareth Bale, Real Madrid and Wales, the world's most expensive footballer in history with over 42m social media followers; and
 - Virat Kohli, captain of Indian cricket team with over 31 million social media followers and a prominent sports icon in India, one of ZipTel's key target markets
- Ambassadors to actively promote ZipTel through their social media platforms with the mass install promotional campaign commencing in Q1 2016
- Significant monetisation opportunities through the development of in-app features and engagement with ambassadors
- Scrip only based agreements, with ambassadors also receiving a proportion of revenues generated from in-app advertising sales
- Agreement follows the successful commencement of the Ambassador agreement with Brett Lee (4 million social media followers), which has proven to drive installs and reduce the cost per install (CPI) in key markets

ZipTel Limited ("**ZipTel**" or "**the Company**", ASX: ZIP) is pleased to announce it has signed a core group of global ambassadors to drive and accelerate further downloads and user engagement of ZipTel. The Company will be working closely with leading digital media and activation agency, Sport Digital Limited ('Sport Digital') based in the UK. Sport Digital is a specialist in brand promotion and will provide activation services for ZipTel ensuring maximum return of the ambassador program.

Brand Ambassadors Engaged to Drive ZipTel User Growth

The commercial agreements with Sport Digital and the ambassadors provides ZipTel with access to the following eight high profile sports stars:

- Gareth Bale, Real Madrid and Wales Football team
- Virat Kohli, Captain of the Indian cricket team
- Rohit Sharma, Indian Opening Batsman
- Juan Cuadrado, Juventus F.C and Colombia Football team
- Luke Shaw, Manchester United F.C and England Football team
- David Ospina, Arsenal F.C and Colombia Football team
- Nicolas Hamilton, BTCC racing Driver
- Anthony Joshua, Olympic Heavy Weight Gold Medalist Boxer



AMBASSADOR PROGRAM



Name: Gareth Bale
Country: Wales
Club: Real Madrid
Reach: 43 Million



Name: Anthony Joshua
Country: United Kingdom
Club: WBC Champion
Reach: 1 Million



Name: Virat Kohli
Country: India
Club: Indian Captain
Reach: 32 Million



Name: Juan Cuadrado
Country: Columbia
Club: Juventus
Reach: 8 Million



Name: Nicolas Hamilton
Country: United Kingdom
Club: British Touring
Reach: 145 Thousand



Name: David Ospina
Country: Columbia
Club: Arsenal
Reach: 4 Million



Name: Rohit Sharma
Country: India
Club: Indian Batsman
Reach: 11 Million



Name: Luke Shaw
Country: United Kingdom
Club: Manchester Utd
Reach: 3 Million

Digital Media
Activation

TOTAL REACH: 100.75 Million

SPORT DIGITAL

As part of the agreements, each ambassador will promote the Zipt app across their social media platforms including Facebook, Twitter and Instagram. With such a significant follower base, ZipTel expects that the involvement of the ambassadors will significantly accelerate installs for the Zipt app and further enhance the Zipt brand globally.

Marketing Strategy

Given the success from the appointment of Brett Lee as a Zipt ambassador with over 4 million followers, this agreement is a world-class opportunity for ZipTel to reach a global audience of over 100 million people.

Through the success of the Brett Lee appointment, ZipTel has identified the noticeable impact this has had on driving targeted installs in key geographic regions such as India and the Subcontinent. This has also provided sustained evidence of a reduction in cost per install and has facilitated organic growth of the Zipt app.

ZipTel will tailor a dedicated marketing campaign surrounding these new ambassadors to drive growth into new regions including the UK, Europe and South America and further grow its already established brand in developing 2G target markets, in particular India.

The marketing strategy with the ambassadors will be a multi-platform approach with promotional activities, banners and artwork distributed across the ambassadors' social media platforms and news feeds. Signed memorabilia will also be provided to ZipTel in order to deliver promotional competitions to Zipt users and further drive user engagement within the Zipt app.

Pursuant to the terms of each agreement each Ambassador will provide:

- A post across their social media platforms to launch the ambassador campaign to over 100 million people (cumulative);
- Monthly promotional posts on their social media platforms;
- Zipt branded cover photo on Facebook and Twitter;
- Zipt video call to fans;
- Signed pieces of memorabilia.

The marketing campaign with the ambassadors, will commence in Q1 2016.

New in-app Ambassador Portal – Launching Q1 2016

Ahead of the launch of the campaign, ZipTel is implementing a number of in-app capabilities to enable increased user engagement with ambassadors and to drive revenue opportunities for the ambassadors and ZipTel.

The Company believes that the partnership with ambassadors will encourage users to install the app and engage with each of the ambassadors. The in-app ambassador portal will include several features and capabilities to drive in-app revenue and further open up monetisation opportunities.

Zipt users will be able to interact with ambassadors, which may be monetised through in-app payments or sponsored by brands and premium advertisers. Users will be able to ask questions directly to their idols through the Zipt app and ambassadors will have access to a platform that engages users through chat, voice and video communication.

Terms

Whilst the specific terms of the agreements with Sport Digital and the contracted ambassadors is confidential, ZipTel can disclose that the consideration payable to the ambassadors and Sport Digital is equity in ZipTel with a large performance based element around the number of installs achieved.

In addition, a revenue sharing agreement on in-app advertising sales has been structured to facilitate user growth for Zipt and accelerate the progress of the Company's goal of achieving 10 million installs ahead of its 18-month schedule.

The Company considers that the willingness of Sport Digital and the contracted ambassadors to take equity consideration is a major endorsement of the global potential of the Zipt app for the Company.

The term of the agreements are for an initial 12 month period and will commence upon the roll out of the marketing and social media strategy utilising the brand ambassadors, in Q1 2016.

Keaton Wallace, Executive Director, ZipTel commented:

"These are major agreements for ZipTel and marks the next phase of growth for the Zipt app, which is already achieving over and above our expectations with downloads and revenues ahead of what we initially anticipated. The quality of these ambassadors provides Zipt with a truly global brand proposition and positions the company to push for massive user uptake in 2016."

This partnership with Sport Digital and globally recognised ambassadors provides Zipt access to over 100 million social media followers. This huge global reach and endorsement from leading sports celebrities is expected to drive and accelerate user acquisition further to reach our 10 million target number of installs well ahead of our 18 month schedule.

The agreements also compliment our existing partnership with Brett Lee, which has already proven to be a successful initiative driving low cost installs in our key market of India."

Sebastian Gray, CEO, Sport Digital commented:

"We are excited to enter into this major agreement with ZipTel and with the sports ambassadors. The development of an ambassador program, which leverages both the Zipt technology and the ambassadors' audiences across their social landscape, offers the users a unique experience whilst providing a huge marketing channel for the Zipt brand."

Gareth Bale:

"I am delighted to become an ambassador for Zipt. I have fans throughout the world and this product has the ability to revolutionise the 2G calling & messaging market, opening the doors for me to communicate to the hundreds of millions of people across the world."

Virat Kohli:

"In the era of the smartphone, everyone should be able to connect quickly and easily. I am pleased to become one of Zipt's global ambassadors and excited about the ability to communicate with my followers over a 2G network. This is a huge deal for India and the millions here and across the subcontinent that currently don't have access to high speed networks."

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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.

About Sport Digital

Sport Digital is a privately owned digital media agency who work with athletes, musicians, actors and celebrities helping build their digital landscapes and engagement with their audiences. We collect and curate content from our talent and work closely with their individual sponsors to produce the best possible activation. Sport Digital ensures their clients social landscape is authentic and support the individuals in managing it.

Sport Digital work with a number of agents, agencies and brands operating around the world, headquartered in London, they have offices in New York, Singapore, South America and extensively spread across Europe.

