

23 November 2015

## Platform Upgrade to Cater for Strong Uptake

### Highlights

- Zipt upgrades back end operating platform, with release of 'Zipt Mark 2' earlier than expected in response to overwhelming growth in demand
- Zipt new platform currently in final stages of beta testing and set for public release in January 2016 on iOS and Android platforms
- Upgraded platform to cater for rapid user uptake in new markets and in preparation for increased demand expected from the launch of the Company's 'Zipt Ambassador' program and global marketing campaign
- New technology has numerous new features and significantly increases the operating capacity of the platform enhancing its ability to add further functionality and capabilities
- New features include the release of an in-app Ambassador portal and monetisation features designed to drive deeper user engagement, in-app referral, increased virality and revenue streams
- In addition to consumer product enhancements and scalability, the new platform will provide the Company with a full service integrated communication solution for enterprises
- Full enterprise strategy to be announced shortly with roll-out expected to commence in Q1 2016

ZipTel Limited (ASX:ZIP) ("ZipTel" and the "Company") today advises that it has expedited the release of its upgraded back end operating platform due to the stronger than expected uptake of the Zipt app. The Zipt Mark 2 platform is currently in the final stages of beta and will be released ahead of schedule in January 2016.

The Mark 2 platform provides the ability for the app to scale with its rapidly growing customer base while introducing further in-app monetization, referral features and enabling a suite of enterprise solutions.

### Rollout of Next Generation Telecommunication Platform Zipt Mark 2

The next generation of the Zipt communications technology, "Zipt Mark 2" has been in development since the launch of the platform and is the product of the Company's ongoing investment into research and product development.

In response to the overwhelming initial uptake, development was expedited and is now in the final stages of beta testing, well ahead of schedule. With all major works completed and the initial phases of its rollout underway, the Mark 2 platform is scheduled for completion and release on iOS and Android in January 2016.

The rollout strategy for the new platform has been divided into two phases to allow existing Zipt customers to benefit from server and network improvements immediately while new app features are finalised:

- Phase One - Commencing 25 November 2015. Zipt's global, cloud-based infrastructure will be upgraded which will significantly reducing latency, increase call quality and improve app performance
- Phase Two - Commencing December 2015. Platform updates will be deployed to regional nodes ready for release on the iOS and Android platforms in January 2016 and migration of existing customers

Mark 2 will support significantly higher volumes of concurrent users, positioning the app for the launch of its full-scale global marketing initiatives and Ambassador campaign commencing Q1 2016.

### **Zipt Mark 2 – Provides for HD Call Quality in Low Bandwidth Environments**

In addition to a range of general improvements and new features the Mark 2 platform includes a re-engineered core technology, which provides for High Definition (HD) Calls in low bandwidth environments.

Optimised for low bandwidth and 2G environments the new calling technology further capitalises on Zipt's competitive advantage in developing regions, where customers have limited access to bandwidth and are still operating under 2G network limitations.

#### Key features & updates include:

- Updated User Interface, featuring some of the latest animations, interactivity and graphics made possible by new mobile operating systems
- New technology allows user to select preference and/or network conditions to determine whether to use HD quality or ultra-low bandwidth, data-saving audio & video calls
- Free calls using a further advanced peer-to-peer connectivity adapted for HD quality audio and data saving
- Zipt Online User Portal to allow users to check account balance, rates, top up and perform other account administration tasks
- Multi user conferencing and multi user video calls
- Introduction of support for Apple 3D touch with immediate plans to rollout on Apple Watch OS + Apple TV
- Zipt's "Discover" portal - a platform for different channels (celebrities exclusive area for fans, businesses, payments, coupons & loyalty formats, on demand services etc.)

### **New Platform Supports Zipt's Planned Enterprise Strategy**

The Zipt Mark 2 Platform can easily be deployed into private clouds to deliver enterprise a communication solution, which can be packaged into an Internet application via any smartphone or web browser.

Zipt is in the process of finalising its wider enterprise solution and strategy with more details to be released shortly.

Keaton Wallace, Executive Director, ZipTel Limited commented:

*"The implementation of the improved Zipt Mark 2 platform not only offers our users a superior user experience, with the addition of added features, but also enables us to cater for the increased demand that we have experienced and future demand expected upon the launch of our full-scale marketing campaign.*

*“We have also opened up opportunities to target the enterprise market with the ability to offer a communication solution, which can be easily deployed seamlessly into any cloud or web browser. I look forward to sharing more details on this exciting development shortly.”*

**-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).