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ZipTel launches its Marketing and Monetisation Campaign with Brett Lee

- ZipTel has commenced an aggressive and strategic marketing and monetisation campaign for the Zipt App with high profile sports icon and Zipt ambassador, Brett Lee
- Strategy to drive consumer and product awareness through:
 - Sophisticated social marketing activities including geolocated, demographic-centric social content covering In-App purchasing of customised Brett Lee mobile Stickers, Wallpapers, Ringtones and exclusive content to Zipt App subscribers
 - Integration between effective Paid and Organic social content activated through lifestyle driven precision targeting
 - Brett Lee In-App Community ecosystem, whereby users can engage with Brett Lee and access direct exclusive content from the sports icon
- Commercial roll out across key target markets where Brett Lee's status and high profile dominates - Australia, India, Bangladesh, West Indies, Pakistan and South Africa, and reaching his fan base of over 4.2 million followers across social media platforms
- India, a particularly important target market, has over 123.3 million smartphone users in 2014 and this is predicted to reach 280 million by 2018 and predominantly only 2G coverage, where Zipt has a clear competitive advantage.
- Ongoing promotional activities to be rolled out later this year to include competitions and supplementary prize giveaways based on users who have downloaded the App and purchased credit
- Equity and royalty package for Brett Lee incentivising customer acquisition growth and aligns both parties to the Company's objectives
- Significant progress since launch with over 300,000 Zipt App installs recorded

ZipTel Limited ("**ZipTel**" or "**the Company**", ASX: ZIP) is pleased to provide an update on the partnership, marketing and commercialisation strategy for Zipt, with leading cricketer and sports icon Brett Lee. Since launch, Zipt has already seen over 300,000 app installs which demonstrates the sheer virality and need for such an app. This virality has formed the basis of the strategic marketing framework.

In collaboration with Brett Lee as ambassador for Zipt, the Company has now commenced an aggressive marketing and promotional strategy to promote the Zipt App worldwide and achieve the 10 million users within the proposed 18-month period.

The marketing and monetisation strategy will be rolled out in two parts:

- Product and customer awareness through Brett Lee fan base and social networks and monetisation via In-App purchases of exclusive Brett Lee collateral
- Brett Lee In-App Community and competitions for Zipt App users

Increasing awareness and monetisation via In-App purchasing and engagement with Brett Lee fan base with exclusive Brett Lee collateral

The first phase of the strategy is focused on increasing the awareness of the Zipt app by employing Social Media Marketing tactics, including Search Engine Marketing (SEM) keywords analysis, Google Search and Display Network promotional activities, influencer engagement and organic social media management.

Within Q3, Zipt will launch In-App purchasing, including *Brett Lee* Stickers, Wallpapers, Ringtones and exclusive content, in order to encourage further user engagement and monetisation of the App through the subscriber base.

Brett Lee's international network provides mass acquisition opportunities for Zipt and the Company intends to activate these opportunities through affiliate and referral marketing, digital influencers and brand advocacy.

Brett Lee's social media feeds; Instagram, Twitter and Facebook have a combined 4.2 million followers across all platforms, including Bollywood, film industry leaders, sports and social influencers and to drive mass customer acquisition Zipt intends to leverage these platforms.

The Company has created exclusive video content with Brett Lee, social media graphics and a comprehensive social marketing framework to be shared through Brett Lee's social media channels, with the intention of increasing awareness amongst Brett Lee fans. Direct endorsements from Brett Lee are expected to have significant impact and influence.

Brett Lee In-App Community Ecosystem and Channels for Zipt App Subscribers

The second part of the marketing and monetisation strategy will include the launch of an In-App Brett Lee Community marketplace, where fans and users of the App can access downloadable offers and exclusive content from Brett Lee. In addition to this the Company will be creating Zipt as lifestyle app that goes beyond core functionalities of calling and messaging by integrating with interests and content that will engage, retain and monetise users

The Community will be promoted via a launch event appearance with Brett Lee, a digital marketing campaign utilising Brett Lee's fan base and followers. The campaign will include personal video messages from Brett Lee and endorsement through his social media platforms.

The Community channels will allow users to stream live sports and entertainment news and direct exclusive content Brett Lee.

The primary markets for the launch of Brett Lee Community will be Australia, India, Bangladesh, West Indies, Pakistan and South Africa, with a total population of 1.7 billion. India in particular, has a population of 1.25 billion and 123.3 million smartphones and this is expected to increase to 280 million by 2018, becomes a key target market with Brett Lee's popularity and social media following there.

India smartphone penetration is growing rapidly marking it a key market with significant growth potential. It is projected that by 2016 it will have more smartphone users than the U.S, making it the world's second largest smartphone market (after China).

Partnership aligns objectives and incentives mass acquisition

As part of his role as Global Ambassador for the Zipt App Brett Lee has taken an equity package in the Company and the agreement includes a royalty base. The Company believes the structure of this agreement incentivises mass customer acquisition and aligns both parties to the same objective: to achieve high user growth and scale internationally, whilst increasing the monetisation of the user base.

Keaton Wallace, Executive Director, ZipTel Limited commented:

"We are excited by the next important phase of growth, in particular the global roll out and commercialisation of Zipt. We believe we have a strong and appealing consumer product and by partnering with such an iconic ambassador this provides us with the right platform and channel to aggressively market and monetise our Zipt App.

Brett Lee has an enormous and loyal fan base. Our exclusive content and In-App Brett Lee merchandise is expected to appeal to Brett's massive global fan base and provides a unique opportunity for fans to connect with Brett Lee.

We've seen In-App stickers, wallpapers, ringtones and content proven as successful models for monetising user bases and we believe our unique and exclusive access and offering to Brett Lee via our In-App community channel and ecosystem will appeal to a wide range of users around the world."

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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 interna-

tionally.

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.

