

3 September 2015

## ZipTel Video Calls Demonstrate Exceptional Results v Existing VOIP Services

### Highlights

- ZipTel video call capabilities materially outperform existing market incumbents in data usage and video quality:
  - On average, ZipTel used 34% less data than the same video call placed via Viber and 25% less than Skype
  - In a 2G environment, ZipTel averaged 75% less data than Skype and 68% less than Viber
  - In a 3G/4G network, ZipTel used 69.32% less data than Viber and 76.7% less than Skype
  - Increased video quality also demonstrated, with ZipTel outperforming Viber by 59% on average on 2G networks and 25% on 3G/4G networks
- Results demonstrate a further competitive advantage over incumbents and continued improvement in the ZipTel app

ZipTel Limited ("**ZipTel**" or "the **Company**", ASX: ZIP) is pleased to provide an update on the performance of the ZipTel application's video call capability since its release on 15 August 2015.

ZipTel video calling has delivered exceptional data usage and video quality results compared to market incumbents such as Skype and Viber.

### Data consumption

Vigorous testing was conducted over a 2 week period on the ZipTel Android application in various network environments (2G, 3G and 4G). On average the application used 34% less data than the same video call placed via Viber and 25% less via Skype.

The ZipTel app is initially targeting countries with access to low bandwidth (2G) environments. In these environments the ZipTel app considerably outperformed and demonstrated an average of 75% less data usage than Skype and 68% less bandwidth than Viber.

In a 3G/4G network a one-minute video averaged 61.57% less data than the same call placed using Viber and 72.92% less than Skype. This increased across a five-minute video call with ZipTel averaging 69.32% less data than the same call placed using Viber and 76.7% less than Skype.

### Video Quality

In a low bandwidth (2G) network the ZipTel app showed 59% better video quality than Viber and a 26% improvement on Skype. In a 3G/4G environment the app also demonstrated positive results with a 23% quality increase in comparison to Viber and a 4.5% increase on Skype. As the app undergoes further optimisation the call quality is expected to continue to increase and create an even wider gap between the quality of the ZipTel product offering vs that of other video calling providers.

Zipt is continuously challenging industry giants to provide the best quality product, with the lowest data usage and achieving this enables Zipt to deliver users a cost efficient and significantly appealing communication tool, particularly for those in regions with limited access to data.

The exceptional performance demonstrated by the Zipt app on video calls, across all networks, is a clear indication of the app's ability to become a primary provider of VIOP services. The app's ability to lower data consumption, whilst simultaneously increasing video quality is expected to directly impact user base growth significantly and gives it the potential to become the leading application for video calls globally.

Keaton Wallace, Executive Director, ZipTel commented:

*"The results of the Zipt app's ability to decrease data consumption, whilst increasing the video quality is the catalyst users have been waiting for. These results are a reflection of the app's ability to reduce data consumption across all network environments, whilst still retaining and even increasing the video quality.*

*"Traditional VOIP services such as Skype and Viber have proved to consume inordinate amounts of data, without offering a superior video quality. With Zipt we've proven it is possible to deliver an app which retains superior video quality, whilst simultaneously reducing data consumption and therefore saving the consumer money."*

On 14 September 2015 the Company launches the iOS version of the app, which is expected to further drive user acquisition and revenue growth as iOS users typically have higher income and have been proven to spend more on app purchases.

**-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).

