

18 January 2016

ZipTel Achieves 6 Million Installs

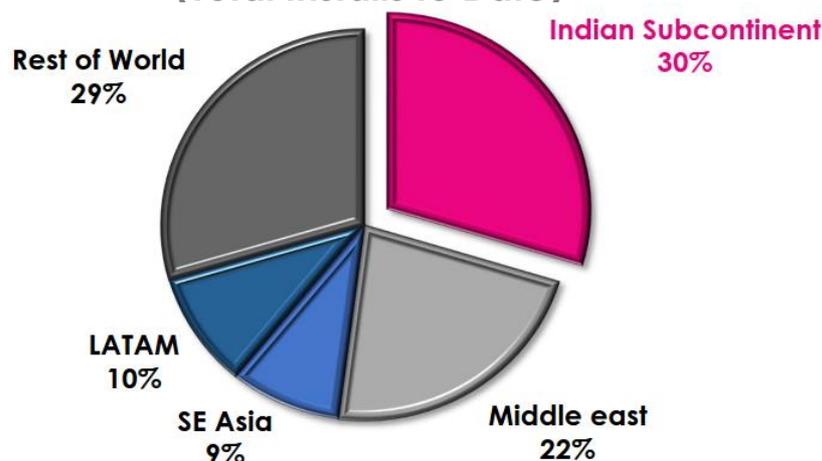
Previous Run Rate Exceeded With Last Million Achieved in 3.5 Weeks

- 6 million installs achieved in **29.5 weeks**, a 12% increase month on month.
- At the current install run rate, ZipTel's 10 million install target will be achieved in 10 months – **8 months ahead of schedule**.
- Brett Lee's December Memorabilia Campaign achieved substantial organic growth and provides further endorsement of the upcoming **Global Brand Ambassador Campaign** launching next month - **February 2016**.
- With **weekly calls to action**, the Ambassadors will encourage their **110 Million followers** to download Zipt and interact via the **Zipt In-app Ambassador Portal**.
- The purpose built, world first In-app Ambassador Portal will deliver exclusive content, encourage users to interact with the Ambassadors and will be a **further key competitive advantage and monetisation opportunity for Zipt**.

ZipTel Limited (ASX:ZIP) ("ZipTel" and the "Company") is pleased to advise its low bandwidth mobile communication application Zipt has been installed by over 6 million users across the globe. ZipTel's original forecast was to achieve 10 million installs over an 18 month period. At the current install run rate, Zipt will now exceed 10 million installs within **10 months** of its 22 June 2015 launch date - 8 months ahead of schedule.

As anticipated, the majority of installs originated from regions including the Indian subcontinent, the Middle East, Latin America and South East Asia, where low bandwidths are prevalent and Zipt has a competitive advantage. Notably, of the last million installs, approximately 17% originated from India. On an overall basis, Indian downloads have increased 36% since last month.

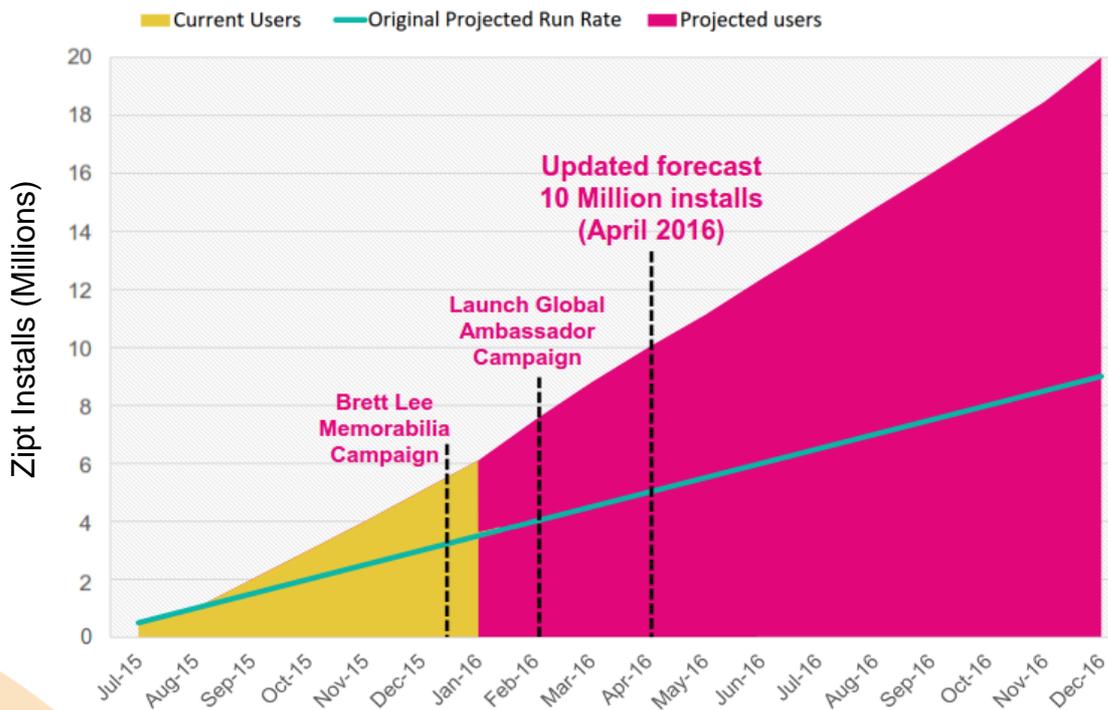
**ZipTel Installs – Geographical breakdown
(Total Installs to Date)**



The install rate is expected to accelerate further with the imminent launch of the Global Brand Ambassador Campaign in February 2016. Over the December/January period, Zipt ran a 10 day Memorabilia Campaign with Brett Lee via Facebook. Of Brett Lee's 3 million Facebook followers, the campaign achieved a reach of more than 1 million people (~34%). Of those reached, ZipTel has been able to attribute more than 100,000 installs (~10%) of the Zipt app to the campaign. These statistics bode very well for the Global Brand Ambassador Campaign with the Ambassador's having a combined 110 million social media channel followers.

The Global Brand Ambassador Campaign, led by Brett Lee, Gareth Bale and Virat Kohli will see the Ambassadors promote Zipt to their combined 110 million social media channel followers on a weekly basis and interact via the customised world first **Zipt In-app Ambassador Portal**. The Zipt In-app Ambassador Portal will deliver exclusive content to users and encourage users to interact with their sports stars. This will drive greater customer engagement in addition to further improving retention metrics. This key feature will also provide the Company with further revenue opportunities via premium content, its question and answer portal, along with competitions and memorabilia give-aways.

6 million installs achieved, ahead of schedule for 10 million target



Bert Mondello, CEO, Ziptel Limited commented:

"The Zipt app continues to gain traction in emerging markets and the launch next month of the Global Brand Ambassador Campaign will accelerate growth in the user base and provide clear monetisation opportunities."

The recent Zipt marketing initiative with Brett Lee pleasingly gained traction. We take great confidence from this result in the lead up to the launch of our Global Brand Ambassador Campaign and the positive impact it will have on our costs per install."

-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.