



## ASX AND MEDIA RELEASE

10 February 2016

### **Zipt Hits 7 Million Installs Tracking 9 Months Ahead of Schedule**

- 7 million installs achieved in **less than 33 weeks**, a 10% increase month on month.
- At the current install run rate, ZipTel's 10 million install target will be achieved in 9 months – **9 months ahead of schedule** (previously 10 months ahead).
- ZipTel preparing for **global rollout of Zipt Mark 2** in the week beginning 15 February.
- Zipt Mark 2 staged rollout completed for 60 countries and user experience feedback from customers is **extremely positive – current rating 4.4/5 on Google Play Store**.
- **Global Brand Ambassador Portal to launch in the coming week** with Global Brand Ambassador Campaign to launch shortly thereafter.

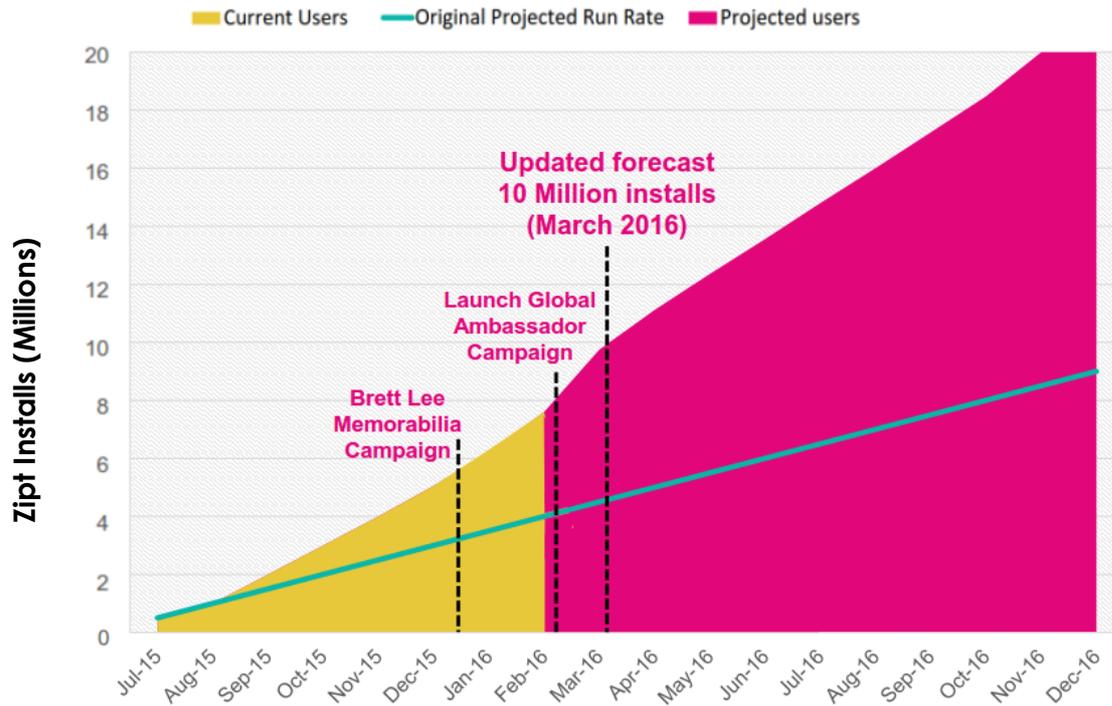
ZipTel Limited (ASX:ZIP) ("ZipTel" and the "Company") is pleased to advise its revolutionary mobile communication application Zipt has been installed by over 7 million users across the globe. ZipTel's original forecast was to achieve 10 million installs over an 18 month period. At the current install run rate, Zipt will now exceed 10 million installs in **March 2016** – this is now 9 months ahead of schedule, which is 3 weeks ahead of the previous forecast.

The last million installs to 7 million was achieved in 22 days, a 10% increase month on month. This improving month on month growth was achieved with a continuing trend of lower marketing spend than previous months indicating a growing organic virality component within the install numbers. This result is extremely encouraging with the imminent lead up to the world first **In-app Global Brand Ambassador Portal launch next week** and subsequent **Global Brand Ambassador Campaign** to over 110 million social media channel followers. This will be complimented by the recently executed partnership with the world's largest app discovery platform, **ironSource**, with its reach of 800 million people per month.

Zipt's industry leading call compression technology allows the application to work in remote 2G network locations as well as 3G, 4G and Wi-Fi environments. This competitive advantage has translated into significant market traction in 2G prevalent, emerging markets, such as the Indian Subcontinent, South America, the Middle East and throughout South East Asia. With global data bandwidth requirements exceeding current availability, the ability of Zipt to deliver superior quality calls while using up to 80% less data than other calling/messaging products demonstrates another clear competitive advantage.

In the time since the commencement of the staged rollout on 21 January 2016, over 60 countries now have and are using **Zipt Mark 2**. User reports from customers to date have been extremely positive. In particular customers have cited a quick and efficient onboarding process; excellent call quality; low data usage and an improved overall user experience as a result of the refreshed calling and messaging interfaces. Zipt Mark 2 currently rates a 4.4/5 on the Google Play Store. These user reports and reviews are a significant endorsement in the lead up to the **global rollout of Zipt Mark 2** including the In-app Global Brand Ambassador Portal next week.

## 7 million installs achieved, ahead of schedule for 10 million target



Bert Mondello, CEO, Ziptel Limited commented:

*"The take up of Zipt continues to build and with the improved Zipt Mark 2, we are confident that this will only continue. Zipt is now on track to reach 10 million installs in March 2016. This was always the point where we intended to shift the focus of the Company from user base growth to monetisation.*

*The development and implementation of Zipt Mark 2 has been challenging but no slippage has occurred and we are on track for our intended global launch next week. Zipt Mark 2 is already operating in 60 countries with glowing feedback giving us great confidence for the global launch."*

**-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).

