

3 February 2016

ZipTel Partners with ironSource: World Leader in App Discovery

Unique direct supply channels with a reach of 800 million people per month

- ZipTel partners with the world's largest app discovery platform, **ironSource** to promote Zipt to **800 million people on a monthly basis**.
- ironSource promotes many of the world's largest brands including Yahoo, Google, Baidu, Hyundai, Unilever and Disney.
- The partnership is a further endorsement of Zipt in the lead up to the imminent launch of the **Global Brand Ambassador Campaign** and a direct result of the impressive world first, In-App Ambassador Portal.

ZipTel Limited ("**ZipTel**" or "the **Company**", ASX: ZIP) is pleased to announce it has partnered with **ironSource**, a world leader in app discovery, to provide global app distribution and monetisation for the Company's revolutionary mobile communications application **Zipt**.

Zipt has been chosen as one of the first messaging apps to be available on unique direct supply channels managed by ironSource, which will result in increased user growth and brand awareness. The ironSource Platform is world leading for app discovery and distribution across platforms and devices with a **reach of over 800 million people per month**. Seen by many as the largest independent global marketing platform in the industry, the ironSource Platform delivers more than 6 million installs per day using advanced segmentation and targeting algorithms to provide the right content to the right user when they are most engaged.

Zipt's low bandwidth requirements and technological superiority will be particularly important in countries where bandwidth is an ongoing issue and where ironSource can leverage its global reach to help connect Zipt with relevant users in developing countries.

Omer Kaplan, CMO and Co-Founder, ironSource commented:

"Part of our DNA at ironSource has always been about helping developers succeed in turning amazing products into great businesses. With Zipt, Ziptel have created an app that combines cutting-edge technology and incredible ease-of-use, and we're excited to work with them to bring our unique supply, global reach, and performance-oriented approach to helping their app reach the right audiences around the world."

"Zipt's In-app Ambassador Portal is seen as key to increasing user engagement. This highly innovative interface allows users to ask their favourite sports stars questions and enter prize draws. Ambassadors such as Gareth Bale and Virat Kohli have huge global appeal and a massive social media following which will raise awareness and increase organic growth."

Keaton Wallace, Executive Director, ZipTel Limited commented:

"This partnership with ironSource is a major endorsement of Zipt ahead of the launch of the Global Brand Ambassador Campaign. ironSource are discerning in their partnerships and it was Zipt's In-app Ambassador Portal and competitive technological edge which made this partnership possible."

-Ends-

For more information please contact:

ZipTel Limited

Bert Mondello
CEO

T: +61 8 6252 4224

W: www.ziptel.com.au

Keaton Wallace
Executive Director

T: +61 8 6252 4224

Investor Relations

Andrew Angus

Overland Advisers

M: +61 402 823 757

E: andrewangus@overlandadvisers.com.au

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 the Zipt mobile based communications application.

About Zipt

Zipt is a mobile based international communication application that allows consumers to SMS and make international calls for free, App to App. The application is able to call any landline or mobile at some of the world's lowest rates. Zipt has the ability to deliver 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. For more information please visit www.zipt.com.au.

About ironSource Ltd

ironSource is a data and analytics company with a keen understanding of what content users want to see and when. Using proprietary data-driven technology, ironSource provides developers, carriers, device manufacturers & brands the platform to better understand and communicate with their users. For more information please visit www.ironsrc.com.