

18 February 2016

Zipt 2.0 & In-App Ambassador Portal Set for Global Launch Global Ambassador Campaign Launch Date Set for 1 March 2016

- **Successful, staged global rollout completed** - ZipTel's newly upgraded **Zipt 2.0** will be live in all regions tomorrow **19 February 2016 on Android** and **26 February 2016 on iOS**
- **Revolutionary Initiative - World First, Zipt In-App Ambassador Portal** is contained within Zipt 2.0
- **Unique Ambassador Interaction** - Zipt In-App Ambassador Portal allows Zipt customers to interact with their favourite Ambassadors via Zipt Q+A, asking questions and getting personal responses
- **Global Brand Ambassador Campaign** launch date set for **1 March 2016**
- **Launch Strategy - Global Brand Ambassador Campaign** will include:
 - promotional launch social media posts from the Ambassadors;
 - weekly interactions through Ambassador Portal;
 - monthly video calls; and
 - competitions and memorabilia giveaways
- A **Promotional Video** on the **Zipt In-App Ambassador Portal** and upcoming **Global Brand Ambassador Campaign** can be accessed at: <https://youtu.be/OHM0Ws3qk6M>

ZipTel Limited ("ZipTel" or "the Company", ASX: ZIP) is pleased to announce the global rollout of its newly upgraded, revolutionary, mobile communications app **Zipt 2.0 ("Zipt") is complete**. Zipt 2.0 will be live and available in all regions on Android tomorrow being **19 February 2016** and on iOS on **26 February 2016**.

Zipt 2.0 includes the World First **Zipt In-App Ambassador Portal**. With the Zipt In-App Ambassador Portal deployed, ZipTel will launch the **Global Brand Ambassador Campaign on 1 March 2016**. To ensure the success of the Campaign, a detailed **Launch Strategy** has been developed to drive users to download Zipt and engage with their Ambassadors.

Global Brand Ambassador Reach and Target Markets

The Global Brand Ambassador Campaign will be used to target key customer regions with high Average Revenue Per User ("ARPU"), particularly in those regions where Zipt has a competitive advantage.

Geographic and demographic analysis of the Ambassadors' social media following shows the following top countries for each of the Ambassadors:

- ❖ Gareth Bale: Vietnam, UK, Thailand, Indonesia, India
- ❖ Virat Kohli: India, Bangladesh, Pakistan, US, Nepal
- ❖ Rohit Sharma: India, Bangladesh, Pakistan, US, Nepal
- ❖ Brett Lee: Australia, India, Bangladesh, Pakistan
- ❖ Juan Cuadrado: Colombia, Italy, Brazil, Venezuela, Mexico
- ❖ David Ospina: Colombia, US, Turkey, Venezuela, Mexico
- ❖ Luke Shaw: Vietnam, UK, Thailand, Indonesia, India
- ❖ Nicholas Hamilton: UK, US, Brazil, France
- ❖ Anthony Joshua: UK, Ireland, US, Australia

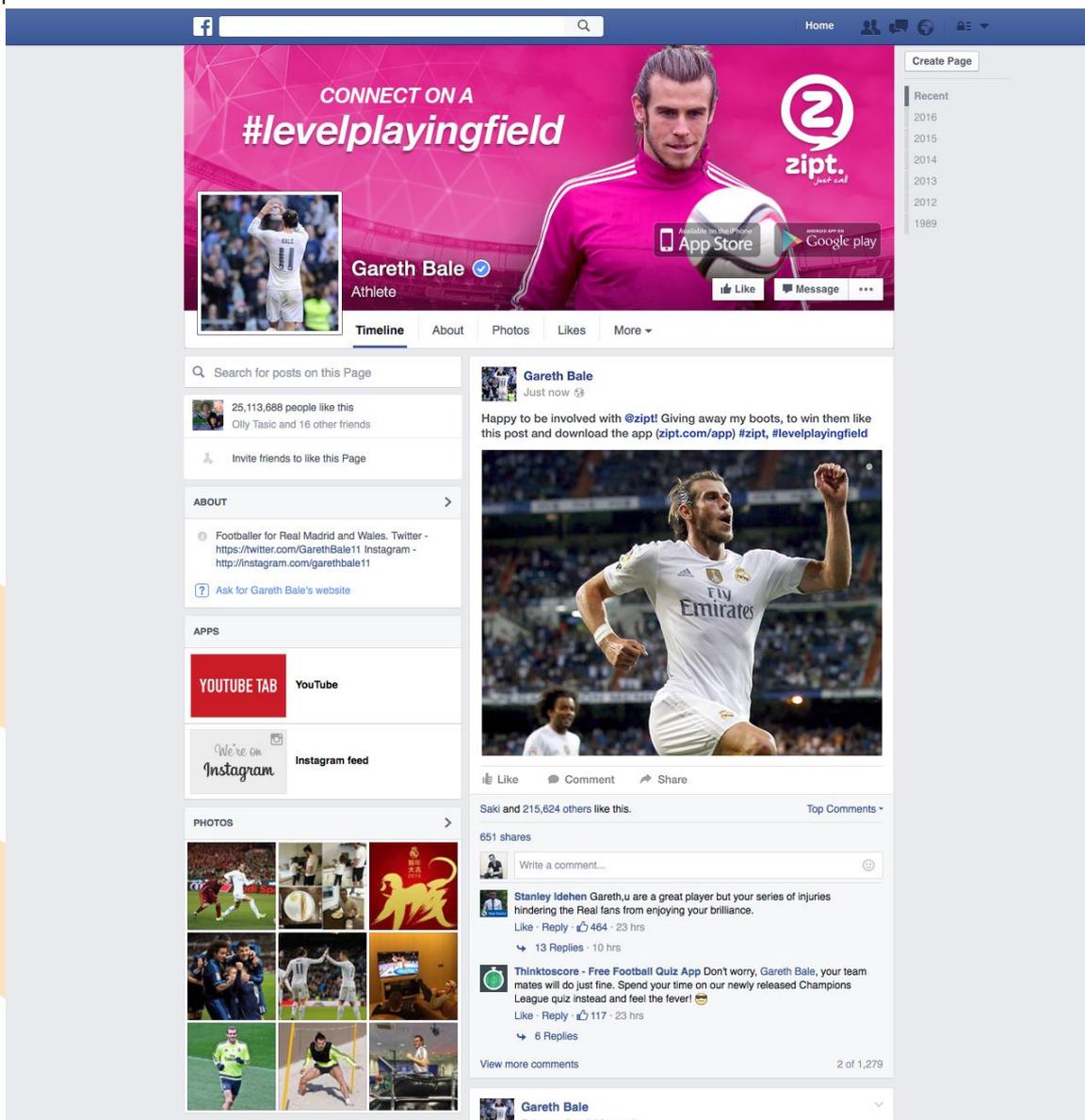
Clearly, there is some correlation between the Zipt target markets i.e. the Indian subcontinent, Latin America and South East Asia and the Ambassadors' followers. Using customer intelligence gained during the last quarter, ZipTel will be able to direct its campaign efforts towards the higher ARPU regions, especially within Zipt's target markets.

Zipt Launch Strategy

The objective of the Launch Strategy is to use social content to demonstrate how close fans can get to their idols on Zipt. The two key components of the Launch Strategy are the Promotional Launch Posts and the Zipt Q+A.

1) Promotional Launch Posts

The Campaign will begin with Launch Posts from each of the Ambassadors across each of their platforms (Facebook, Instagram and Twitter). These initial posts will introduce the Ambassador partnership and raise awareness of Zipt to their fan base. Below is an example post:



A memorabilia competition will be tied into the Launch Posts with the intention of driving Zipt downloads and traffic. ZipTel has an inventory of Ambassador memorabilia which will be used for further competitions throughout the Global Brand Ambassador Campaign.

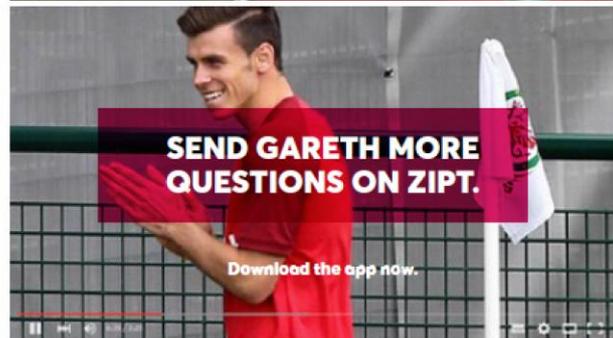
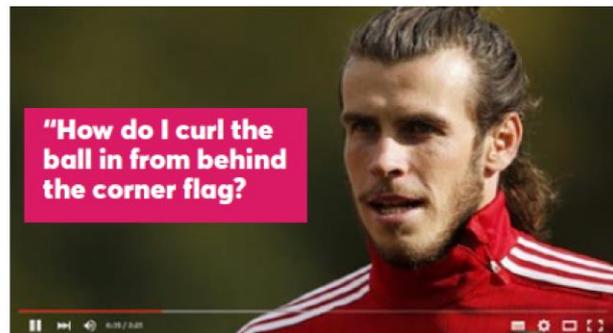
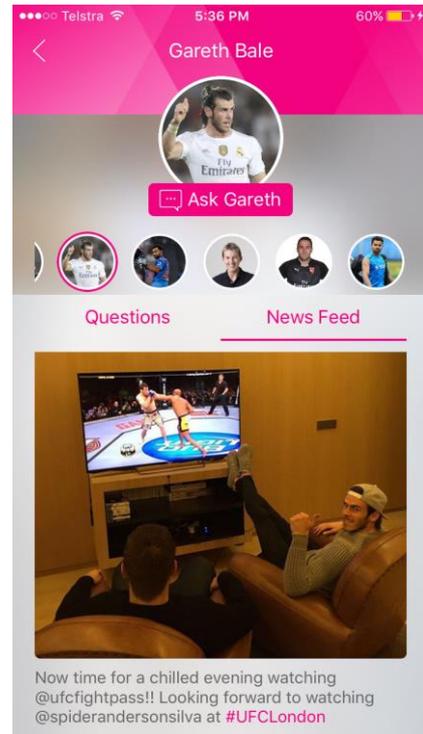
Ziptel will also provide bespoke headers and cover photos for Facebook and Twitter for each Ambassador which will be displayed on the Ambassador's profiles for an entire month.

2) Zipt Q+A

Advanced, proprietary, intelligent software will allow the In-App Global Ambassador Portal to screen, collate, manage and answer questions from millions of Zipt customers.

Every month, Ambassadors will answer their favourite questions from fans all over the world. The Company will leverage the Ambassador's responses (including video) to demonstrate how close fans can get to their idols on Zipt asking questions directly of their chosen Ambassadors. Content prompted by fan questions is highly shareable and acts as a teaser to download Zipt to see this exclusive content.

Each Ambassador's video response to fan questions will be promoted and 'boosted' in social media and ads. Video calls and memorabilia will be leveraged as monthly prizes for the best questions.



Launch Video

The Zipt In-App Ambassador Portal opens up monetisation opportunities via exclusive content and encourages engagement and customer retention. With the In-App Ambassador Portal available, the Company will launch the Global Brand Ambassador Campaign on 1 March 2016. The Company has made a promotional video available in this regard viewable at this link: <https://youtu.be/OHM0Ws3qk6M>

Massive User Growth & Substantially Lower Cost Per Install

The Global Brand Ambassador Campaign provides access to the Ambassadors' 110+ million social media followers with no cash outlay from ZipTel. Ambassadors are incentivised by install performance hurdle scrip grants and in-app revenue sharing arrangements. As a result, traction from this campaign will materially lower CPI for Zipt, continuing a trend of organic virality which has resulted in escalating month-on-month Zipt install growth.

Bert Mondello, CEO, Ziptel Limited commented:

"The delivery of Zipt 2.0 signifies a watershed moment for ZipTel. Zipt 2.0 not only brings significantly improved metrics such as call quality and stability but also the world first Zipt In-app Ambassador Portal. The Portal allows customers to interact with our Ambassadors and will generate keen interest from the Ambassadors' massive fan base.

Only 12 days from now, 1 March 2016, the Global Brand Ambassador Campaign will launch. With Zipt 2.0, we are ready to capitalise on the massive customer numbers and traffic that the Campaign will bring."

-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 the Zipt mobile based communications application. A video outlining Zip 2.0 is available at the following link: <http://zipt.com/z2preview>.

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.