

ASX AND MEDIA RELEASE

29 February 2016

Zipt 2.0 live on iOS **Migration to Zipt 2.0 Provides Opportunity to Re-engage and Monetise**

- As scheduled, **Zipt 2.0 went live** on iOS in all regions on 26 February 2016 with further version updates pending release over the coming weeks.
- Zipt 2.0 has been live in all regions on Android since 19 February 2016 and early metrics are excellent.
- A seamless customer migration program has been developed and onboarding Zipt 1.0 Users over to the Zipt 2.0 platform is currently underway.
- The migration program will ensure customers will retain any existing credit and settings and will gain bonus credit to explore Zipt 2.0's new features.
- The migration is an opportunity for ZipTel to re-engage with its 7 million customers, introducing them to the new features of Zipt 2.0 including the World first In-App revenue generative **Ambassador Portal**.
- With Zipt 2.0 successfully deployed and now available on Android and iOS, the **Global Brand Ambassador Campaign** is set to launch.

ZipTel Limited (ASX:ZIP) ("ZipTel" and the "Company") is pleased to advise its revolutionary mobile communications application Zipt 2.0 has successfully been deployed across both iOS and Android. In addition to all the new features available on Zipt 2.0, the application offers deeper engagement with its customer base and will offer improved retention and Monthly Active User (MAU) metrics thanks to its improved user experience, attribution and analytics. This is a significant milestone for ZipTel, which is now ready to commence migration of existing customers from Zipt 1.0 and release the much anticipated revenue generative Zipt In-app Ambassador Portal. The Android and iOS versions have further version updates scheduled for release over the coming weeks that will continue to introduce new features and offer further optimisation and performance of the user experience.

Zipt 2.0 Migration Program

The migration program has recently begun and will target current Zipt 1.0 customers and provide the Company with a useful opportunity to promote the many benefits of the new Zipt 2.0 to active users and to re-engage with dormant users. Customers across the globe will receive a series of tailored communications (to be coordinated across SMS, push notifications and through branded email distributions) announcing the release of Zipt 2.0 and providing easy access to the new version along with incentives to drive upgrading to the new app. In addition, the Android and iOS version updates will be made available to Zipt 1.0 users, automatically switching Zipt 1.0 customers onto the Zipt 2.0 platform instantly.

In preparation for the migration, the Zipt 2.0 platform has been engineered to recognise existing users and seamlessly migrate any existing credit and settings from the previous version. Additionally, existing users will receive bonus credit so that they can explore the additional functionality and improved user experience that Zipt 2.0 has to offer, including the much anticipated Ambassador Portal, which will be released alongside the migration campaign.

The migration program is expected to take place over a 2 to 3 week period. Upon successful migration of the entire Zipt 1.0 user base, the Zipt 1.0 application will be decommissioned. For more information on the migration program please visit <http://zipt.com/support>.

Keaton Wallace, Executive Director, Ziptel Limited commented:

"All of the initiatives we have set in motion over the last 18 months will reach a crescendo in these next few weeks. The completed rollout of Zipt 2.0 paves the way for the launch of the Global Brand Ambassador Campaign, the deployment of the SpeedTalk enterprise solution and ultimately the monetisation of Zipt.

A step in this process is the migration of customers from 1.0 to the new Zipt 2.0 platform. We will use this opportunity to re-engage with customers on a platform with many more interesting and importantly, monetisable features."

-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
W: www.ziptel.com.au

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 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.