

## ASX AND MEDIA RELEASE

3 March 2016

### 8 Million Zipt Installs Achieved Zipt Ambassador Campaign Commences

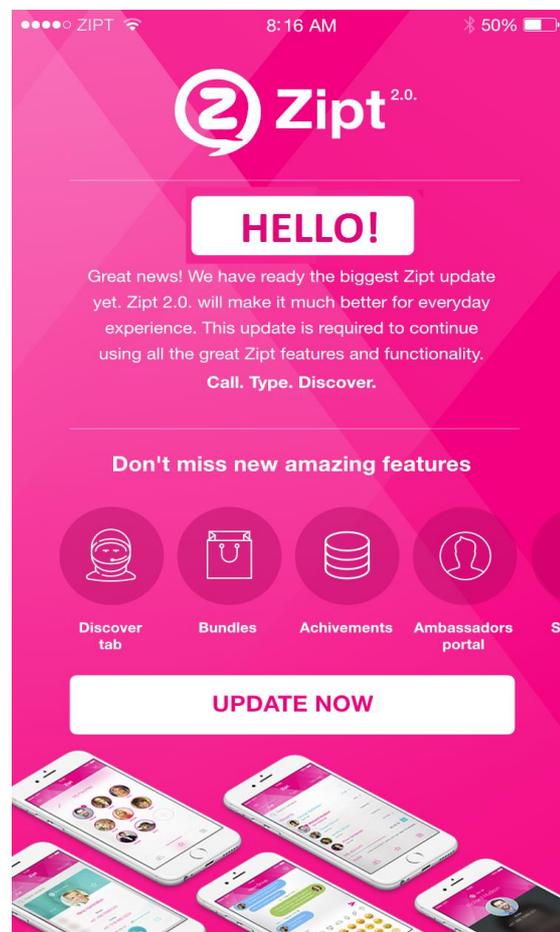
- 8 million installs achieved in **less than 36 weeks** – recent increased velocity maintained.
- At the current install run rate, ZipTel's 10 million install target will be achieved in 9 months and prior to April 2016 – 9 months ahead of schedule.
- Newly upgraded Zipt 2.0 live on both iOS and Android with new features and updates scheduled for release over the coming weeks.
- **Zipt revenue generative In-app Ambassador Portal live on Android, iOS in final review status with Apple and to launch shortly.**
- Migration plan to migrate Zipt 1.0 customers to new Zipt 2.0 platform ahead of schedule with solid uptake and increasing Monthly Active Users.
- **Global Brand Ambassador Campaign commenced** with Ambassador Launch posts underway.

ZipTel Limited (ASX:ZIP) ("ZipTel" and the "Company") is pleased to advise its revolutionary mobile communication application Zipt has been installed by over 8 million customers. This milestone was achieved while the Company migrates customers to the newly upgraded Zipt 2.0 platform.

The success of the migration plan of customers from Zipt 1.0 to Zipt 2.0 plays an important part for ZipTel to maximise the return from the Global Brand Ambassador Campaign and the white-label partnership with SpeedCast. Existing customers who have already installed Zipt 1.0 are now offered the opportunity to experience the improved Zipt 2.0 platform and the world first Zipt In-app Ambassador Portal. Upon completion of the migration, the **Ambassadors will be marketing to their 110+ million social media followers in addition to Zipt's existing 8 million customers.**

#### Migration Plan

Customers across the globe are receiving a series of tailored communications including update notifications, SMS, push messages and customised emails announcing the release of Zipt 2.0 and providing easy access to the new version along with incentives to drive upgrading to Zipt 2.0.



To date, the migration uptake has been extremely successful and concurrently has supported the commencement of the Ambassador Campaign with individual Ambassador posts and promotions underway.

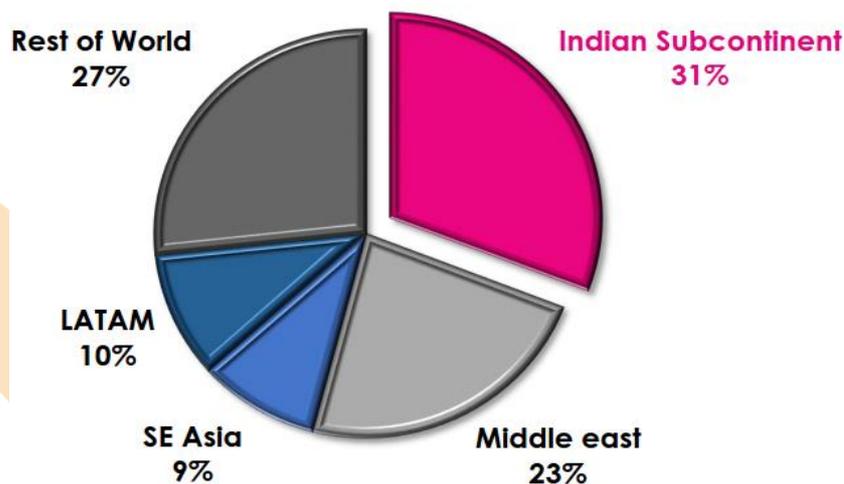
Zipt 2.0 has a number of version updates with improvements and new features that are currently in queue and scheduled to be released over the coming weeks. Upon completion of the migration, Zipt 1.0 will be decommissioned and replaced by Zipt 2.0. The roadmap for Zipt 2.0 will include a range of new features which will be added to the current version over the course of the next 6 months.

### Install Run Rate and Install Targets

The last million installs to 8 million was achieved in 22 days i.e. a consistent with the previously reported run rate. The trend of lowering the Zipt marketing spend was also continued and high volumes of organic traffic are being experienced. Achieving the same growth rate with a lower marketing spend represents a tangible reduction in Costs Per Install ("CPI").

In terms of geographies, Zipt install numbers were particularly strong in the key target region of India. Over the last 1 million installs ~130,000 originated from India. The continued uptake and acceptance of the Zipt product in this key region is pleasing as the Global Brand Ambassador Campaign kicks off **with several of the Ambassadors (such as Indian Cricket captain Virat Kohli, Rohit Sharma and Brett Lee) having strong zones in India and the Subcontinent.** The other areas where low bandwidths are prevalent and Zipt has a competitive advantage were also well represented - The Middle East, Latin America and South East Asia.

### Zipt Installs – Geographical Breakdown (Current total Installs)



Bert Mondello, CEO, Ziptel Limited commented:

*"Zipt 2.0 has been successfully rolled out to all countries and on both iOS and Android. In the background we are transitioning customers from Zipt 1.0 to Zipt 2.0.*

*The Global Brand Ambassador Campaign commenced today. Soon Ambassadors like Gareth Bale and Virat Kohli will post and encourage followers to download and try Zipt. Shareholders can certainly play a small role by getting onto social media and supporting the campaign."*

**-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.

### **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](http://www.zipt.com).