

4 April 2016

Zipt Ambassador Campaign drives 2 Million installs in 4 weeks 10 million total installs target reached, Company focus shifts to Monetisation

- **Major uplift in Zipt install rate** - Successful Zipt Ambassador Campaign generates worldwide interest, brand awareness and significant traffic.
- **Zipt installs reach 10 million - 2 million installs achieved in last 4 weeks.**
- Achievement of 10 million installs marks the **shift in Company focus to monetisation.**
- **World First Zipt In-App Global Brand Ambassador Portal** proving to be an excellent engagement tool with longer session times and many questions lodged to the Ambassadors – metrics to be reported this week.
- In-App **Ambassador Portal monetising initiatives** underway with first revenues received from Static (Interstitial), Video Advertising and 'Offerwalls'.

ZipTel Limited ("ZipTel" or "the **Company**", ASX: ZIP) is pleased to provide an update on its Zipt Brand Ambassador Campaign. As a result of the Campaign, 2 million installs have been achieved over the past 4 weeks – a significant uplift on the previous growth rate. The total number of Zipt installs now stands at 10 million, a target reached 9 months ahead of initial Company forecasts and plans.

Zipt Ambassador Campaign ("Campaign") – first month

First (launch) social media posts from the Ambassador Campaign were made almost one month ago. ZipTel's social media partners have confirmed these posts significantly overachieved expectations in terms of reach and social media 'likes' by a factor of 8 times.

Second social media posts with memorabilia competitions have since been made and well received, particularly compared to other brands. These posts included a call to action for customers to download Zipt and ask the Ambassadors a question via Zipt Ambassador Portal Q+A.

Both the launch posts and memorabilia posts have been crucial in delivering a material uplift in unique Zipt downloads, as well as customers being served with revenue generating advertising.

Zipt Ambassador Portal Revenue Generation

As an indication of the potential of the Zipt In-App Ambassador Portal, Zipt Ambassador Gareth Bale receives ~60,000 questions per day via Facebook. It is estimated that millions more read the responses to these questions and Zipt is the only channel where questions posed to the Zipt Ambassadors are answered. Once awareness of this is disseminated, the exclusivity of the content in Zipt will drive even further engagement, downloads and revenue.

Interstitial ads are served to customers who access exclusive content or ask a question in the Zipt Ambassador Portal. The revenue generation of In-App advertising is typically measured in eCPMs ("effective cost per thousand impressions" – a ratio of earnings to 1,000 of impressions). The average eCPM of an interstitial is circa USD\$4-6 which creates a lucrative revenue generating opportunity for both the Ambassadors and ZipTel.

On completion of one month of activity from the Ambassador Campaign (i.e. later this week), the Company will provide an update on customer user statistics and revenue.

Zipt Out Top-up Revenue

The Ambassador Portal provides an excellent cross selling opportunity for Zipt's core functionality – low bandwidth, low data usage, high quality calling and messaging services. In-App optimising options have been included to ensure that customers in the targeted 2G markets can access the Ambassador Portal should they choose, and in this event, they will be served content appropriate to their bandwidth.

Dynamic detection of bandwidth is currently under development and will be part of coming Zipt updates. The function will automatically optimise Zipt content such as the 'Invite and Earn' section, for the relevant connection.

Keaton Wallace, Executive Director, Ziptel Limited commented:

"The Ambassador Campaign has been excellent at lifting awareness of Zipt in the marketplace and increasing our install rates. Engagement with the app has been outstanding with many questions fielded by the Ambassadors. With 10 million installs achieved, it is now time to move to monetisation in the consumer segment, in tandem with our efforts in the enterprise segment."

-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. 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.