

8 April 2016

Zipt Shows Positive Early Signs of Monetisation

Zipt In-App Ambassador Portal: an effective engagement and monetisation tool

- Zipt Global Brand Ambassador Strategy is showing initial signs of strong user engagement and monetisation.
- Zipt 2.0 incorporates a number of additional monetisation features and has generated revenue from multiple avenues, including:
 - Zipt Out Top Up Credits;
 - Top Up Credits paid by partner content;
 - Static (Interstitial) Advertising;
 - Rewarded Video; and
 - 'Offerwalls' (in-app mini shop).
- Since incorporating the additional monetisation features into Zipt on 14 March 2016, Ziptel has generated A\$62,000 in revenue.
- With a critical mass of captive subscribers built, the clear growth target is enticing existing customers to use the revenue generative features of Zipt i.e. conversion of the pool of Zipt subscribers to become paying users.

ZipTel Limited ("**ZipTel**" or "the **Company**", ASX: ZIP) is pleased to provide an update on revenue generated from recent initiatives. Since the live integration of additional Zipt monetisation features on 14 March 2016, ZipTel has generated A\$62,000 in revenue.

As reported, Zipt achieved 10 million installs globally since launch, on 4 April 2016. This achievement underlines the success of the Zipt Ambassador Campaign in helping to build the Zipt subscriber base.

Zipt Ambassador Campaign

Immediate results have followed the first month of the Ambassador campaign. With only three posts from each Ambassador, the reach and attention gained has been significant:

- More than 750,000 likes on Ambassador Posts
- ~24 Million impressions of Ambassador Posts
- ~10,000 questions asked of our Ambassadors via Zipt Q+A
- 2,000,000+ Zipt installs
- 300% increase in average Zipt session length times

The next phase of the Campaign includes video answers from the Ambassadors as well as a ramp up of activity from our Indian Ambassadors Virat Kohli and Rohit Sharma whose involvement to date has been limited by the recent cricket T20 World Cup.

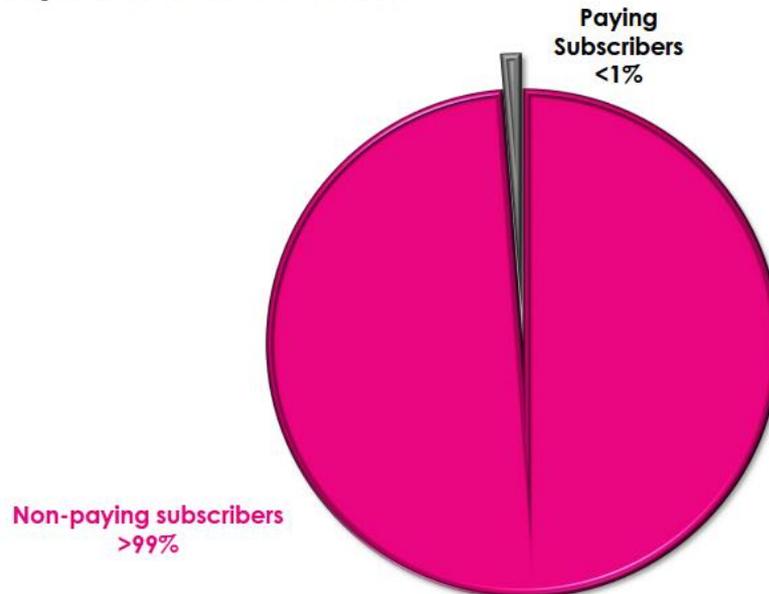
Through the Ambassador agreements, the Company has gained access to a number of posts and exclusive content through responses to questions. Zipt will work with key brands and sponsors to deliver exclusive content initially through the Zipt app to its subscriber base before distributing across the Ambassadors wider social platforms.

This is only the first month of a year long Campaign with further initiatives to come including the Ambassadors having a Zipt branded cover page on their platforms for an entire month.

Growth Targets

A key directive for the Company going forward is marketing to the existing pool of Zipt subscribers and increasing the percentage conversion of non-paying subscribers to paying subscribers.

Zipt Subscriber Base



As these customers have installed Zipt, it is more cost effective to convert them from non-paying to paying subscribers, than to directly pursue new installs. The non-paying subscriber element is a clear growth opportunity.

In addition, the organic component of the install rate is growing – since the start of April, a significant number of installs have been organic. The Company will continue to seek and drive install growth – organically, through Ambassador fan conversion and other methods.

The Company continues to optimise its marketing to target high ARPU (“Average Revenue Per User”) regions. In the limited period reported, the peak daily revenue achieved by Zipt was ~A\$5,200.

Keaton Wallace, Executive Director, Ziptel Limited commented:

“The results since turning our focus to monetisation have been very encouraging. A focus will be improving the ratio of paying to non-paying subscribers. This is a clear and tangible area of growth and one which we can readily capitalise on as these customers have already installed Zipt.”

-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.