TechMpire

ASX RELEASE   **25 NOVEMBER 2015**
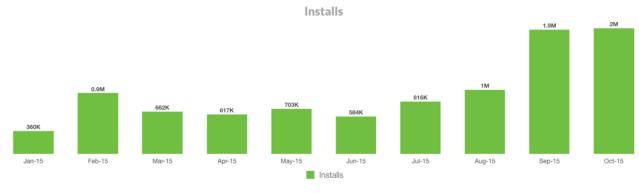
TECH MPIRE DELIVERS OVER 10 MILLION APP INSTALLS
FOR ITS GROWING CLIENT BASE

Highlights

- **Over 10 million mobile applications were installed for advertising clients via Tech Mpire's platform over a 10 month period, representing 30% average monthly growth**
- **Tech Mpire successfully achieved installs for over 3,000 mobile app campaigns across 200 countries demonstrating:**
    o **the global reach of the Company's affiliate network; and**
    o **the Company's ability to generate performance for its clients**
- **Key sectors of install growth are diverse and include travel, utilities, games, social networking, music, dating and shopping**
- **Tech Mpire's October installs reached a Company record of 2 million for the month**
- **Revenue from mobile app campaigns represented 56% of Tech Mpire's revenue for the last quarter, with strong performance and growth momentum expected to continue in FY 2016**

Tech Mpire Limited (**Company** or **Tech Mpire**) (**ASX: TMP**) is pleased to announce it has achieved over 10 million mobile app installs across 3,000 client campaigns. With installs covering a variety of sectors, this significant milestone demonstrates Tech Mpire's ability to deliver highly targeted campaigns which drive client growth and revenue.

The 10.3 million installs were achieved over a 10 month period from January 2015 with an average monthly growth of 30% being achieved.

Installs chart showing monthly installs: Jan-15 360K, Feb-15 0.9M, Mar-15 662K, Apr-15 617K, May-15 703K, Jun-15 584K, Jul-15 816K, Aug-15 1M, Sep-15 1.9M, Oct-15 2M

TechMpire   www.techmpire.com

Successful marketing initiatives have been facilitating the growth of Tech Mpire's affiliate network (now over 1700), providing greater geographic reach and diversity to advertisers. With installs from over 200 countries and territories worldwide, Tech Mpire is clearly demonstrating the strength of these initiatives.

Tech Mpire delivers a predictable, performance-based marketing solution to drive mass user acquisition for a wide client base, including leading app brands such as Onavo, PSafe, Clash of Kings and Alibaba as well as startup developers with the objective to generate user growth. Representing one of the Company's revenue streams, mobile applications accounted for 56% of Tech Mpire's total revenue for the September 2015 Quarter.

In March 2015, ZenithOptimedia (**Zenith**) estimated that mobile advertising has become the primary driver of adspend, expecting it will contribute $47.5 billion between 2014 and 2017. With increasing connectivity and prevalence of both mobile devices and content, Zenith predicts mobile to be responsible for 40.4% of internet adspend by 2017, up from 5.3% in 2014. With its strong performance and success in delivering results for client campaigns across mobile devices, Tech Mpire is well positioned to capitalise on the opportunity this trend presents.

Luke Taylor, CEO, Tech Mpire commented:

"*Reaching over 10 million app installs for our clients is a significant achievement for Tech Mpire. We are seeing continued growth in mobile, and we expect this momentum to continue in FY 2016. We are excited by the opportunity to be able to deliver such great results for our client's campaigns.*

Through sustained expansion of our affiliate network and with continued development of our nxus platform we have significantly bolstered our ability to offer our clients a superior performance-based marketing solution, which enables them to target consumers worldwide."

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For more information, please contact:

Media Enquiries	**Investor Enquiries**
Asher Moses	Luke Taylor
Media & Capital Partners	Managing Director
Director	Tech Mpire Limited
+61 438 008 616	+61 (0)8 9473 2500
asher.moses@mcpartners.com.au	investor.enquiry@mpiremedia.com.au