



∞loopmobile

Chat & Share Anywhere Platform



www.moko.mobi

Background.

- Loop provides an advanced, fully integrated Mobile & Online Instant Chat, User Generated Content, and Social Networking community globally to carriers, major brand properties, and direct to consumers, via Mobile Web and the Web.
- Loop listed on the ASX in June 2007 and trades as LPM.
 - www.loopmobilelimited.com
- Loop was founded by Ian Rodwell in Perth in October 2004.
- Loop's main offices in Perth, with staff located in Sydney and London, and representatives in the USA, India, Dubai, and South East Asia.

MOKO

- MOKO is Loop's flagship community. MOKO combines Instant Chat, User Generated Content, Social Networking tools, Music Profiles & Content, to create one of the world's leading Mobile & Web services.
- Loop also offers carrier partners and media properties a turn-key "white-label" Mobile Web and Web community platform based on the MOKO service. Deployments include Big Brother '07 and '08 Mobile Community and ChatZone (AFL, NRL and V8 Supercars) on Telstra.

  **Chat. Share. Anywhere!™**



MOKO Online www.moko.mobi



- Launched April 28 in beta.
- Fully integrated with the mobile MOKO.mobi service
- 92% of users with online profiles also use MOKO on their mobile
- Chat and Share live across both mobile and PC devices
- Establish new profiles from either device; viewable and update-able from the other
- Upload and view pictures and videos from both devices
- Opportunity to promote MOKO across both devices





is different.

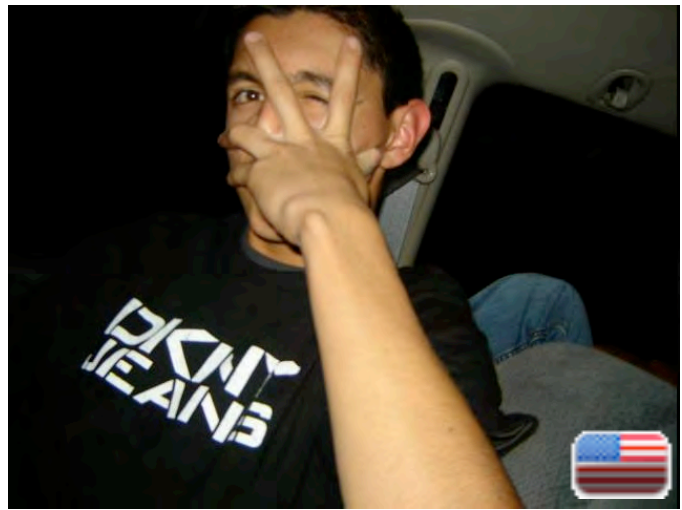
MOKO is not intended to be a competitor to major Web social networks. It is designed to appeal to a different, and emerging demographic. MOKO focuses on instant connections where users can meet new friends, and not just their existing “real-world” friends.

The MOKO Demographic.

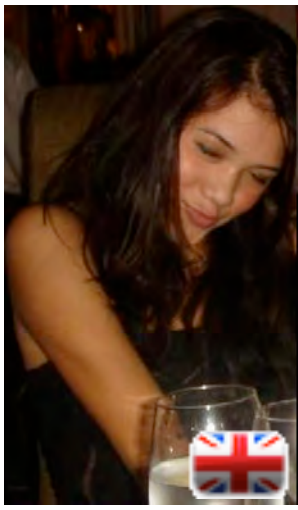
- Mobile is their **primary** connection to the web, PC is secondary.
- Typically from outer suburban environments and “fringe” sub-cultures.
- Belong to “socially expressive” consumer segments.



Countess – 24yo
Mobile Member Since: April '06
Occupation: Goth Model







Crow1 – 18yo
Mobile Member Since: Feb '08
Occupation: Graffiti Artist



MeOw__mEoW – 21yo
Mobile Member Since: May '06
Occupation: student

Key Mobile service differentiations.

	Dual device Sign-up	Content upload	Video streaming	Instant Chat
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

MOKO's Current Distribution Channels.

- MOKO is currently available via “on-deck” carrier deals with 3 Mobile Australia, Optus Singtel, Virgin Mobile Australia, and Helio USA.



- Soon to be launched on Telstra (August), and likely with Smart Mobile in the Philippines (Q3).



- Any consumer can access MOKO via www.moko.mobi on their Mobile or PC browser.

Loop has a strong pipeline of new distribution opportunities

- Loop has signed a MOU for a joint venture in India securing up to USD\$500,000 funding for India JV. We are negotiating towards a launch with the Indian Carrier Idea.
- Loop and Intercasting have signed an agreement to make the MOKO Mobile available to subscribers of carriers that have adopted ANTHEM™ in North America and Europe.
- Loop has held discussions with a number of carriers, including Cricket Wireless (USA), AT&T Wireless (USA), Rogers Wireless (Canada), IUSACELL (Mexico), SingTel (Singapore), and M1 (Singapore).

Indian Joint Venture.

- Loop has partnered with Radical SoftNet to establish a localised Indian version of MOKO using the MOKO brand
- Radical SoftNet is a subsidiary of one of India's largest mobile phone and ancillary product distributors; holding exclusive nationwide rights to Samsung Mobile.
- JV is currently negotiating toward the first deployment for MOKO; on-deck with Idea Cellular, with launch potentially late second half '08.



- JV partner has relationships with all Indian carriers and there is the potential for further launches during 2009

MOKO Mobile achieves Industry recognition in a highly competitive international space.



MOKO announced as a winner of NATPE Mobile++ TOP 12 Awards. The Awards recognize the hottest properties in mobile content.



Loop was awarded Best Mobile Community and User Generated Content Service at the Meffys, or Mobile Entertainment Awards 2007 held in Monte Carlo.



MOKO selected as an Official Honouree for the Social Networking category in The 12th Annual Webby Awards.



MOKO has been selected as a finalist in the Best Entertainment, and/or Information Service, in the Mobile Content Awards in London.

An Independent Summary of MOKO – Informa Telecom’s Dec. ‘07

“Loop Mobile has been in the UGC over 3G category for more than two years at the time of preparation of this profile. It is one, if not the most, technologically mature of the mobile UGC-centric, social media sharing category of community providers.”

“Some of the exceptional strengths of this company are due to the diverse management team coming from graphics, technology management and operator business backgrounds.”

“Given that the company’s platform is optimised for 3G service delivery and has been performing up to 3 service standards in two markets, it is probably well hardened and capable of delivering on the promised value.”

Christine Perey - Informa Telecoms.

Summary.

- Loop has a talented, focused, and hardworking team that is flexible and globally spread to meet the challenges of a fast changing global industry.
- Loop has a world-class Instant Chat, User Generated Content and Social Networking platform.
- Recently launched fully integrated web version of MOKO - “Chat Share Anywhere”
- The platform also supports specific verticals focused on Music with additional content and features.
- Loop has an existing client base and a clear business development plan across multiple regions.

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