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ASX Release:

NEW AGREEMENT TO CREATE DIGITAL US RUNNING COMMUNITY, "RUNHAVEN"

MOKO to develop new mobile social network for runners and running events across the US, headed by marathon champion Bill Reifsnyder.



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MOKO SOCIAL MEDIA Limited (ASX: MKB) has signed an exclusive agreement with running industry veterans to co-develop **RunHaven**, a mobile digital community for running enthusiasts in the United States. The comprehensive mobile application targets all levels of participants in the sport as well as events of all sizes around the country.

The running portal will provide online and mobile tools to advance communication and efficiencies in the largest participatory sport in the United States. According to the Sports & Fitness Industry Association (SFIA), which releases an annual sports industry report, 51,450,000 individuals were designated as running participants in 2012. Running also continues to be one of the few established sports in the United States that continues to attract new participants both recreationally as well as competitively. According to SFIA, in 2013 a total of 26,370 running events were scheduled to occur.

RunHaven will be designed to become a 'go to' destination for anyone who participates in the sport of running in the US. Through **RunHaven**, runners will be able to access industry news such as expert training tips, nutritional guidance, injury prevention and treatment, product suggestions and reviews from fellow runners. The competitive runner will have free access to the **RunHaven** online and mobile tool that will enable runners to find, research, register and seamlessly book travel for races around the country. The proprietary platform will be managed and staffed by running experts who will create the content critical for providing authenticity in the running community.

The **RunHaven** team is led by industry veteran Bill Reifsnyder, who has been engaged in many facets of running during his 29 years in the sport. As a world-class professional Road Racer, Reifsnyder was ranked as high as #2 in the world by *Runner's World* magazine in 1991 and was twice the US National Marathon Champion (1989 and 1991). After retiring from professional racing he worked for 10

years both internationally and domestically overseeing the running category for adidas. As the Head of U.S. Sports Marketing (Running Category), Reifsnyder was responsible for managing over 60 sponsored runners and track & field athletes as well as the implementation of over 100 running events, including the company's sponsorship of the Boston Marathon. In 2008 Reifsnyder founded VO2 Marketing, a marketing consultancy firm based in Philadelphia, Pennsylvania specializing in endurance sports. During this time, Reifsnyder was also the Executive Director of the National Marathon and Half Marathon in Washington, D.C.

MOKO has also secured through acquisition, the existing customer base of Virtual Roster, a premier registration and database management company based in Flagstaff, Arizona. The company is currently providing services to 52 road races around the country. Gail Hughes, the company's Founder and President, will oversee all aspects of data management for the **RunHaven** property. The company's existing base of events will serve as a launching point for the **RunHaven** brand.

ProVentures, a sports and entertainment agency based in Alexandria, Virginia, has been secured by MOKO as the exclusive marketing agency. The company will assist the **RunHaven** team with the overall strategic direction of the property including branding, marketing and promotions.

The **RunHaven** enterprise will be based in Washington, D.C., but will also be represented in the company's New York office (advertising/sales) and Perth office (platform development). The deal will mean MOKO will own a majority of the **RunHaven** property developed and will share a minority of the net revenues with members of the **RunHaven** and ProVentures executive teams. It is also envisaged that the RunHaven project will be able to be cross-promoted via REC*IT and vice versa.

For further information, please contact:

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About MOKO

MOKO Social Media Limited develops customised mobile community applications to improve communications within organisations such as universities, sports bodies and political groupings. MOKO uses its social platform to work with these organisations to provide important information to their audience/group members via mobile devices. MOKO generates revenue from mobile advertising. MOKO acquired New York based OfferMobi in August 2012, a mobile specific advertising platform linking publishers with advertisers wishing to reach mobile audiences. MOKO has also signed exclusive development deals with the American Collegiate Intramural Sports Network and IMLeagues LLC under which it will build a mobile application promoted on-campus at over 600 US colleges with an addressable audience of approximately 10 million students.

Special Note on Forward-Looking Statements

This press release contains information that constitutes forward-looking statements and uses forward-looking terminology such as "anticipate," "believe," "expect," "estimate," "future," "intend," "may,"

“ought to,” “plan,” “should,” “will,” negatives of such terms or other similar statements. You should not place undue reliance on any forward-looking statement due to its inherent risk and uncertainties, both general and specific. Although we believe the assumptions on which the forward-looking statements are based are reasonable and within the bounds of our knowledge of our business and operations as of the date hereof, any or all of those assumptions could prove to be inaccurate. Risk factors that could contribute to such differences include the intense competition we face; failure to innovate and provide products and services that are useful to users; our ongoing need for capital for investment in new and existing business strategies and new products, services and technologies, including through acquisitions; our dependence on advertising revenues; the potential for declines in our revenue growth rate and downward pressure on our operating margin in the future; increased regulatory scrutiny that may negatively impact our business; legal proceedings that may result in adverse outcomes; failure to maintain and enhance our brand; uncertainty as to our ability to protect and enforce our intellectual property rights; and uncertainty as to our ability to attract and retain qualified executives and personnel. The forward-looking information provided herein represents the Company's estimates as of the date of the press release, and subsequent events and developments may cause the Company's estimates to change. The Company specifically disclaims any obligation to update the forward-looking information in the future. Therefore, this forward-looking information should not be relied upon as representing the Company's estimates of its future financial performance as of any date subsequent to the date of this press release. Actual results of our operations may differ materially from information contained in the forward-looking statements as a result of the risk factors.