



**MOKO**  
SOCIAL  
MEDIA

**MOKO SOCIAL MEDIA  
LIMITED**

ABN 35 111 082 485  
ASX:MKB

T: +61 2 9299 9690  
F: +61 2 9299 9629  
Suite 4 Level 9 341  
George Street  
Sydney, NSW 2000  
Australia

[MOKOsocialmedia.com](http://MOKOsocialmedia.com)  
[contact@MOKO.mobi](mailto:contact@MOKO.mobi)

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ASX Release:

## **APPOINTMENT OF NEW US BASED DIRECTOR**

### **MOKO Social Media Limited appoints Mr Mark Hauser to the Board**

Moko is pleased to announce that Mr Mark Hauser has accepted an invitation to be appointed to the Company's Board as a Non-executive Director. The appointment will be effective from 1 February 2014.

Mark Hauser is Senior Managing Director of OFS Management, a private investment firm. He founded Tamarix Capital and oversees its debt and equity investment activities. Prior to that, he was a Senior Managing Director at Sandell Asset Management, an international multi-strategy alternative asset manager, where he founded and was global head of the firm's private equity practice as well as a member of its investment committee.

Prior to joining Sandell, Mark was a Managing Director at FdG Associates, a New York-based middle-market private equity fund focused on investing in family owned businesses. Previously, he was a Managing Director at Ocean Capital Corporation, a private international investment banking firm.

Mark has served as an officer and on the boards of directors of various private and public portfolio companies, both in the U.S. and abroad. He began his career as a corporate attorney, practicing in New York, Sydney and London. He holds a Bachelor of Economics Degree and a Bachelor of Law Degree from Sydney University and a Master of Law Degree from the London School of Economics & Political Science.

"We are delighted that Mark has agreed to join the Board of MOKO," said Greg McCann, MOKO's Chairman. "His US financial markets experience will be a significant asset to the Company during the NASDAQ listing process and in the years of growth that we expect to follow."

For further information:

Andrew Bursill  
Company Secretary  
+61 2 9299 9690

## **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 called **REC\*IT**, to be promoted on-campus at over 600 US colleges with an addressable audience of approximately 10 million students. MOKO has also established **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.

## **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.