

29 January 2014

ASX Release:

**NEW AGREEMENT TO ESTABLISH US POLITICAL MOBILE SOCIAL NETWORK, FOCUSED ON PROGRESSIVE POLITICS AND VOTERS.**

**MOKO to develop new mobile social network, BlueStreetReview.com for US political commentators, supporters and activists; appoints Mr Jimmy Williams as Executive Editor and “commentator-at-large”.**



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MOKO SOCIAL MEDIA Limited (ASX: MKB) has signed an exclusive agreement with high profile political commentator Mr Jimmy Williams to head up and co-develop a MOKO mobile digital community for political commentators, observers, grass-roots activists and watchers of the political scene in the United States. The comprehensive mobile application is envisaged to target all levels of participants ranging from casual news consumers, to political campaigners and activists to fund raisers, candidates and pundits. The initial version will focus on Democratic and progressive supporters.

Politico and MSNBC industry veteran Jimmy Williams, who has been engaged in many facets of politics during his 22 years in the media, will lead the team. Jimmy Williams is also an MSNBC Political Contributor and writes daily for USnews.com, hypervocal.com and jimmyspolitics.com. He spent nearly seven years as a senior staffer in the United States Senate including nearly five years with Senate Majority Whip Dick Durbin, rising to the level of Senior Economic Policy Advisor to A former lobbyist, Jimmy represented multiple interests before the US Congress and the Executive branch including the real estate, banking, wine and spirits and speed-racing industries.

The mobile political community 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 the application and all IP surrounding the mobile property developed, however the deal includes sharing a small minority of the net revenues with Mr Williams. The mobile politics portal will provide users with online and mobile tools to provide a hub on political news, conversation and the ability to create sub-communities and groups whether they just want to share and join political discussion, promote their local candidate, or start up their own soap-box on an issue they are passionate about.

The mobile political community application will also be the hub for several of Jimmy's political journalist colleagues and commentators who will publish and join the social interactions on issues including minority rights, immigration, marriage equality, women's interests, social and economic equality and libertarian and privacy matters.

The political scene in the US is a very large addressable market. According to the US Census Bureau, 146 million people registered to vote in 2012, with 64% actually turning out to vote in the last Presidential election. Gallop polling reported in 2010 that 31% of Americans declared themselves as Democrat as opposed to 29% as Republican. 38% identified themselves as Independent. The growing independent and democrat voters we believe will be the leaders in social media interactions.

The independent political support groups know as Political Action Committees, or "PACs" have become a very large fund raising force and in turn a very large spender in political advertising and promotions. Several have grown in size to be known as "Super PAC's". According to OpenSecrets.org, as of July 2013, over 1,300 groups organized as Super PACs have reported total receipts of \$828 million and total independent expenditures of more than \$600 million in the 2012 US election cycle.

The Blue Street Review App will be designed to become a 'go-to' destination for anyone who participates in Democrat or progressive politics in the US. Through the App users will be able to access current affairs, blogs, forums and breaking news with a political bias. The proprietary platform will be managed and staffed by US political enthusiasts who will create the content critical for providing authenticity in the progressive community. It is also envisaged that the mobile political project will be able to be cross-promoted via REC\*IT.

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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. MOKO is also developing a digital platform for the US running events industry and participants as well as a social media platform for US political interests and commentators.

### **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.