

21 May 2014



## ASX Release:

### MARKET UPDATE

- **US Mobile advertising business unit growing with a 247% increase in monthly sales since December 2013, with May monthly sales forecast to be approx. \$500,000;**
- **Blue Nation Review and RunHaven soft-launch initial websites and mobile sites to harvest users in advance of preparing native mobile Apps later in the year. You can visit these sites on your desktop, tablet or mobile device at:**

[www.runhaven.com](http://www.runhaven.com)  
[www.bluenationreview.com](http://www.bluenationreview.com)

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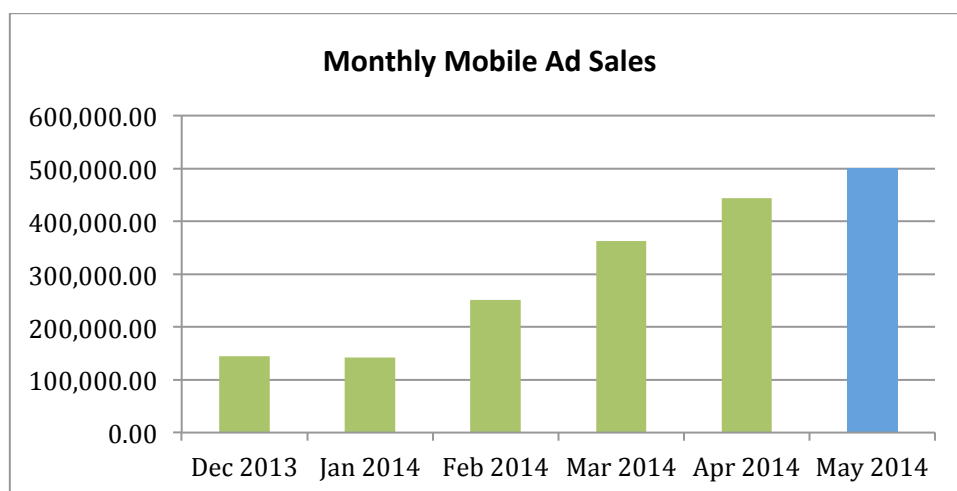
**MOKO Social Media Limited (ASX Code: MKB)** is pleased to announce the following update on the operations and activities of the business units. Over the past six months, we have seen good progress in OfferMobi developing from its initial core of capabilities into a more significant operation in the Mobile and Social advertising media business. Unaudited revenues per month have grown from \$144,000 in December 2013 to a forecast of approximately \$500,000 in May, representing a 247% increase for the period. These numbers still do not include any REC\*IT advertising revenues, which we only expect to contribute in the 2014 December quarter once the roll-out for the new school year has occurred.

OfferMobi was one of the original Mobile Advertising Performance networks in the USA and was acquired by MOKO in August 2012. Since that time, MOKO has launched *REC\*IT*, its Collegiate Intramural sports and fitness mobile App (exclusive to 700+ US Colleges and Universities), *RunHaven*, the destination for all things running; and Blue Nation Review, a US political hub for Progressive and Liberal activists, voters and supporters. These digital publishing assets are monetised by digital advertising and performance-based “call to action” offers. The OfferMobi business is now serving these various MOKO properties with advertisers it has built up relationships with since September last year.

Last year we appointed Mr Mike Hines as Chief revenue Officer. Mike has overseen the restructure and strategic planning of MOKO’s new Adnetwork, to service MOKO’s own Mobile Apps and online digital content portfolio, together with managing the sales of the advertising inventory. OfferMobi is continuing to develop as an important Mobile AdNetwork focused on well-known brands consumers. The new relationships and clients include developers of mobile game titles like *Brave Frontier*, *Deerhunter* and *Game of War*, as well as digital magazines such as *Oprah Magazine*, *HGTV*, *Esquire* and *Cosmopolitan*. The Company has also focused on the financial services market including banking (*Scotiabank*), dating companies (*Match.com* and several of its sub-brands), travel

companies (*Expedia* and *Hotels.com*), along many independent mobile application developers. OfferMobi has had significant growth in the past several months as the chart below demonstrates.

(NB: May revenues are forecast. All revenues are unaudited.)



Ian Rodwell, Founder and CEO of MOKO said, "OfferMobi is now positioned to develop scale with the launch of these MOKO properties through the second half of 2014. We view OfferMobi as an important part of our growth strategy in mobile advertising."

Greg McCann

**Chairman**

This announcement is for informational purposes only and is neither an offer to sell nor an offer to buy any securities, or a recommendation as to whether investors should participate in the offering. The offer is made solely by the prospectus included in the registration statement the Company expects to be filing with the Securities and Exchange Commission in the United States.

#### Special Note on Forward-Looking Statements

This press release contains information that constitutes forward-looking statements and uses forward-looking terminology such as "anticipate" "propose" "expect" and "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 our ability to prepare required documents in connection with the proposed offering, the timing of regulatory review, shareholder approval of our ability to sell shares in the proposed offering, approval of our proposed listing on the Nasdaq Global Market, and the performance of the United States and global capital markets and companies in our sector, as well as factors relating to the performance of our business, including 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 intentions as of any date subsequent to the date of this press release. Our plans regarding a proposed offering and listing on the Nasdaq Global Market may differ materially from information contained in the forward-looking statements as a result of these risk factors or others, as well as changes in plans from our board of directors and management.