



November 11, 2015

MOKO's REC*IT App Now on Campus at 11 Colleges in the Premier and Oldest Division 1, Big Ten Conference

Highlights

- REC*IT now on 11 Big Ten Conference member institutions
- Available to over 1,000 U.S. colleges, including athletic conference member institutions

NY, New York, November 11, 2015 [MOKO Social Media Limited](#) (NASDAQ: MOKO and ASX: MKB), flagship app, [REC*IT](#), is available to 11 member institutions of the premier Big Ten Conference. The Big Ten Conference is the oldest division 1 college athletic conference in the U.S. with 14 member institutions, including the leading public university in each of the eleven states stretching from New Jersey to Nebraska. At the 11 member institutions within the Big Ten Conference that REC*IT is available to, REC*IT has already captured circa 14% of intramural and recreational sports participants in the fall 2015 semester alone, and has the massive opportunity to capture the remaining student participants at these nationally recognized and prestige colleges, through its exclusive rights.

REC*IT is available for students at the following Big Ten member institutions:

- Indiana University
- University of Maryland
- University of Michigan
- Michigan State University
- The Ohio State University
- Rutgers University
- University of Iowa
- University of Minnesota
- University of Nebraska–Lincoln
- Northwestern University
- University of Wisconsin–Madison

[REC*IT](#) is the only widely accepted college intramural and recreational sports app. Through MOKO's exclusive partnership with leading management software provider IMLeagues, MOKO has secured the exclusive perpetual rights to provide REC*IT to students at the above institutions, among more than 1,000 other top universities.



About MOKO SOCIAL MEDIA Limited

MOKO Social Media's REC*IT product is a mobile leading U.S. college intramural and recreational mobile sports platform. An agreement with IMLeagues, the leading and largest provider of university sports administration services in the U.S., grants MOKO exclusive and perpetual access to provide its award-winning app to over 1,000 U.S. colleges, representing approximately 50% of the U.S. college population and over 10 million students.

REC*IT provides college students with instant access to relevant and exclusive intramural and recreational sports information in a proprietary platform that allows the user to consume and share information seamlessly. This integrated approach provides MOKO with unique and exclusive exposure to an audience that is highly desired by advertisers and that can be leveraged for growth and revenue through advertising, sponsorship, social network distribution and other monetization of the platform.

Note

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 buy or sell.

Special Note on Forward-Looking Statements

This press release contains information that may constitute 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, performance of our shares 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 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.

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