

ASX/NASDAQ Release

SYDNEY, MARCH 9 2016

MOKO Social Media Announces Significant Increase in REC*IT App Users and Engagement for the 2015-16 Academic Year

MOKO Social Media (NASDAQ: MOKO and ASX: MKB) (the “Company”) today announces a substantial increase in users acquired during the 2015-16 Academic Year and the achievement of significant milestones in the spring 2016 semester. Currently over 607,000 unique users have launched REC*IT and the app had more unique visitors in the first three weeks of the Spring 2016 semester than the entire Spring 2015 semester combined. In-app engagement has also improved as users are averaging 3 more page views per visit (12) than fall semester and 5 more than spring semester 2015.

These improvements in acquisition and engagement can be attributed to MOKO’s focus on improving the app experience for both students and recreation center administrators. MOKO launched a completely redesigned app last August, which allows students to create and join intramural teams directly through the app. REC*IT also has improved features for intramural administrators, now giving them the ability to check players into games and update scores from the app.

The combination of an improved design and added features have contributed to the increase in the number of REC*IT administrator and student users during the 2015-16 academic year, and are primary reason for REC*IT’s designation as a Gold Winner in the Best Sports App category of the 2015 USA App Design Awards.

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About MOKO SOCIAL MEDIA Limited

MOKO Social Media is at the forefront of the next generation in social media, providing innovative products and content to enable communities to engage and interact. Within the student space, MOKO is a mobile leading U.S. college intramural and recreational sports platform. Agreements with the largest college and high school sports data providers in the U.S. grant MOKO exclusive access to provide its award-winning app REC*IT, and BigTeams powered by REC*IT, to over 1,125 U.S. colleges, representing approximately 50% of the U.S. college population, and to over 4,100 U.S. high schools respectively.

MOKO aims to capture its target audiences by becoming their destination of choice for information and interaction. It does this by creating highly relevant and exclusive content, and by providing the platforms that enable the communities to consume and share the content seamlessly across devices. This integrated approach gives MOKO unique and exclusive exposure to markets that are highly desired by advertisers and that can be leveraged for growth and revenue through advertising, sponsorship, social network distribution and other monetization of the platforms.

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.