

ASX: OMT

29 October 2015

OMT ENGAGED BY MOBILE EMBRACE TO DESIGN AND HOST AN INVESTOR RELATIONS APP

- **Mobile commerce company, Mobile Embrace, is the latest ASX listed company to engage OMT for a leading investor relations app.**
- **Mobile Embrace joins the early adopters on the ASX who are recognising the potential of mobile-enabled digital engagement.**

Omni Market Tide Limited (**Company** or **OMT**, ASX:OMT), digital stakeholder engagement leader, is pleased to announce Mobile Embrace Limited as the latest ASX listed company to have engaged OMT for the development of an innovative mobile investor relations platform.

Mobile Embrace Limited (ASX:MBE) is a mobile commerce company. Utilising its end-to-end and award winning mobile marketing, advertising and m-payments infrastructure it enables the reach, engagement, transactions with and embracement of consumers via mobiles and tablets.

Mobile Embrace Limited's CEO, Chris Thorpe, commented, "Mobile Embrace is excited to engage OMT, and commence the transition to becoming a leader in digital shareholder engagement. We look forward to delivering a much more convenient way to communicate and engage with our shareholders."

OMT's Managing Director, Megan Boston, commented that this is a commercial opportunity for OMT to work with an ASX mobile commerce company. "We are delighted that Mobile Embrace, a successful mobile technology company with international operations, has engaged Omni Market Tide," said Mrs Boston. "Mobile Embrace joins the early adopters on the ASX who are recognising the potential of mobile-enabled digital engagement with shareholders. Our growing sales pipeline includes a number of ASX listed companies considering our leading digital stakeholder engagement apps."

The commercial terms of the engagement remain confidential.

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About Omni Market Tide

Omni Market Tide is the market leader in digital stakeholder engagement. Omni Market Tide has the only stakeholder engagement app in Australasia designed to enhance the interconnectivity between companies and stakeholders, allowing push communications, web streaming, and direct voting, among other features. Our application makes investor relations content more readily accessible for the digital investor, increasing shareholder engagement and participation during and outside the AGM voting requirements. The company is listed on the Australian Securities Exchange (ASX:OMT). For more information about the company please visit www.omnimarkettide.com.

Forward Looking Statements

This release includes certain statements that may be deemed “forward-looking statements”. All statements in this discussion, other than statements of historical facts, that address future activities and events or developments that OMT expects, are forward-looking statements. Although OMT believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in the forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include market prices, and general economic, market, or business conditions. Investors are cautioned that any such statements are not guarantees of future performance and that actual results or developments may differ materially from those projected in forward-looking statements.

About Mobile Embrace Limited

Mobile Embrace Limited (ASX:MBE) is a mobile payments and mobile marketing company. We are a Digital Distribution Network for the complete end-to-end mobile customer life-cycle. Through our integrated and award winning mobile marketing and payments infrastructure we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets. For more information please visit: www.mobileembrace.com.