

ASX RELEASE

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## TECH MPIRE APPOINTS NEW REGIONAL HEAD TO SPEARHEAD ASIA PACIFIC EXPANSION PLANS

### Key Highlights:

- **James Dutton hired as Regional Managing Director to spearhead Tech Mpire Limited's ("TMP" or "the Company") Asia Pacific (APAC) expansion. Dutton is eminently qualified and experienced to drive the Company's APAC expansion.**
  - **20 years' experience in performance marketing; 14 years in the APAC region with other global experience including Europe and North America.**
  - **Strong track record of building high performing digital businesses and growing revenues across Asia Pacific.**
  - **Strong track record of originating and servicing the requirements of Fortune 500 clients.**
- **APAC expansion is a key milestone as it is expected to be a new growth driver, provide geographic revenue diversification and introduce new Tier 1 global clients to the Company.**
  - **Mobile advertising spending in APAC has grown to over US\$26B, with the region leading global ad spend growth.**
  - **Currently, almost all of the Company's revenues are generated in North America.**
  - **The Company's proprietary technologies – nxus® (which identifies the optimal sources of app downloads for clients) and TrafficGuard (which filters out fraud and invalid traffic) – provide the basis for servicing Tier 1, global clients.**

Sydney (SYD) - Tech Mpire Limited (**Company** or **Tech Mpire**) (**ASX: TMP**) is pleased to announce that James Dutton has today been appointed as Regional Managing Director of Asia Pacific, based in Singapore. He comes with over 20 years' global experience in performance marketing – 14 of those building businesses and growing revenues within the Asia Pacific Region. In this role, Dutton will lead the development and execution of business development and strategy, driving sales and business growth across the APAC region.

### Appointment of James Dutton, an experienced digital marketing business development executive

Dutton has held senior leadership roles globally. Most recently, he was the APAC Managing Director for Resolution Media (Omnicom's global performance marketing agency). Whilst serving in that position, he tripled the size of the business, building a team of over 300 performance media experts across 13 markets.

He is a senior member of several global and APAC digital marketing organisations, including:

- Singapore Board member for I-COM; a blockchain advisory committee.
- Board advisor to MeasureMatch; a global marketplace of independent consultants focused on advancing the customer experience through smart and agile applications of data and technology.

### APAC launch positions the Company to capture fast-growth in the APAC region

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Launch of an APAC office is a key milestone for the Company as it seeks to expand its international footprint within the performance marketing sector.

The size and impressive growth of the APAC mobile advertising market provides significant opportunities for the Company. Mobile advertising spending in APAC has grown to over US\$26B, with the region leading global ad spend growth.

*“The appointment of James brings our APAC expansion plans to reality. He has a clear strategy for his first 100 days to drive first revenues through introduction of the Company’s proprietary nxus and TrafficGuard technologies to his extensive existing networks and to new target customers. Beyond that, given his impressive business development and revenue generation track record, we are confident that he will drive significant revenue growth for Tech Mpire.*

*“I look forward to working very closely with James to support our APAC growth drive and updating the market as we progress”, said CEO, Lee Hunter.*

*“I’m very excited with the opportunity to partner with Lee to capture a share of the meteoric growth in APAC mobile ad spend. Basing our regional headquarters in Singapore, we are well placed geographically to build relationships with premium clients in key growth markets throughout the region”, said Dutton.*

### Disciplined growth strategy

Earlier this month, Tech Mpire announced the optimisation of its sales and marketing structure to help generate new global revenues in a cost-effective manner.

The Company’s entry into APAC is the first example of cost-controlled, efficient business development. Part of the savings from the recent restructure are being allocated to finance the new APAC sales focus. The Company’s objective is to establish an efficient, lean sales operation with revenue-generating staff directly incentivised to drive new sales growth.

### Outlook

This APAC expansion will provide Tech Mpire with the ability to grow and diversify its revenues by geography and client mix, accessing new global marketing budgets. Currently, a significant amount of the Company’s revenues are generated from North American clients out of the Toronto Office.

The Company expects that first APAC revenues will be reflected in the March 2018 quarter.

### ABOUT TECH MPIRE (TMP)

TMP provides cost-per-install (CPI) advertising for the world’s biggest brands, helping them acquire users for their mobile apps wherever they are in the digital world.

Clients are attracted to TMP’s success-fee based pricing model, its ability to deliver results at scale through its nxus® technology platform, and its ability to ensure installs and user acquisition are high quality through its TrafficGuard fraud-detection filter.

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For more information, please contact:

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