

ASX RELEASE

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TECHNOLOGY UPDATE

Key Highlights

- Product development milestones outlined in the Company's Strategy Update have been met ahead of schedule. Features introduced include:
 - Self signup
 - Scheduled reporting
 - Parallel Tracking
- Further TrafficGuard[®] enhancements are being developed to address a broader variety of client needs - ensuring both mobile and website verticals can be revenue producing
- TrafficGuard[®] received award for Mobile Marketing Innovation at the MarTech BreakThrough awards

Tech Mpire Limited (**Company** or **Tech Mpire**) (**ASX: TMP**) is pleased to provide a technology update to shareholders.

Product Development Milestones

Tech Mpire has reached a number of key TrafficGuard[®] product development milestones previously outlined in the Company's Strategy Update (see announcement dated 20 August, 2018).

Self Signup functionality has been launched enabling future clients to auto-onboard and start TrafficGuard[®] trials independently. This allows TrafficGuard[®] to economically serve direct advertisers with lower advertising volumes by reducing the human touch points of onboarding new clients along with their associated costs.

Scheduled Reporting has been added to TrafficGuard[®] to give reporting greater cross-organisation appeal. This gives management and other key stakeholders visibility into the value that TrafficGuard[®] delivers their teams and organisations on a periodic basis. Scheduled reporting will also facilitate retention and license renewals by ensuring decision makers who wouldn't normally access reporting in their daily activities understand their return on investment.

Parallel Tracking allows TrafficGuard[®] to now protect clients working with traffic sources that access inventory directly as opposed to purchasing it. Where ad networks usually buy traffic from aggregators of supply, these traffic sources directly serve advertising into specific apps or website placements. The unique tracking challenges that this inventory type introduces are addressed with the introduction of TrafficGuard's parallel tracking making TrafficGuard[®] more appealing to a high number of companies that work with these traffic sources.

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Tech Mpire CEO, Mathew Ratty said, “We are very pleased to have delivered our first post-launch product milestones ahead of schedule. Our product development roadmap, as outlined in our recent Strategy Update, is positioning TrafficGuard® to deliver comprehensive functionality for our existing target segments, as well as broaden the appeal and application of the technology into new segments. We look forward to keeping the market updated as the opportunities to extend TrafficGuard’s technology to additional revenue producing segments progresses.”

Recent TrafficGuard® Accolades

TrafficGuard® has been selected as the Mobile Marketing Innovation Award winner by MarTech Breakthrough.

The mission of the MarTech Breakthrough Awards is to honour excellence and recognize the innovation, hard work and success in a range of marketing, sales and advertising technology related categories. This year’s program attracted more than 2,000 nominations from over 12 different countries throughout the world. Esteemed winners in other categories include MailChimp, HubSpot and Adobe.

Managing Director at MarTech Breakthrough, James Johnson said of TrafficGuard’s win, “Building trust in advertising and marketing is one of the biggest challenges of our industry, and certainly advertising fraud must be addressed as budgets continue to increase in the area of mobile marketing.”

Johnson continued, “TrafficGuard® is tackling this issue head-on, ensuring that mobile ad fraud is mitigated and reported before it hits advertising budgets. With advanced fraud detection and machine-learning technology applied to three levels of mobile advertising measurement, TrafficGuard® is well deserving of our 2018 MarTech Breakthrough Award for mobile marketing innovation.”

The MarTech Breakthrough award follows recognition of TrafficGuard’s Head of Data Science, Raigon Jolly, as one of Australia’s Top 25 Analytics Leaders by the Institute of Analytics Professionals of Australia (IAPA). Raigon was featured amongst senior leaders of some of Australia’s largest companies including PwC, Commonwealth Bank and Telstra.

Of the recent accolades, Mr Ratty said, “When launching TrafficGuard®, we understood how innovative our technology and approach to ad fraud mitigation was. We are delighted to see that the industry agrees with us, recognising TrafficGuard with the award for Mobile Marketing Innovation so soon after its launch. As well as recognising our amazing technology, this award is a testament to our team’s culture of innovation, which we are extremely proud of.”

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About Tech Mpire

Tech Mpire Limited (ASX: TMP) is a global mobile advertising business. Interim CEO Mathew Ratty recently announced the transition of its business model from volatile campaign driven revenues to annuity style Software-as-a-Service revenues through servicing global corporate customers. Following the sale of 90% of TMP's performance marketing division to ClearPier (see announcement dated 3 August 2018), Tech Mpire is now a global B2B SaaS business, with its two initial SaaS clients being ClearPier (<http://clearpier.com/>) and Omnicom Media Group (MENA) (<http://www.omnicomgroup.com/>).

For more information, please contact:

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