

# Urban Marketing Limited

## Investor Update

**SYDNEY, AUSTRALIA: Sunday, 1 January 2012**

### **1. "Tappn'GO" ADVERTISING PLATFORM DEVELOPMENT**

Prototyping of the *Tappn'GO*™ mobile video advertising platform is continuing with the prototype version scheduled for management review in January 2012. Both iPhone iOS and HTML5 versions are in production which will allow us to cover the majority of the smartphone advertising market.

### **2. BUSINESS DEVELOPMENT**

Already several large media companies in Australia, Japan and The United States have expressed an interest in opening discussions on the licensing and use of the *Tappn'GO*™ platform for their mobile video content. Once a prototype is available discussion will be able to be progressed with more formal arrangements.

### **3. NEW INVESTORS**

We welcome new investors to the Urban Marketing Limited share register. Their contribution makes possible a more rapid approach to development and rollout out of the TappnGO platform.

### **4. JAPAN BRANCH**

We are now in the process of formalising the "opening" of the Urban Marketing Limited Tokyo branch with the registration and opening of bank accounts. The Branch is located in the Chief Technical Officers (Tim Smith) current business office and managed by him and Sam Wilson (from Australia). A Japanese branch will allow us to start the process of formally talking to large Japanese companies who already know us and have shown interest in *Tappn'GO*™.

### **5. AUDIT**

The audited financial statements for the year ended 30 June 2011 are now available. Please contact Sam Wilson (CEO) for a copy (email: [sam@urbanmarketing.com.au](mailto:sam@urbanmarketing.com.au))

### **6. APPOINTMENT OF DIRECTOR**

John Forrester was appointed as a director at the annual general meeting by unanimous vote. He brings with him exceptional organisational skills and a thorough knowledge of creative technology advertising concepts which will greatly benefit the company.

## **DIRECTORS REPORT - TAKEN FROM THE AUDITED FINANCIAL STATEMENTS: YEAR ENDED 30 JUNE 2011.**

### **Principal activity of the company**

Urban Marketing Limited is primarily engaged in providing video advertising services for mobile devices including iPhone & iPads (iOS), Android, Windows Mobile, Blackberry (RIM) and Nokia & Motorola throughout the global market.

### **Review of the operations of the company for the 2011 financial year.**

Urban Marketing Limited has been diligently developing the technology, intellectual property and business contacts to commercialise our new advertising platform for mobile devices. This new platform will enable advertisers around the world to engage with consumers on all manner of mobile devices.

Urban Marketing removed its first ASX Offer Document in the light of fast global technical and market change in order to remain flexible and current. We have shifted our focus to developing a more versatile mobile advertising platform which is easier to commercialise, making it more investor and consumer friendly.

This refocusing on the newer technology will enable us to globally roll-out a new and unique video advertising platform for mobile devices, called *Tapp'nGO*<sup>™</sup>. Once complete, it will allow us to gain greater capital raising traction with relevant and market-ready products and services.

The prototyping process has been an ongoing success throughout the 2010-2011 year and is based on the same concept of "an interactive mobile video advertising platform" and patented intellectual property underpinning the previous *MobiActions*<sup>®</sup> platform.

*Tapp'nGO*<sup>™</sup> product "roadmaps" and artist's impressions have been developed throughout the last year and are now available to view at [www.tappngo.com](http://www.tappngo.com). See the 'Examples' page for video animations on how it may look on a mobile device. Already the *Tapp'nGO*<sup>™</sup> platform has garnered significant local and international interest with an early phase prototype and planned commercial operations scheduled for early 2012.

*Tapp'nGO*<sup>™</sup> will be easier to sell, implement and scale, and thus have a higher substantial exit value for investors. It is aimed at the fast-growing market of mobile web video advertising and will allow owners of video and other digital content to monetize that content on mobile devices like iPhones, iPads, Android and other compatible devices.

In addition Urban Marketing has acquired several new management and technical personnel who have contributed greatly to the development of the *Tapp'nGO*<sup>™</sup> brand and platform. They have also been instrumental in the introduction to potential partners and customers throughout the Asia Pacific and US regions.

Urban Marketing has also been awarded the Australian, New Zealand, Singapore and South African patents that will allow us to protect our R&D investment in mobile video advertising technology, as well as creating valuable IP that large global players require. Progression of the US and Indian patents has also been undertaken throughout 2010-2011 with the anticipated Patent Co-operation Treaty (PCT) examination scheduled for late calendar 2011 and 2012 in their respective jurisdictions.

In summary the 2010-2011 year has allowed Urban Marketing to focus on developing the products, teams and contacts that will set us up for success in the rapidly expanding global market of mobile advertising.

A handwritten signature in blue ink that reads "Sam Wilson".

CEO  
Urban Marketing Limited