

AppBox Media PLC

25th November 2015

AppBox Media PLC ("AppBox Media" or the "Company")

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Corporate Update

The Board of AppBox Media, a UK based developer of mobile applications and video games, provides the market today with an update on a series of key developments that progresses AppBox Media closer towards its vision of becoming one of world's leading game software and mobile applications developers.

Key Points

- *The latest fifth round Offer for Subscription was priced at £8.12 per Ordinary A Share of £1.00 each, and is now fully subscribed.*
- *The first, second, third, fourth and fifth rounds of funding are now all fully subscribed.*
- *AppBox Media has been revenue producing since July 2014.*
- *AppBox Media is pleased to announce that over the last six months it has secured contracts worth up to £2,500,000. The latest contract is expected to earn the Company £375,000 over the next 12 months.*
- *AppBox Media shall be opening a new sixth round Offer for Subscription at 09:00 on Monday 8th February 2016 priced at £12.40 per Ordinary A Share of £1.00 each. This subscription shall be for 100,000 Ordinary A Shares of £1.00 each. AppBox Media intends to raise approximately £1,240,000 from institutional and private investors on the basis of a current Information Memorandum. These shares are to be credited as fully paid and will rank pari passu with the Ordinary A Shares.*
- *The Board considers that the price for the new shares is to be fair and reasonable insofar as AppBox Media's shareholders are concerned.*
- *The Can I Cook It app went live in November 2015 and is expected to receive over 40,000 downloads within the next two weeks.*
- *Owing to the popularity of this app, the Company has decided to bring its North American launch forwards from Q1 2016 to the current quarter. It is expected that Can I Cook It will have reached over 1 million downloads by June 2016.*
- *Two new apps have been launched under the AppBox Beta brand. This is the brand dedicated to the Company's sponsorship programme of students involved in games related societies and engineering students in the UK.*

AppBox Media is currently the largest sponsor of students in London belonging to games related societies.

- *AppBox Media is currently making a not for profit app for Radio Lollipop. It is intended to commence rolling out this app by December 2015 which will allow volunteers a better level of interaction with sick children at Great Ormond Street Hospital.*
- *AppBox Media shall within the next three weeks release the first instalment in a franchise of apps under their newest trademarked character 'Oscar the Octopus'. The adventures of Oscar the Octopus are aimed at the children's market. The Company has already received a request to licence this character to feature in a series of children's books.*
- *AppBox Media shall release 'The EIS App' prior to year end 2015 with the beta version currently being tested. This will be the first app of its kind and it will retail in the app stores at a price point slightly below £10.*
- *Research into Emotional Intelligence has seen some major breakthroughs, with six apps to be released within the next four months utilising this research. The first of these is a photo app on which the Company has received extremely positive feedback.*
- *The Company has started the process of working with two multinational app developers to create a social network that can build on the success of other established social networks.*
- *The established Iranian documentary maker Houtan has requested and received permission to make a documentary about AppBox Media and its successes to date. This documentary will also focus on the marketing of 'Oscar the Octopus'.*
- *Over the next six months AppBox Media expects to release significant news regarding its trading position. The AppBox Media development team have worked for companies like Sega, Universal, Fujitsu, Yahoo, Spotify and Virgin. AppBox Media believes this talent is helping to propel the Company's development and revenue drive.*

Commenting on today's news, Polat Hassan, CEO, said:

'I am delighted to report such progress and am thankful for the vote of confidence we have received from the ultra-high net worth and high net worth investor community who have and continue to back us. Our last subscription was open for less than five weeks before it was fully funded. We have seen increases right across the board, from earnings, to downloads, to number of apps, to retention rates. We have made huge progress on our research into Emotional Intelligence and Machine Learning that has meant we have an incredibly strong pipeline of work. To see one of our characters as the subject of a bid to be a children's book and to be working on a cutting edge

social network whilst also being the subject of a documentary is extremely exciting'.

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