



### Interim Results Commentary Feb 08

MobileActive Limited (ASX:MBA) has continued to strengthen its leading position in the Australian Market place.

#### Financial

Financial Highlights for the Half Year Ended 31 December 2007

- Sales Revenue of \$5.7 Million (up 44.5%)
- EBITDA turnaround from \$-0.56 Million to \$0.29 Million
- EBITDA\* for Australian Operations of \$0.633 million
- Cash Balance of \$1.76 Million at 31 Dec 07

MobileActive Limited, Australia's leading independent provider of Mobile Content and Entertainment products, today announced to the market gross retail sales revenue of \$9.96 Million and net revenues of \$5.75 Million for the period from 1 July 2007 to 31 December 2007. The Group's EBITDA of \$0.29 million is \$0.850 million higher than the previous corresponding period.

### MOBILEACTIVE GROUP HALF YEARLY COMPARISON

6 Months Ending	Dec-07	Dec-06	% change
Revenue			
Sales Revenue	\$5,752,903	\$3,980,540	45%
Other revenue	\$63,902	\$57,555	11%
EBITDA	\$292,982	(\$558,311)	152%
EBITDA *	\$385,922	\$216,418	78%
EBIT	(\$56,585)	(\$696,763)	92%
PBT	(\$74,189)	(\$743,650)	90%
NPAT from Continuing Operations	(\$44,947)	(\$611,610)	93%
Earnings per share (basic) - cents	(0.03)	(0.40)	93%
Net tangible assets per share - cents	1.17	0.99	18%

\* - EBITDA excluding one off costs

\* Gross Sales Revenue – MBA sales revenue grossed up to prices paid by the consumer.

During the period under review MBA invested \$246,966 in developing its international operations in preparation for launch.

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Excluding the costs related to our international expansion, MobileActive's operations in Australia produced an EBITDA of \$539,948 for the period under review, an increase of \$1.05 million over the previous corresponding period. Further details with respect to the financial performance of our Australian operations can be found in the table below.

## MOBILEACTIVE AUSTRALIA HALF YEARLY COMPARISON

6 Months Ending	Dec-07	Dec-06	% change
Revenue			
Sales Revenue	\$5,752,903	\$3,932,041	46%
Other revenue	\$63,902	\$57,555	11%
EBITDA	\$539,948	(\$512,885)	205%
EBITDA *	\$632,888	\$261,844	142%
EBIT	\$191,242	(\$651,337)	129%
PBT	\$173,638	(\$461,400)	138%
NPAT from Continuing Operations	\$128,790	(\$579,812)	122%

\* - EBITDA excluding one off costs

### Strategic

- Marketing/Product Footprint has increased with a record number of marketing campaigns being delivered across marketing channels in December 2007.
- Brand Footprint continues to strengthen with new niche brands delivering profits.
- Content Licensing agreements increased 50% in 2007 due in part to MobileActive's positioning as a partner of choice for leading content developers globally.
- Content Development is a growing area with the launch of mobile content publishing and the company's internal production studio delivering to market product that is being embraced by mainstream consumers.

### Technology

MobileActive has developed process and technology IP in the area of Digital Media Merchandising that enables the acquisition of customers at lower cost. This is performing well. The company has discontinued development of the proposed content platform G1MP2 and has upgraded its proprietary G1MP platform.

### International Operations

An office has been established in the UK with product launches to be announced shortly.

MobileActive is live and in soft launch with a new partner in the United States.

## Management and Operational Structure

Management has been further strengthened by the key acquisition of Allan Robertson who joined MobileActive as Chief Operating Officer bringing a wealth of experience with previous senior positions in the Telecommunications sector with Optus and Telstra.

Also the addition of James Hagen as Head of Content who joined the company following five years at Jamster head office in Berlin, (51% owned by News Corp), where he was director of content production.

The management and the board have focused on investing in the growth of the company and in preparing it for international expansion, including the required resource capacity. To support this, the full time equivalent employee headcount has been bolstered from 30 people to 42 over the past 12 months.

## Outlook

The company's outlook for the 2008 / 09 financial year is positive with planned expansion in overseas markets and the forecasted increase in MobileActive's Australian addressable market.

There are significant market drivers supporting this being the adoption of high speed mobile networks by consumers (3G), the evolution of mobile handsets, and the growth in consumer awareness.

The company's direct to consumer product and marketing expertise, a market differentiator, is becoming more valuable as the mobile content and entertainment industry develops and grows.

MobileActive continues to look for suitable synergistic and EPS positive acquisitions.

## About MobileActive

MobileActive Limited (ASX: MBA) is a mobile phone content and entertainment provider. MobileActive has grown to be Australia's leading independent mobile content and entertainment company. MobileActive develops, aggregates, markets and distributes an extensive range of mobile content and entertainment including music, games, video, wallpapers, information services, graphics and applications. MobileActive has built a large and unique content library that continues to grow, offering quality, diverse content in a variety of genres. The mobile content is distributed directly to consumers, via telecommunication carriers and partners using proprietary technology and processes that are scalable and can be quickly deployed in any market.

For more information see [www.mobileactivecorporate.com](http://www.mobileactivecorporate.com)

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