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NETCCENTRIC LIMITED ANNOUNCES NEW LOOK WEBSITE FOR ONLINE TRAVEL PORTAL AROIIMAKMAK.COM

Singapore, 2 June 2016 – Netccentric Limited (ASX:**NCL**), Asia Pacific's leading digital media, marketing and technology business, today announced that it had acquired a 60 per cent stake of well-known online travel portal AroiMakMak.com on 21 January 2016. Wilbur Suen, the founder of AroiMakMak, will retain a 40 per cent stake with earn-out rights and continue managing the website as Managing Editor.

Established in 2012, AroiMakMak initially started as a one-stop travel guide on Bangkok, producing highly informative articles on food, lifestyle and entertainment, as well as accommodation in the city. Over the years, it has grown quickly into a reliable and reputable resource that is widely read by people in Singapore, Malaysia and Thailand. In 2015, the website boasted of a readership of some 1.1 million people.

The acquisition was initiated by Netccentric, which cemented its position as a market leader in the social media influencer industry with its success formula of connecting advertisers with its strong base of independent publishers. Having identified an increasing demand for websites with holistic information on tourist destinations – those which produce content on not just food, but lifestyle options as well – the company decided that it would be timely to partner with AroiMakMak, which had already established itself as an authority in this category. With this partnership, both parties will be able to synergise their efforts and better cater to the consumer demand.

Since the acquisition in January this year, both parties have been in close discussion on how they can bring AroiMakMak to the next level. In April, a new look for the website was unveiled, featuring enhanced navigation and readability. In addition, it expanded its content to include another two top travel destinations – Seoul and Tokyo. AroiMakMak is also currently working on exclusive content for people who sign up as members on the website. The free membership will be introduced by the end of this month.

Mr. Cheo Ming Shen, CEO of Netccentric Limited, said, "Netccentric Limited is pleased to acquire a majority stake in AroiMakMak. Lifestyle and travel sites are fast gaining popularity as more people in South East Asia travel abroad and consumers want relevant information that go beyond local food reviews, to include lifestyle recommendations. AroiMakMak is an authority in this regard; we look forward to learning and growing with the website and its founder, Wilbur."

Founder of AroiMakMak.com, Mr Wilbur Suen, said, "In just four years, AroiMakMak has become a brand that almost everyone knows, especially if they are traveling to Thailand. There is huge potential in the portal and my goal has always been to grow it such that we can provide readers with information of even more countries. The acquisition by Netccentric

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has provided us with the resources to do so, and we have consequently expanded our content to include Seoul and Tokyo. Our ultimate goal is to become a first-rate online travel portal that everyone uses to get extensive and trusted travel information.”

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About Netccentric

Netccentric Limited is a digital media business established in 2006 and operates six businesses in the digital advertising sector across multiple geographies including Singapore, Malaysia, Australia, Philippines, China and the U.K. Netccentric provides advertisers with an innovative platform to connect advertisers with publishers and social influencers to promote their products and services. Its Display Ad Network and Influencer Platform spans over 950,000 blogs and 250,000 social influencers. Netccentric was listed on the ASX in July 2015.

About AroiMakMak.com

AroiMakMak began as an online travel guide on Bangkok in 2012. Within four years, the portal has built a huge community of followers and has become a go-to resource for many traveling to Thailand. In April 2016, the website expanded to include travel information on Seoul and Tokyo. The team currently comprises six writers who produce its quality content.

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