

## ASX ANNOUNCEMENT

10 February 2017

### AirPocket Marketing Strategy

**DigitalX Limited** (ASX:DCC, **DigitalX** and the **Company**) is pleased to update shareholders on the Company's strategic marketing program for the first half of 2017. This program will test multiple channels and themes that will be dynamically reviewed and optimised.

Ahead of the launch of remittance services this month, the DigitalX team has completed a full redesign of the AirPocket app for a more consumer-focused look-and-feel, and to bring the app's branding and messaging in line with the aesthetics and values of AirPocket's initial US-Latino target audience.

Ahead of this launch, the Company has reviewed numerous marketing proposals from leading specialist marketing providers and is pleased to announce an engagement with Pinta USA (**Pinta**). Pinta has a depth of experience in producing highly successful US-Latino marketing campaigns for the world's top brands including Amazon, NFL, Facebook and T-Mobile. Additionally, Pinta has managed successful campaigns for Transferwise and has a proven track record in driving exponential growth in start-ups.

In cooperation with Pinta, DigitalX has developed a marketing, distribution and public-relations plan aimed at maximising brand awareness and customer acquisition. AirPocket's US campaign for remittance services will target social media, online marketing channels, radio campaigns and large-scale poster ad distribution in convenience stores focused in areas with high Mexican immigrant populations. The campaign will drive AirPocket's message of lower fees, steady, predictable forex rates, and the safety and traceability that comes with AirPocket's next-generation security. The campaign will be complemented with Telecommunication Carrier SMS messages, referral programs, analytics-driven automated emails, text messages and push notification marketing delivered at the optimal time to drive down customer acquisition cost.

In addition to the retail marketing program, the Company is developing a wholesale marketing program focused on working with companies within our target consumer base within the telecom and insurance sectors. By leveraging the AirPocket payments platform, DigitalX will solve the partners' current payment issues in return for the access to their customers. The Company believes this route will lead to benefits to partners and their customer base and will yield a significant growth in our user base.

The Company intends to provide a comprehensive Company Update advising of the launch date in February, followed by a product and investor roadshow.

**-ENDS-**



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**About DigitalX Limited**

DigitalX is a Blockchain-enhanced software solutions group disrupting the payments industry. The Company's flagship product, AirPocket allow consumers to make secure and cost-effective money transfers worldwide. Partners can use DigitalX's technology to offer new financial products.