



NUFFNANG TO LAUNCH FIRST TO MARKET VIDEO CONTENT SERIES EXPANDING PRODUCT OFFERING IN AUSTRALIA

Highlights

- Netccentric's subsidiary Nuffnang (Australia) partners with market leading TV production company to launch a first to market video content solution
- Product will utilise digital influencers and bloggers to deliver a series of highly targeted and engaged video series
- Initial video series launched will target the sizeable parental market through its "Modern Mummy Collective" video series
- Series will be offered to leading blue chip brands throughout Australia and distributed through Nuffnang's blogger network of over 8,600 bloggers
- Agreement continues the Company's growth strategy of expanding its product offering across existing markets

Netccentric Limited's (ASX:NCL) (The 'Company') is pleased to announce an agreement between its leading subsidiary and blogging network Nuffnang (Australia), and market leading TV production company, FremantleMedia Australia (FMA) to develop a first to market content solution using high profile digital influencers and utilising its blogger community's distribution channels for extensive amplification.

The solution was developed in response to demand from brands, for innovative premium and targeted video content and provides clients with a unique opportunity to access the extensive Nuffnang network with premium content produced by FMA.

The series will be offered to Australia's leading blue chip brands and be distributed and promoted through Nuffnang's blogger network of over 8,600 bloggers.

In a market-first move, the partnership has launched "The Modern Mummy Collective", an engaging series of digital video blogs featuring high-profile parental bloggers. The series will feature leading parental bloggers, and is estimated to have a total reach of 6.6 million impressions across hundreds of blogs, offering clients a highly targeted content solution to promote their products and services.

Since Netccentric's successful listing on the ASX in June 2015, Nuffnang has welcomed 6 new high profile bloggers to its talent division Bloggerati including Chyka Keebaugh, best known for her role on The Real Housewives and parental blogs Oh So Busy Mum and Laughing Kids Learn. This brings the group's number of high profile bloggers to a total of 35. Bloggerati alone features 4.7 million combined monthly blog impressions and social media fans of over 5.6 million. A full list of Nuffnang's Bloggerati talent can be viewed at: bloggeratibynuffnang.com.au

Together with its global community of nearly 1 million bloggers, Nuffnang continues to reach new heights as it continues to expand its offering in Australia and launch new products.

Nuffnang Managing Director, Felicity Grey commented:

"Launching the series with renowned FremantleMedia Australia allows us to offer clients a more effective and highly targeted video content solution. Their creativity when it comes to creation and production of entertainment is exactly what is needed as Nuffnang expands its offering to include influential digital video and distribution. With our network of digital influencers and unique ability to offer talent alongside mass content amplification, we're confident this product will generate winning results for our brand partners."

FremantleMedia Australia's General Manager Brand Partnerships, Digital, Licensing and Spring, Zara Curtis, said:

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"We tell stories in all genres. The chance to connect brands with bloggers and bring video to such a large network of audiences is very exciting. We see "The Modern Mummy Collective" as a digital content format with a seasonality approach for brands to tell their stories to a targeted and increasingly large audience. We are creatively meeting the demand from brands for premium video content in the parenting space, and are proud to partner with Nuffnang."

Mr. Cheo Ming Shen, CEO, Netccentric Limited commented:

"This new solution developed by our Nuffnang Australia subsidiary demonstrates our ability to launch new products and expand our offering and client base in existing regions. I am excited by the opportunity this new product represents for our clients and its potential to be replicated in other markets."

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About Netccentric

Netccentric 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. It's Display Ad Network and Influencer Platform spans over 950,000 blogs making it one of the largest blog advertising networks reaching over 41 million people per month.

About Nuffnang

Nuffnang has over 8600 bloggers in its Australian community and 35 talent bloggers in its talent group; Bloggerati. Nuffnang has offices in Singapore, Malaysia, Thailand, China, Philippines, UK and Australia and collectively has nearly one million bloggers in its network.

About FremantleMedia Australia

FremantleMedia Australia (FMA) is the market leader in the creation and production of entertainment brands. FMA productions include the hugely successful The X Factor, Australia's Got Talent, Celebrity Apprentice, Grand Designs Australia and The Farmer Wants a Wife; and original drama such as Wentworth, Wonderland, Neighbours, Better Man, Killing Time and Devils Dust. FremantleMedia Australia is also the market leaders in the creation and production of digital media content. FremantleMedia is one of the largest international production companies in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide.

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