

ASX RELEASE – Tuesday, 28 October 2014

NINEMSN CO-BRANDED WEBSITE AGREEMENT SIGNED



- Jumbo to build and host a co-branded version of ozlotteries.com.
- NineMSN will promote the co-branded website via their extensive inventory of desktop and mobile traffic.
- Agreement will help drive customer growth on ozlotteries.com.
- Similar to other NineMSN co-brands such as Carsales.com.au and RealEstate.com.au

Leading interactive lottery business, Jumbo Interactive (ASX:JIN) is pleased to announce the signing of a co-branded website agreement with Australia's leading Internet portal, NineMSN. Under the terms of the agreement, NineMSN has agreed to embed fixed ad placements on the NineMSN web portal as well as promote the co-branded website via their extensive inventory to desktop and mobile traffic. Jumbo will build and host a co-branded version of its flagship website, www.ozlotteries.com to provide a native feel for customers coming from the NineMSN portal. The agreement is until 31 December 2015.

"The agreement with NineMSN will drive significant amounts of new customer traffic to the co-branded website and the seamless setup will ensure maximum conversion rates", said Mr Mike Veverka, CEO and Founder of Jumbo Interactive Limited.

“The customer account database on OzLotteries.com grew 10% to 1.72 million accounts last year and this new agreement with NineMSN will help us continue this growth”, he said.

The agreement is another example of Jumbo’s success in the Australian digital industry and is similar to other well known NineMSN co-brands including CarSales.com.au, RealEstate.com.au, eHarmony.com.au and eBay.com.au

About Mi9 (NineMSN)

Mi9 is one of Australia’s leading digital media companies with the potential to reach up to 69% of the population each month. A member of the Nine Entertainment Co family, Mi9 is an expansion of the ninemsn business including a range of products and brands across; online publishing, data strategies, consumer insights, digital design and advertising technologies.

Reaching 12.2 million Australians each month, Mi9 includes 60+ premium content sites like ninemsn, Nine News, Wide World of Sports, The FIX, The Australian Women’s Weekly and Woman’s Day – and the digital home of Channel Nine, 9jumpin.

The potential to reach up to 69% of the Australian population includes Skype. Without Skype, reach is 62% of all online Australians.

About Jumbo Interactive

Jumbo Interactive Limited is listed in Australia (ASX:JIN) as well as the German Frankfurt, Berlin and Stuttgart exchanges (Symbol: WKN A1C82X).

In 2000, the Company sold its first lottery ticket on the internet and since then has developed www.ozlotteries.com into a popular site for lotteries to be played.

Jumbo has proven its ability to open up new lottery markets with its innovative technology and internet marketing initiatives that have brought lotteries to new demographics via the internet.

Jumbo has succeeded in targeting a younger and more mobile demographic for lotteries with mobile now accounting for 39% of all online sales.

Jumbo is now also active in the European lottery market with its first licensed operation www.jumbolotto.de servicing the \$11 billion German lottery market.

For further information:

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