



## PRESS RELEASE

# VMOB AWARDED MCDONALD'S JAPAN CONTRACT

## MCDONALD'S JAPAN AWARDS VMOB THE WORK TO ROLL-OUT ITS SOLUTION ACROSS MCDONALD'S JAPAN'S 3,200 RESTAURANTS.

*11 August 2014*

**Auckland, New Zealand** – McDonald's Japan has informed CMB Capital portfolio company, VMob, that it has been awarded the work to roll-out the VMob solution across McDonald's Japan's 3,200 restaurants. VMob and McDonald's Japan are to complete negotiations on the final terms and conditions for this project and VMob will update the market when the formal contract has been signed by the parties, which VMob expects to be in the coming weeks.

## ABOUT CMB

Headquartered in Sydney, CMB is a corporate advisory and investment firm with specialist expertise in the TMET (telecommunications, media, entertainment and technology) industries. We bring years of board and management experience to our clients and investors. CMB is wholly focused on creating value for our investors across the current portfolio as well as helping our clients deal with the challenges of a competitive marketplace whether that is advising on transformational mergers and acquisitions, driving online strategies or managing the impact of innovation and market disruption.

Independent and highly client focused, CMB has become the advisor and investor of choice for online and digital media companies in the Australasian market. Since the Company's formation in 2010, we have successfully advised leading Australian and international corporates including RP Data, Core Logic, MYOB and Open Universities to name a few. As an early stage investor, CMB is building an exceptional and enviable track record, particularly in the areas of advertising technology, music and entertainment with our next area of focus being online health. CMB enjoys C-level and board relationships with a majority of the leading and emerging TMET companies in the Australian market. We are rapidly growing an international reputation and network which we leverage for our clients and portfolio companies.

For more information about CMB, please visit [www.cmbcapital.com.au](http://www.cmbcapital.com.au).