



## **PRESS RELEASE**

# **GLOBAL RECOGNITION FOR VMOB IN INTERNATIONAL CLOUD-BASED CONTEST**

**VMOB HAS BEEN ANNOUNCED AS A RUNNER-UP IN THE GLOBAL WINNING WITH AZURE CONTEST FOR ITS SUCCESSFUL APPLICATION OF THE AZURE CLOUD-BASED TECHNOLOGY TO DELIVER UNIQUE MOBILE MARKETING CAMPAIGNS THAT WORK.**

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**Auckland, New Zealand** – NZX listed award-winning Kiwi mobile marketing innovation company and CMB Capital portfolio company, VMob (VML), has again been recognised for its innovative use of technology, having been announced as a runner-up in the global Winning with Azure Contest for cloud-based technology solutions it is providing retailers around the world.

The Winning with Azure Contest recognises the best solutions in market that incorporate Microsoft Azure technology to alleviate customer pain-points or solve a related business problem.

VMob was one of three runner-ups in the Winning with Azure Contest with Blue Metal Architects announced as the Grand Prize Winner.

VMob CEO and founder Scott Bradley is thrilled VMob has been recognised on a global level for its successful application of the Azure cloud-based technology to deliver unique mobile marketing campaigns that work.

“The VMob platform uses in-store beacon functionality, mobile vouchers and mobile loyalty to increase store traffic, improve in-store experience and build loyalty. All app content is tailored specifically to each shopper through our big data platform which is run on the Microsoft Azure network, using a combination of historic information and live data points such as location, weather and nearby events.”

VMob’s mobile marketing platform has powered international campaigns for retail heavyweights McDonald’s, Exxon, local loyalty giant Fly Buys and Auckland’s Heart of the City, delivering campaigns using smartphone apps with loading capacity for individualised content to millions of users simultaneously.

Other awards secured by VMob this year include the I-COM Big Data award and Best Innovative Hi-Tech Mobile Product, Best Innovative Hi-Tech Service Product and a commendation in the Innovative Software Product Award at 2014 NZ Hi-Tech Awards.



## **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).