



## **ASX Announcement**

Mobile Innovations Limited (MOB)

21 April 2005

Company Announcements Centre  
Australian Stock Exchange

### **engin revs up**

engin Limited (ENG), Australia's leading broadband telephone company, continued momentum with shareholder approval to change its name from Mobile Innovations Limited (MOB) to engin Limited.

Shareholder's also approved a capital raising of up to \$10 million, allowing engin to take advantage of the growing impetus built up in the business over the past 5 months. Customer growth was 145% for the March 2005 quarter. engin will have a customer base of over 6,000 customers (of which 4,000 are paying subscribers) by the end of this month.

engin owns an Australian communications network and delivers Voice over Internet Protocol (VoIP) telephony services. The service is simple to use and comes with a wide range of features, allowing any broadband user to make and receive calls using their existing telephone at very low prices. engin is now focused on mainstream marketing of its products and services to achieve material customer growth and profitability. The forthcoming launch of engin Voice Box series II will enable customers to also save on their mobile phone bills.

The company's retail channel has expanded rapidly as well, with over 1,000 retail outlets, including a distribution channel with Harvey Norman, taking engin's reach national. Wholesale deals are coming on board quickly with four significant wholesale arrangements with ISP's due by June 05. engin has a real focus on marketing and customer growth, expecting to reach breakeven with 30,000 by June 2006.

With shareholder approval to raise up to \$10 million in additional funds, engin will primarily use these funds for marketing of engin and expansion of the business.

engin is the leading VoIP provider to residential and cost conscious SME's in Australia and has a first mover advantage. The engin team has substantial experience selling telephone services as this was Mobile Innovations core business.

engin's network and technology is fully deployed, tested and de-risked ready to accommodate the growing consumer demand for converged services.

**For details contact:**

**Mr Ilkka Tales CEO** - +61 2 9004 4179  
**Mr Paul Jeronimo Company Secretary** - +61 2 9004 4178