



HD (AELAT) Latin **Gold**: mig33 social entertainment platform

WC 261 words

PD 29 January 2014

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SC AAPRAW

LA English

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Sydney - Wednesday - January 29 (RWE) - Latin **Gold** Limited (ASX: LAT) confirms that the proposed **acquisition** of the mig33 social entertainment platform will constitute a significant change in the nature and scale of the **company**'s activities (as contemplated within Chapter 11 of the ASX Listing Rules).

Accordingly, ASX Listing Rule 11.1.3 applies to the transaction and the **company** will need to obtain shareholder approval for the transaction.

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In addition, completion of the transaction is subject to the **company** satisfying ASX's reinstatement conditions and complying with Chapters 1 and 2 of the ASX Listing Rules.

Mig33 is a social entertainment platform featuring miniblog, chat, chatrooms, virtual gifts and games, is available on Android, WAP and Web, and has over 3 **million** monthly active users.

The platform is tailored for emerging markets across South East Asia, South Asia, Middle East and Africa which represent a population of over 3.5 **billion** people, and monetises not through advertising but primarily through the **sale** of virtual gifts and games.

Part of this business model was developed to build on the success of the **Chinese** based Tencent Holdings (700:HK), which now has a market capitalisation of over USD\$120 **billion**.

Early results indicate that artists and celebrities using mig33 in Indonesia and South Asia are achieving levels of engagement comparable to and exceeding that of their equivalent presence on Facebook and Twitter.

With these results, the mig33 team is currently focused on broadening and polishing the service offering and growing the user base in 2014.

CO wstmag : Latin Gold Ltd

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NS ccat : Corporate/Industrial News

RE austr : Australia | apacz : Asia Pacific | ausnz : Australia/Oceania

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AN Document AAPRAW0020140129ea1t001up