



11 January 2021

Facebook Introduces AppsVillage as an SMB business driver - use case to over 14m users

Max Bluvband, Founder and CEO comments:

“We undertook a wide range of testing to ensure our AI-based platform performed exceptionally well to add significant value and deliver clear results for SMBs’ online promotions. This is when we began testing with Facebook. The results that AppsVillage has delivered to date have been exemplary and I am delighted that AppsVillage and JARVIS are being recognized by Facebook as a way to increase reach and lead conversion rates for SMBs.”

AppsVillage Australia Ltd (ASX: APV) (AppsVillage or the Company), a SaaS solutions provider for small and medium businesses, announces today that Facebook has published a successful case study on AppsVillage performed by the Facebook global team, that positions AppsVillage as a strong business driver for SMBs.

The case study was performed by Facebook analysts and global marketing team where they tested AppsVillage advisement performance and brand awareness expansion across millions of SMBs with high performance results.

The Facebook case study reached 14.7 million people across the US during the campaign with the following key results:

- The average lift in brand recall in the US was 6.7 points
- Unaided brand awareness increased by 5.8 points
- 48% higher brand awareness than the vertical norm benchmark
- 100% increase in brand recall than the regional norm for users aged 45+
- ~50% lower costs than regional and vertical norms

More information on the study and the results can be found [here](#).

This supports previously announced results of JARVIS testing (Refer ASX release 1 September 2020) that show JARVIS has delivered a 300% increase in new business leads for SMBs.

The results of this study, and the increased usage the Company is experiencing by SMBs globally, demonstrates how well the product works and cements AppsVillage as a global leading SaaS growth solutions provider specifically targeting the SMB market.

-Ends-

This announcement has been approved and authorised for release by Max Bluvband, AppsVillage CEO



For further information, please contact:

Investor Relations

Rod Hinchcliffe
Media and Capital Partners
P: 04 1227 7377
E: rod.hinchcliffe@mcpartners.com.au

Media Enquiries

Melissa Hamilton
Media and Capital Partners
P: 04 1775 0274
E: Melissa.hamilton@mcpartners.com.au

About AppsVillage Australia Limited

AppsVillage provides an easy and inexpensive SAAS solution that allows small-to-medium businesses to create and manage their own mobile application as a means of connecting with their customers and growing their business.

AppsVillage's technology has automated the design, development, maintenance and marketing of mobile apps, allowing any business to build, preview and launch their own application without have any code writing or digital marketing knowledge.