



m2m Corporation Limited
ABN 34 006 648 835

28 September 2009

**THE MANAGER
COMPANY ANNOUNCEMENTS OFFICE
ASX LIMITED**

c/- KR Corporate Compliance Pty Ltd
Level 2, 90 William Street,
Melbourne Australia 3000
Telephone +61 3 9605 5917
Facsimile +61 3 9605 5928

Dear Sir / Madam

re : m2m Corporation Limited

- **SIPme Vietnam launched**
- **Sales have commenced**
- **High sales growth expected**

m2m Corporation Limited ("m2m") (ASX: "MCL") through its subsidiary m2m Technologies Pty Ltd, is pleased to announce that it has officially commenced the sales and marketing of VoIP products and services in Vietnam through its joint venture with the high profile Vietnamese company - AVA Communications Corporation ("AVA").

m2m's VOIP products and services will be marketed by the joint venture under the name "SIPme Vietnam" (www.sipme.vn). The joint venture has a ten year OSP licence for Vietnam.

Until the approval of SIPme Vietnam to sell VOIP, the only organizations that have been legally able to provide VOIP calls in Vietnam have been state owned or controlled organizations.

SIPme Vietnam has commenced sales and its targets are Vietnamese business and retail subscribers. An aggressive marketing campaign has commenced by its sales team to facilitate a high initial take up; it is expected that renewals for the service should result in a monthly spend per subscriber of up to USD\$49. SIPme Vietnam will also utilize other sales channels to attract customers.

m2m's products and services will be rolled out progressively throughout Vietnam nationwide and to the growing number of businesses and subscribers currently utilizing internet services. Vietnam has around 20 million internet users (24 percent of the population: 2008) with the government planning to inject US\$6.3 billion by 2010 to increase penetration to 35 percent*. m2m is leveraging off its channels of direct sales and the indirect sales agencies, online portals and print media for the distribution of these services.

* (Source: *Business Monitor International Limited: Vietnam Telecommunications Report Q3 2009, July 2009*).

Peter Saunders, CEO of m2m, said "This launch is the result of many months of planning and development. m2m is confident that this joint venture will add considerable revenue to the m2m group over the next 6 months".

Our Joint Venture Partner - AVA has tremendous reach in Vietnam providing internet hosting services, web, server and mail hosting, games online, other value added services and more recently SMS gateway services under its proprietary platform to all the major telecommunications operators, which in turn gives m2m a substantial advantage in the Vietnam market.

AVA's Executive Manager, had further elaborated that "it will provide a mechanism for roll out of further phases and additional on-line and telecommunications projects currently under development. m2m's operating and partnering model is ideal to deliver the capital and international expertise required for our locally sourced projects."

In addition, this business relationship may provide additional opportunities for the m2m group to expand its market penetration in Vietnam with other products and services offerings.

The Vietnam telecommunications market is a restrictive market where international calling cards are illegal with the majority of people using VoIP, it is the best alternative to traditional phone services to make cost effective international calls.

For further information contact:

Ian Clarkson (Executive Chairman) 0438 399 751

Peter Saunders (CEO) 0416 228 404

Yours faithfully
m2m Corporation Limited



per Mourice Garbutt
Company Secretary

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About m2m Corporation Limited

m2m Corporation Limited (ASX: MCL) ("m2m" or "the Company") is an ASX-listed technology investment company. The Company has active investments in Telecommunications and Broadband Telephony, Software Development and Digital Video. (www.m2mcorp.com.au)