CELSIUS COAL LIMITED

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FAVOURIT ENHANCES AFFILIATE PROGRAM;

ONLINE CASINO PERFORMING STRONGLY

Highlights:

- **Favourit has enhanced its affiliate program in partnership with Income Access, an award winning technology and digital marketing company specialising in the iGaming industry that has a global network of over 25,000 affiliates**
- **Favourit's online casino is performing strongly post launch on 25th February 2016, contributing significantly to gaming turnover**
- **Players and affiliates incentivised to rapidly scale the online casino business.**

As announced on 26 October 2015, Celsius Coal Limited (ASX: CLA) has entered into a binding heads of agreement to acquire 100% of the equity in Favourit Limited (Acquisition). The Acquisition was approved by Celsius shareholders at a meeting on 28 January 2016 and both parties are now working to satisfy the Conditions Precedent prior to settlement of the Acquisition.

Favourit has enhanced its affiliate programme in partnership with Income Access, a technology and digital marketing company that specialises in the iGaming industry. Income Access has over 25,000 affiliates globally that will now have the ability to partner with Favourit.

Accompanying Favourit's launch of a new online casino, the new affiliate programme will integrate Income Access' affiliate management software and Ad Serving tool to undertake targeted affiliate marketing campaigns.

First launched in 2014 and regulated by the UK Gambling Commission and the Malta Gaming Authority for other international markets, Favourit offers players a wide range of betting options via a socially designed user experience. These include football, horse racing, cricket, basketball, rugby league, rugby union, tennis, baseball and martial arts. Featuring live betting functionality, the brand also provides players with social feeds and detailed insights on betting trends and sentiment to enhance their overall experience.

Favourit has also recently launched an online casino to diversify the brand's product offering and to further grow customer engagement. Powered by Microgaming and Net Entertainment platforms, the Favourit casino offers players a wide range of online slot titles as well as table games such as blackjack, roulette, baccarat and various versions of online poker.

"The recent launch of our online casino product into the UK market has exceeded our expectations in regards to contribution to total turnover. This is very early in the commercialisation of this product to our customer base, but initial indicators are very positive", said Toby Simmons, Chief Executive of Favourit.

To accompany the launch of Favourit's online casino, the company's affiliate programme has been enhanced, with its launch on the Income Access platform. This platform has won the annual eGaming Review 'Affiliate Software' B2B award for the last three years. The enhanced affiliate programme offers new affiliates a special commission structure, and provides Favourit with access to over 25,000 global affiliates on the Income Access platform.

"At Favourit, we're strongly focused on offering players the best possible experience," said Stefan Berak, Digital Marketing Manager at Favourit. "We recognise that our affiliate partners play a very important role in our continued growth, and through our technology partnership with Income Access we'll offer them a world-class affiliate programme."

Nicky Senyard, founder and CEO of Income Access said: "We're excited that Favourit has chosen to adopt our software solution for their affiliate programme. With its focus on social feeds and betting insights, Favourit is far more than a standard sportsbook, and affiliates will enjoy many advantages from partnering with this cutting-edge brand."

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For more information please contact:

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About Favourit

Favourit Global Pty Ltd is a gambling technology company based in Melbourne, Australia. The company is changing the way players bet on online through a socially designed user experience including a cutting-edge web and mobile application suite that delivers real-time stats, scores, insight and the ability to follow/copy successful punters.

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