

Market Announcement

1 May 2017

DREAMSCAPE NETWORKS UNVEILS NEW SOLUTION FOR SEO

Dreamscape Networks Limited (ASX:DN8) is pleased to announce it has released a valuable new solution, Simple SEO. The powerful product is designed to help Small to Medium sized Businesses (SMB) take control of their Search Engine Optimisation (SEO).

Dreamscape Networks, through its principal brand Crazy Domains, has released the new Simple SEO solution as the second phase of its newly revamped Traffic Booster console, launched in January 2017. Simple SEO is a user-friendly and affordable addition to Crazy Domain's Traffic Booster Console that helps drive long-term online growth for SMB.

The release is part of Dreamscape's growth strategy of introducing new and refreshed solutions to existing members, as well as opening new markets to increase the number of members.

The product development teams are working towards completing the next phase of the Traffic Booster refresh, including additional solutions and capabilities, to further help drive traffic towards customer websites.

In the USA, it is reported that brands and agencies spent USD\$65 billion on SEO. This is estimated to increase to USD\$72 billion in 2018, and USD\$79 billion in 2020, with similar trends expected in other established markets such as Australia, New Zealand and the United Kingdom.

As reported in the Sensis e-Business Report 2016 on the behavior of Australia's SMB the use of SEO was up 4 per cent from 2015 and when combined with 60 per cent of SMB considering it important to be on page one of Google. This clearly demonstrates that there is a strong market for Simple SEO to grow.

Simple SEO has been developed to offer a highly scalable and easy-to-use tool. Scanning the website, Simple SEO rates a website on its optimisation and gives the customer a specific and easy-to-understand plan, along with instructions on how to improve their SEO ranking that is simple to understand and convenient.

Gavin Gibson, Executive Director and COO of Dreamscape Networks, said:

"SEO doesn't need to be intimidating or complicated, and we are committed to giving SMB back control with Simple SEO, at an affordable price

"Simple SEO is the second phase of our newly refreshed Traffic Booster console, designated to be the one stop portal for driving traffic to a SMB website. We have gamified the process to make it fun and rewarding to improve traffic to the website, and help our customers to thrive online.

By giving the customer a score of their website's SEO status we put the ability in the SMB hands to quickly and easily achieve 100% coverage of best practices and requirements of SEO, which will ultimately help to drive more traffic, conversion and success for our customers."

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About Dreamscape Networks Limited

Dreamscape Networks Limited is a leading online solutions provider of domain names, hosting and solutions and owns Australia's #1 domain brand Crazy Domains. The Dreamscape Networks Group offers simple, innovative and affordable online solutions that help businesses build and manage their online presence. Our solutions are innovative, user-friendly and engineered across all platforms embracing intuitive design and backed by our focus on best in world service.

Mission

"To help customers achieve their online goals by delivering innovative, user friendly and intuitive, technology driven solutions to become the worlds most trusted and affordable online solutions provider, all backed by Best in World service"

Learn more at www.dreamscapenetworks.com and www.crazydomains.com