

July 17, 2017



## UMeWorld Provides Corporate Update

HONG KONG, CHINA, July 17, 2017 (GLOBE NEWSWIRE) -- UMeWorld Limited (OTC:UMEFW) is pleased to provide the following corporate update:

### **UMFun/China Mobile**

On July 10, 2017, China Mobile announced the official launch of “AND Education” 2.0 Platform product at the International Conference on ICT organized by UNESCO (The United Nations Educational, Scientific and Cultural Organization) and the Ministry of Education of the People’s Republic of China, in Qingao, China.

According to China Mobile, "AND Education" 2.0 Platform is targeting the vast number of China’s mobile phone users, and in particular, China Mobile’s 860 million mobile phone customers. China Mobile, through in-depth cooperation with the industry chain, bridges communication between schools and homes, becoming the most comprehensive and professional educational apps centre. As a large state-owned backbone enterprise and the first state-owned enterprise to sign a strategic agreement with the Ministry of Education, China Mobile assumes the responsibility of the state in promotion of the national education strategy and digitization in education.

As previously announced, the inclusion of UMFun to the “AND Education” 2.0 Platform is a major milestone in UMeWorld’s business plan. UMFun along with four other educational apps listed under the “Specialized Zone” on this Platform are now available to the public free of charge during the summer holidays.

China Mobile’s “AND Educational” 2.0 Platform is the largest subscription-based K-12 educational platform in the world, used mainly by teachers, parents and schools throughout China.

The kindergarten-to-grade-12 (K-12) educational system in China is the largest in the world, comprising approximately 200 million students. UMeWorld is on track to becoming a leading educational service provider in China.

### **About UMeWorld**

UMeWorld is an internet technology company with a focus on the K-12 education market in China. UMFun, the Company’s flagship product, is a cloud-based, adaptive learning and assessment platform that can intelligently analyze and adapt to a student’s performance and personalizes the delivery of proprietary educational items in accordance with the student’s learning needs. UMFun’s off-school version is made available to Chinese K-12 students through China Mobile, the world’s largest mobile service provider by network

scale and subscriber base, serving over 860 million customers. Under the UMTang brand, the Company is the largest noon-care and after school tutoring operator in the city of Guangzhou as measured by service locations.

## **Forward Looking Statement**

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the outlook for UMTang partnering program, quotations from management in this announcement, as well as UMeWorld's strategic and operational plans, contain forward-looking statements. The Company may also make written or oral forward-looking statements in its reports filed with, or furnished to, the U.S. Securities and Exchange Commission, in its annual reports to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about the Company's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: our limited operations and need to expand in the near future; the potential lack of market acceptance of our products; our inability to raise additional capital to fund our operations and business plan; our ability to continue as a going concern; our ability to continue to attract UMTang partners; our ability to maintain and enhance the UMTang and UMFun brands; and our ability to compete effectively against our competitors. Further information regarding these and other risks is included in the Company's reports filed with, or furnished to the U.S. Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of this press release, and UMeWorld Limited undertakes no duty to update such information or any forward-looking statement, except as required under applicable law.

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