



NEWS RELEASE

GINSMS ANNOUNCES FINANCIAL RESULTS FOR THE THREE MONTHS ENDED JUNE 30, 2014

Calgary, Alberta, August 29, 2014 – GINSMS Inc. (TSXV: GOK)(the “Company”) has announced its financial results for the first quarter ended June 30, 2014.

The complete financial results for GINSMS are available at www.sedar.com. Highlights include:

- Revenue of \$333,103 for the three month period ended June 30, 2014 as compared to \$445,584 for the three month period ended June 30, 2013.
- Gross Profit of \$54,066 for the three month period ended June 30, 2014 as compared to \$285,140 for the three month period ended June 30, 2013.
- Selling, general and administrative expenses decreased from \$381,157 for the three month period ended June 30, 2013 as compared to \$355,445 for the quarter ended June 30, 2014.
- Net loss of \$732,425 for three month period ended June 30, 2014 as compared to a net loss of \$373,110 for the three month period ended June 30, 2013.
- New A2P SMS Service that was introduced in March 27, 2014 generated revenue of \$78,115 for the three months ended June 30, 2014 and is expected to contribute significantly to the Company’s revenue in the future.

Selected Profit and Loss Information

Financial Highlights	Three-month period ended June 30, (Unaudited)		Twelve-month period ended March 31, (Audited)	
	2014	2013	2014	2013
Revenues \$				
A2P SMS Service	78,115	-	-	-
IOSMS	24,179	36,738	129,360	549,328
S/W Product & Services	230,809	408,846	1,001,427	753,587
	333,103	445,584	1,130,787	1,302,915
Cost of sales \$				
A2P SMS Service	73,050	-	-	-
IOSMS	43,044	57,124	215,566	275,853
S/W Products & Services	162,943	103,320	366,204	153,675
	279,037	160,444	581,770	429,528
Gross profit \$				

A2P SMS Service	5,065	-	-	-
IOSMS	(18,865)	(20,386)	(86,206)	273,475
S/W Products & Services	67,866	305,526	635,223	599,912
	54,066	285,140	549,017	873,387
Gross margin %				
A2P SMS Service	9.4%	-	-	-
IOSMS	(34.9)%	(7.1)%	(15.7)%	31.3%
S/W Products & Services	125.5%	107.1%	115.7%	68.7%
	100.0%	100.0%	100.0%	100.0%
EBITDA \$	(245,596)	137,910	(1,172,108)	(561,057)
EBITDA margin	(73.7)%	31.0%	(103.7)%	(43.1)%
Net earnings \$	(732,425)	(373,110)	(2,972,208)	(1,534,662)
Net earnings margin	(219.9)%	(83.7)%	(262.8)%	(117.8)%
Net earnings (loss) per share \$				
Basic	(0.01)	(0.01)	(0.06)	(0.04)
Diluted	(0.01)	(0.01)	(0.06)	(0.04)

(1) EBITDA is a non-GAAP measure related to cash earnings and is defined for these purposes as earnings before income taxes, depreciation & amortization (in both cost of sales and general and administration expenses) and the accretion on obligations.

About GINSMS

GINSMS is a mobile technology and services company focusing on 3 areas namely cloud-based application-to-peer messaging service (“A2P SMS Service”), inter-operator short messaging services (“IOSMS”) and Software Product & Services. GINSMS conducts research and development and also establishes partnerships to develop and distribute innovative software products and services globally. Through its wholly owned subsidiaries in Singapore, Hong Kong, Malaysia and Indonesia, GINSMS has successfully deployed more than 100 solutions globally. GINSMS also operates an IOSMS hub that provides inter-operator messaging services to mobile telecom operators in Hong Kong and an A2P SMS Service messaging service that allows the termination of SMS to mobile subscribers of more than 100 mobile operators globally.

Forward Looking Statements

This news release includes certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with GINSMS’ business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions “anticipate”, “believe”, “plan”, “estimate”, “expect”, “intend”, and similar expressions to the extent they relate to GINSMS or its management. The forward-looking statements are not historical facts, but reflect GINSMS’ current expectations regarding future results or events. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations, including the matters discussed under “Risks Factors” in GINSMS’ Filing Statement filed on August 29, 2012 with the regulatory authorities. GINSMS assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements unless required by law.

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