

LOVE GROUP

Stock code: LVE

Investor Presentation

ASX: LVE

November 2017

Our mission:
Help singles find love



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A Global Dating Platform

ONLINE DATING

LOVESTRUCK[®] DATETIX[®] noonswoon[®]



PREMIUM MATCHMAKING

LOVESTRUCK *Infinity*[®] noonswoon
PREMIUM



Experienced Management Team with Passion



Tony Harris
Non-Executive
Chairman



Michael Ye
Founder and
Chief Executive Officer



Leigh Kelson
Non-Executive
Director



Wendy Hui
Chief Financial Officer



Christoph Aut
Vice President,
Engineering



Willem Mens
Vice President,
Marketing

Corporate Snapshot

As of November 24, 2017 (unless stated otherwise)

Capital structure (ASX:DTX)

Market capitalisation	A\$3.7m
Enterprise value	A\$2.3m
Shares on issue ¹	41.0m
Performance shares ²	8.4m
Options ³	3.45m
Cash balance as of 30 Sept 2017	A\$1.4m

Board and senior management

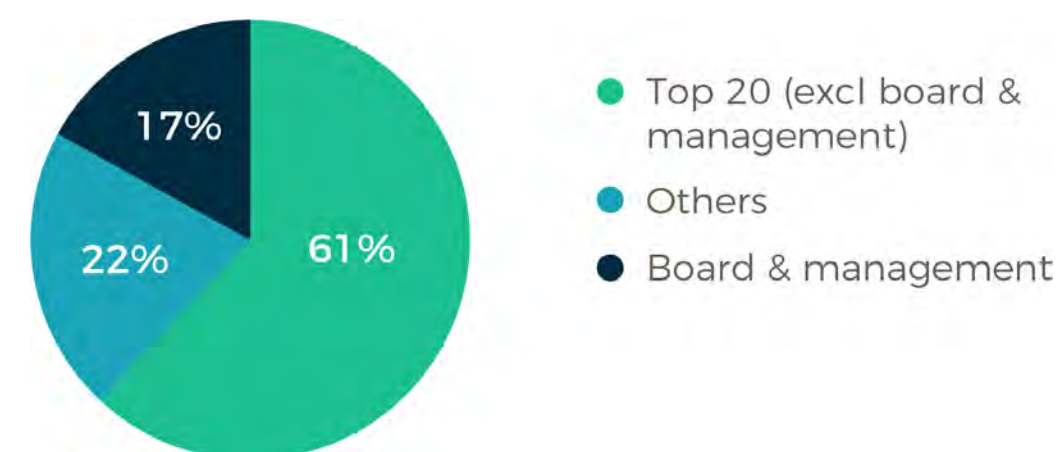
Anthony Harris – Non-Executive Chairman

Michael Ye – Founder & CEO

Leigh Kelson – Non-Executive Director

Wendy Hui – Chief Financial Officer

Shareholder mix



Top five shareholders

JM Financial Group – 22.0%

Michael Ye – 14.6%

Gold Resources Ltd – 12.2%

Global Marketplace Limited – 11.1%

Ryder Investment Management – 3.3%

¹ Includes 2m shares escrowed until 1 Aug 2018 / 700k shares escrowed until 19 Dec 2018 / 100k shares escrowed until 30 Jun 2020

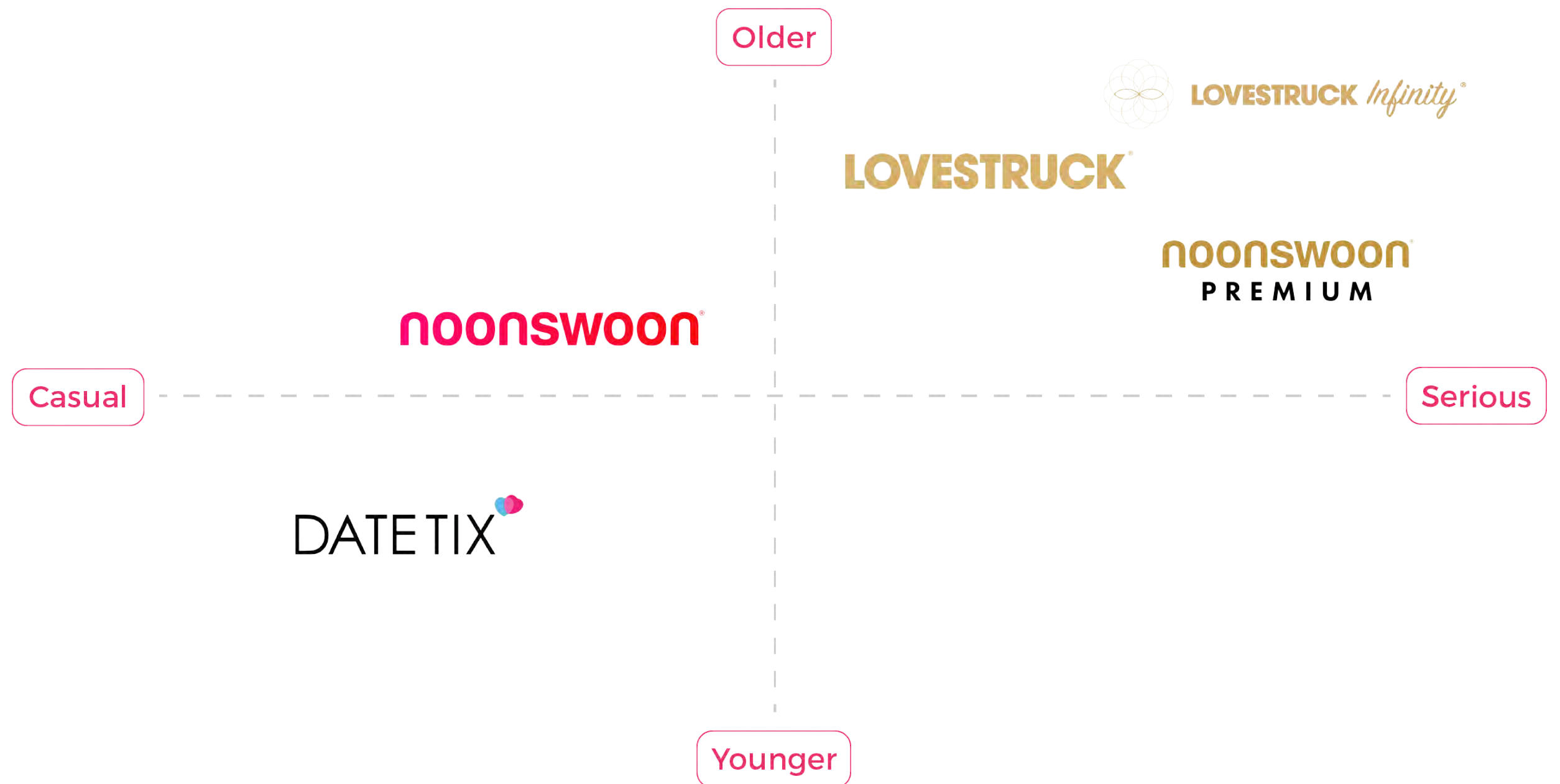
² 8.0m of performance shares issuable in 2 equal tranches upon achieving share prices of \$0.80, \$1.00 and specific revenue or download milestones

³ 1.70M at \$0.40 exp. Dec 2020 / 1.20M at \$0.84 exp. Jul 2019 / 0.35M at \$0.40 exp. Dec 2018 / 0.20M at \$1.00 exp. Oct 2019



Distinctive Brand Positioning

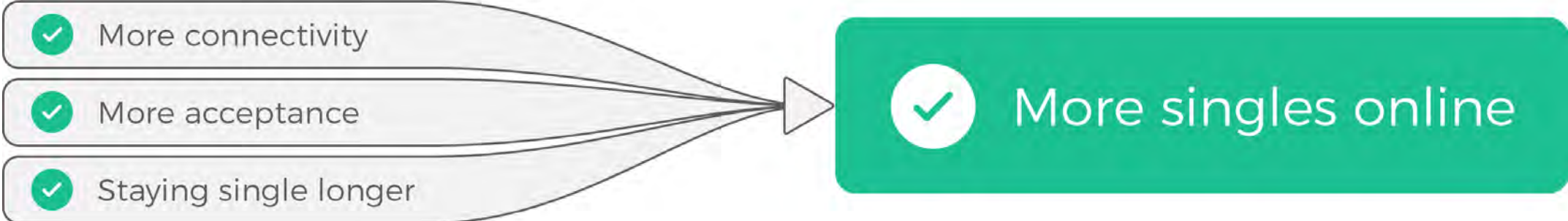
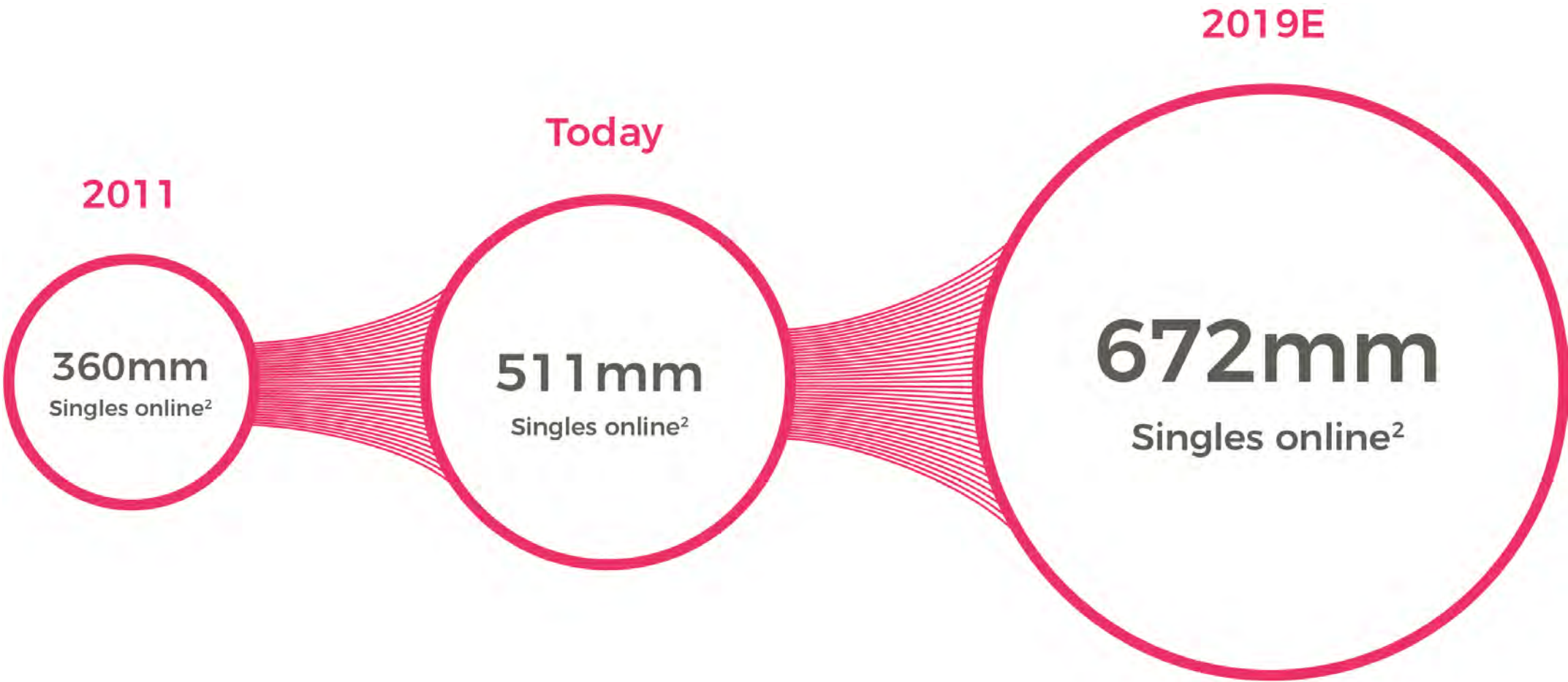
Clear brand positioning to effectively capture distinct market segments





Large and Growing Addressable Market

Rapidly growing number of singles online¹



¹ Research Now, United Nations, World Bank, EIU
² Research Now 2015: All adults in North America, Western Europe and other select countries around the world who are not in committed relationships and who have access to the internet

Matchmaking is Largest Market Segment in Asia

Global dating services market in 2017 (A\$ millions)¹

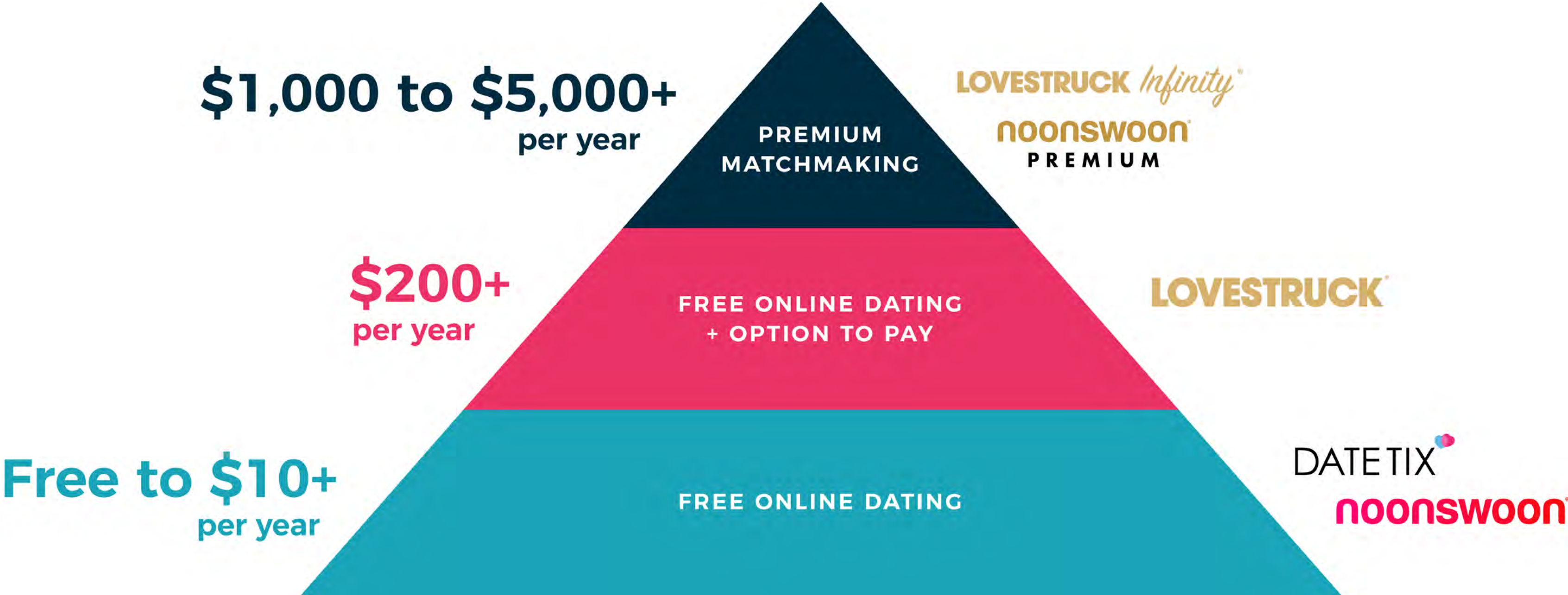
- Online Dating
- Matchmaking & Others



¹ IBISWorld (US data), iResearch (China data), Statista (rest of world data), company estimates

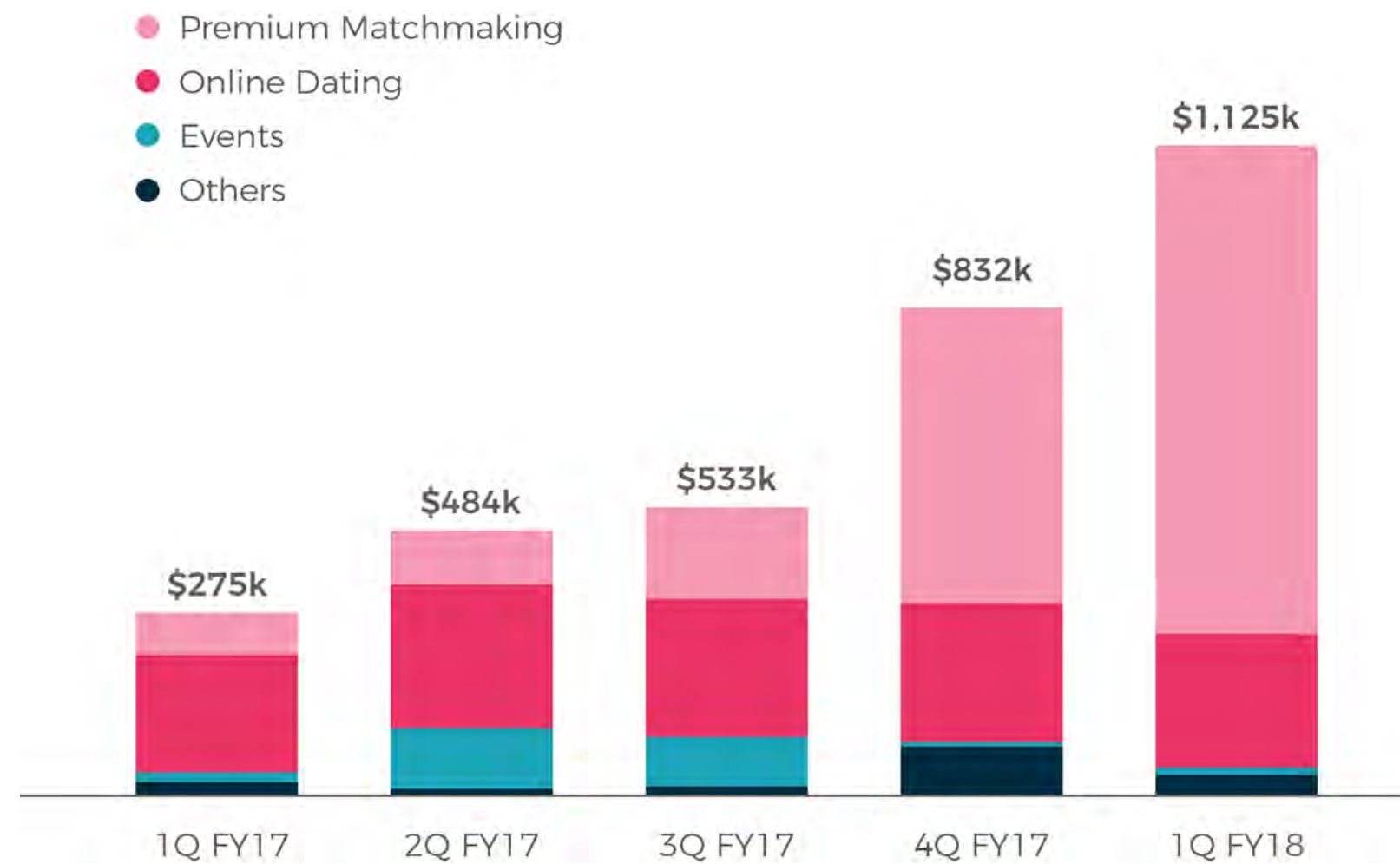


Our Target Customer Segments

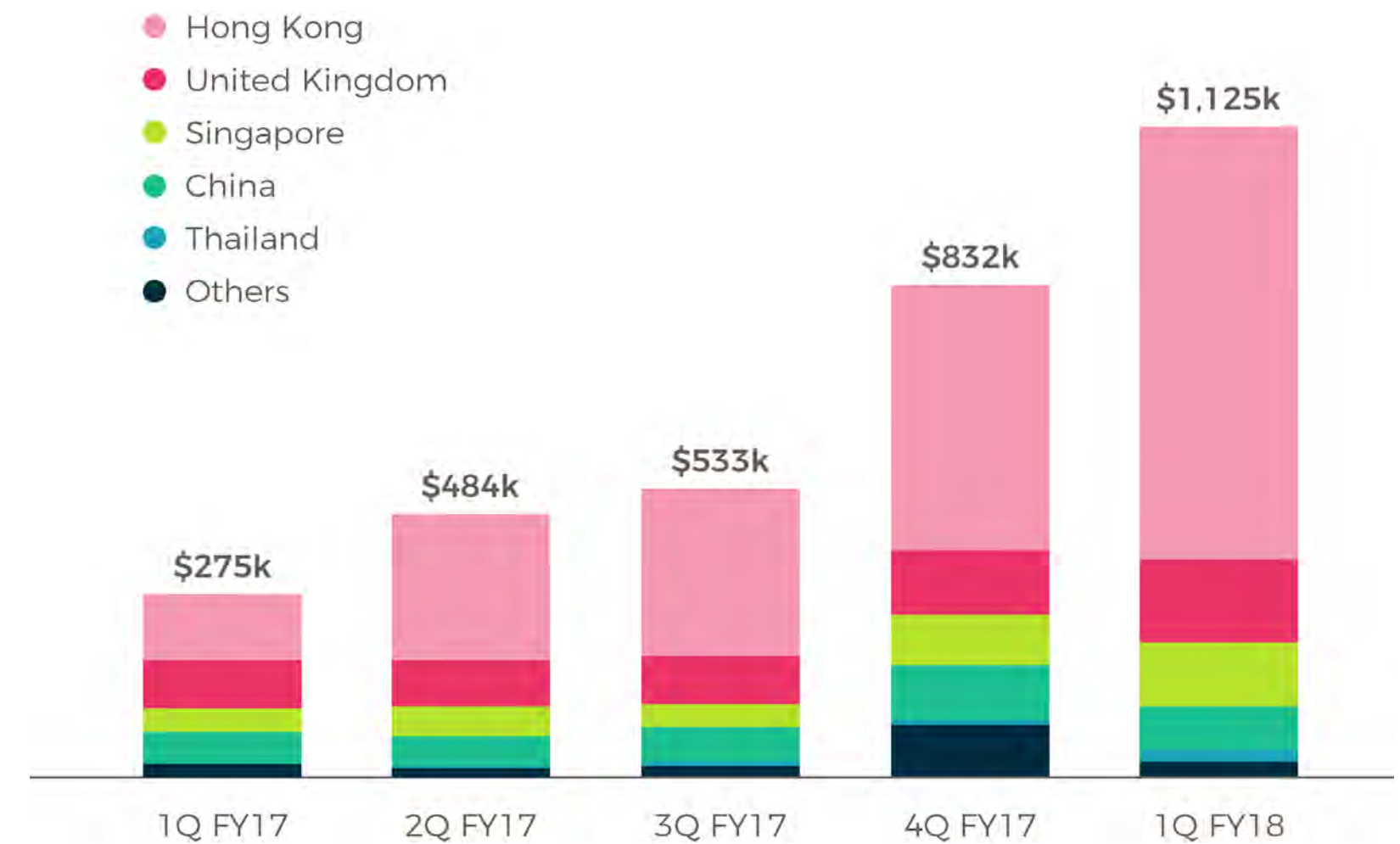


Strong Growth with Diversified Revenue Mix

Quarterly revenue by product (\$ '000)



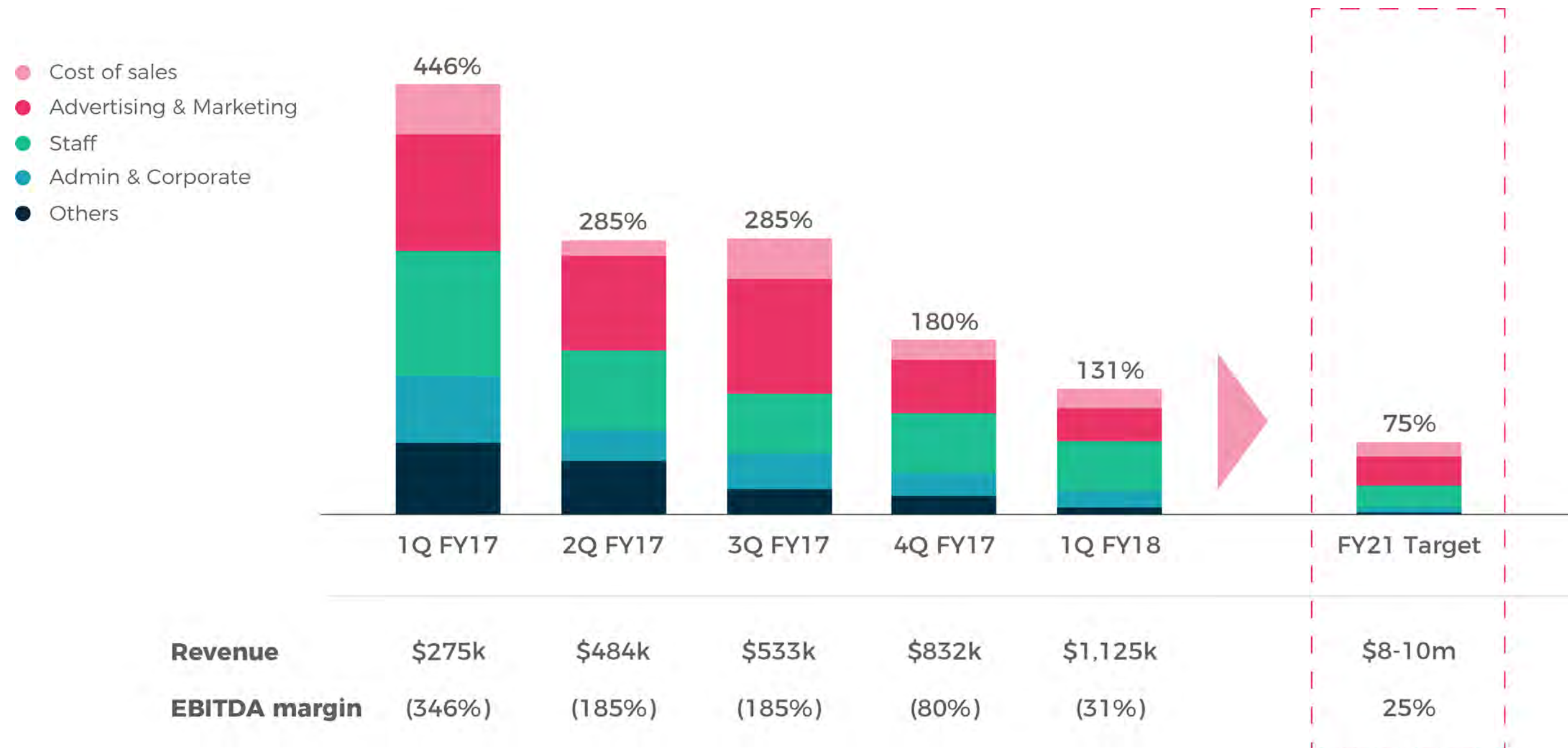
Quarterly revenue by geography (\$ '000)



¹ Data for 1Q FY18 is based on unaudited management accounts

Improving Margins from Operating Leverage

Quarterly operating expenses as % of revenue



¹ Data for 1Q FY18 is based on unaudited management account

² Quarterly EBITDA based on management accounts

³ The revenue range and EBITDA margin is indicative only and should not be viewed as a forecast

Attractive Valuation Relative to Global Peers

Compelling valuation with high Average Revenue Per User



Company name	LOVE GROUP	MATCH GROUP	MOMO	THE MEET GROUP
Stock Ticker	ASX:LVE	NASDAQ:MTCH	NASDAQ:MOMO	NASDAQ:MEET
Enterprise Value ¹	\$2.3m	\$8.5b	\$5.3b	\$242m
Last 12-Month Revenue	\$3.0m	\$1.3b	\$981m	\$98m
Monthly Active Users ²	60,000+	59m	91.3m	10.7m

¹ As of market close on 24 November 2017

² Monthly Active Users for Love Group in Oct 2017, Match Group for quarter ended Sep 2015, Momo in Jun 2017, The Meet Group in Jun 2017

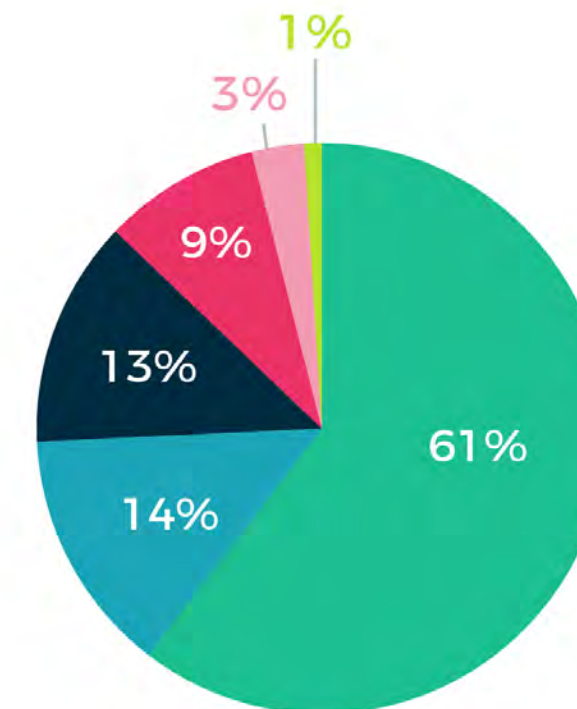
Established Global Presence

Matchmaking Stores Across Five Cities



LOVESTRUCK DATETIX **noonswoon**
LOVESTRUCK Infinity **noonswoon**
PREMIUM

Revenue by Geography 1Q FY18



- Hong Kong
- United Kingdom
- Singapore
- China
- Thailand
- Other

Glowing Testimonials from Satisfied Couples

We have helped start many thousands of love stories around the world

Hazel & Michael



“ I joined Lovestruck after moving to Hong Kong, when my friend recommended it as a great way to meet new people. I'd never been on a dating site, and little did I know that it would change my life forever. I first met my wife Hazel on Lovestruck when she winked at me. She seemed just my type, so we exchanged a few messages. After our first date, we started talking every day, and spending as much time together as we could. It wasn't long after that we moved in together...”

Polly & Rob



“ We both joined Lovestruck after realising that meeting new people in London isn't easy! I spotted Rob on the first day I joined the site. He was exactly the type of guy I was looking for. We met for our first date at Gordon's wine bar and hit it off immediately. Rob proposed a month before our 3 year anniversary. He took me to the same wine bar where we met. However, knowing I'd be thinking that something might be on the cards, Rob waited until 6:30am the next day to propose!”

Vanessa & Matthew



“ After a few months I spotted Matthew's profile – well actually my grandmother and my sister did when I showed them the site. We liked the photo of him looking rugged after climbing a mountain in Borneo and the fact he'd worked in Switzerland for six years, which is where I was brought up. We met for a sandwich near our offices for our first date. It felt really natural. Every time we met, we just talked and talked. When Matthew proposed, he got down on one knee in our favourite spot...”

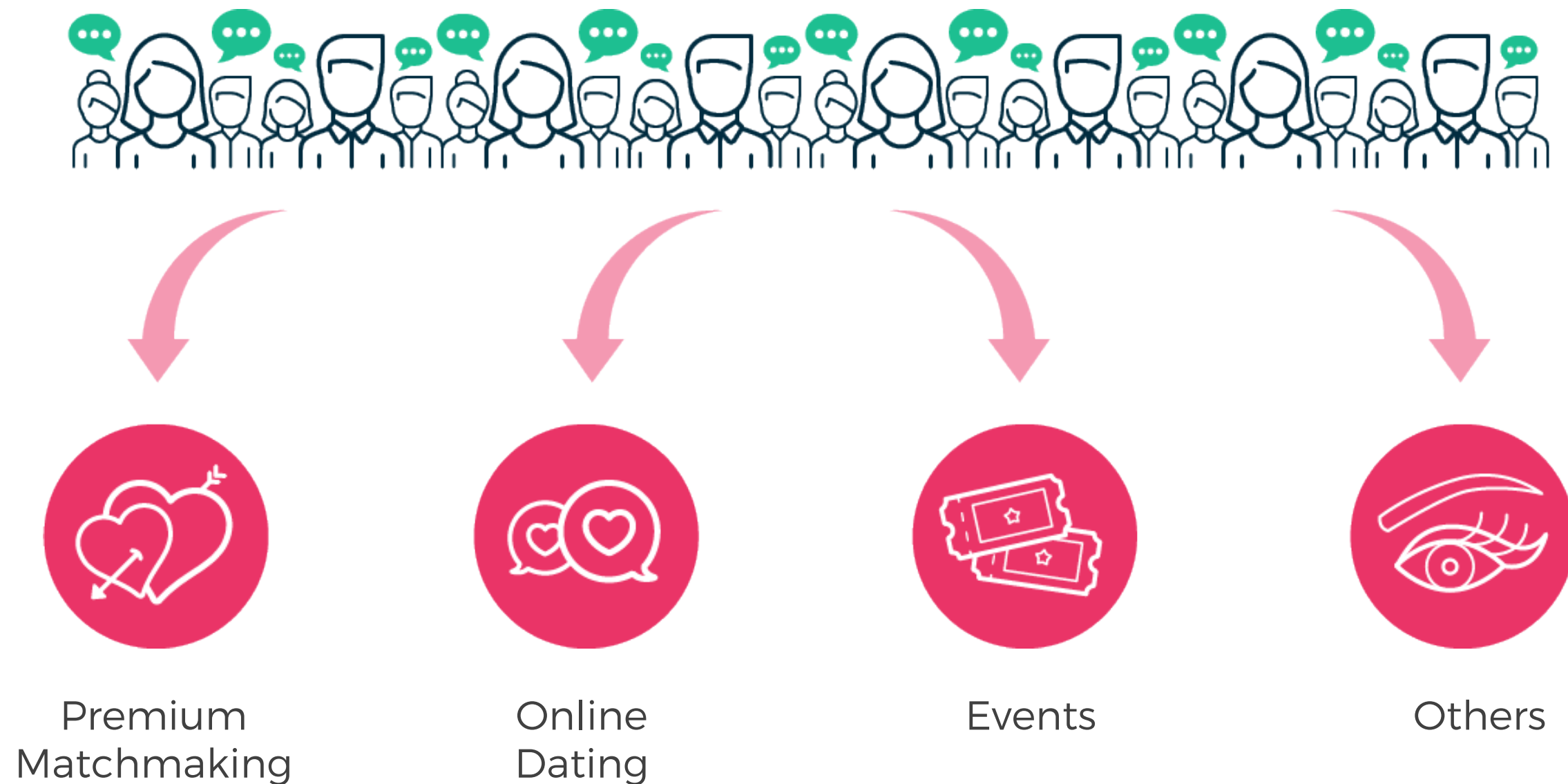
Zara & Nigel



“ After a few months on Lovestruck, we met each other and after a few dates we knew we'd found something special. After two months we were on our first holiday, and after five months we'd moved in together. A year later we bought our first home. Four years on, we have just had the most incredible holiday in Spain where we got married and cannot believe this incredible life journey all thanks to Lovestruck.”

Scalable Online-Driven Business Model With Multiple Revenue Streams

Large and engaged online user base generates multiple revenue stream



High profit margins

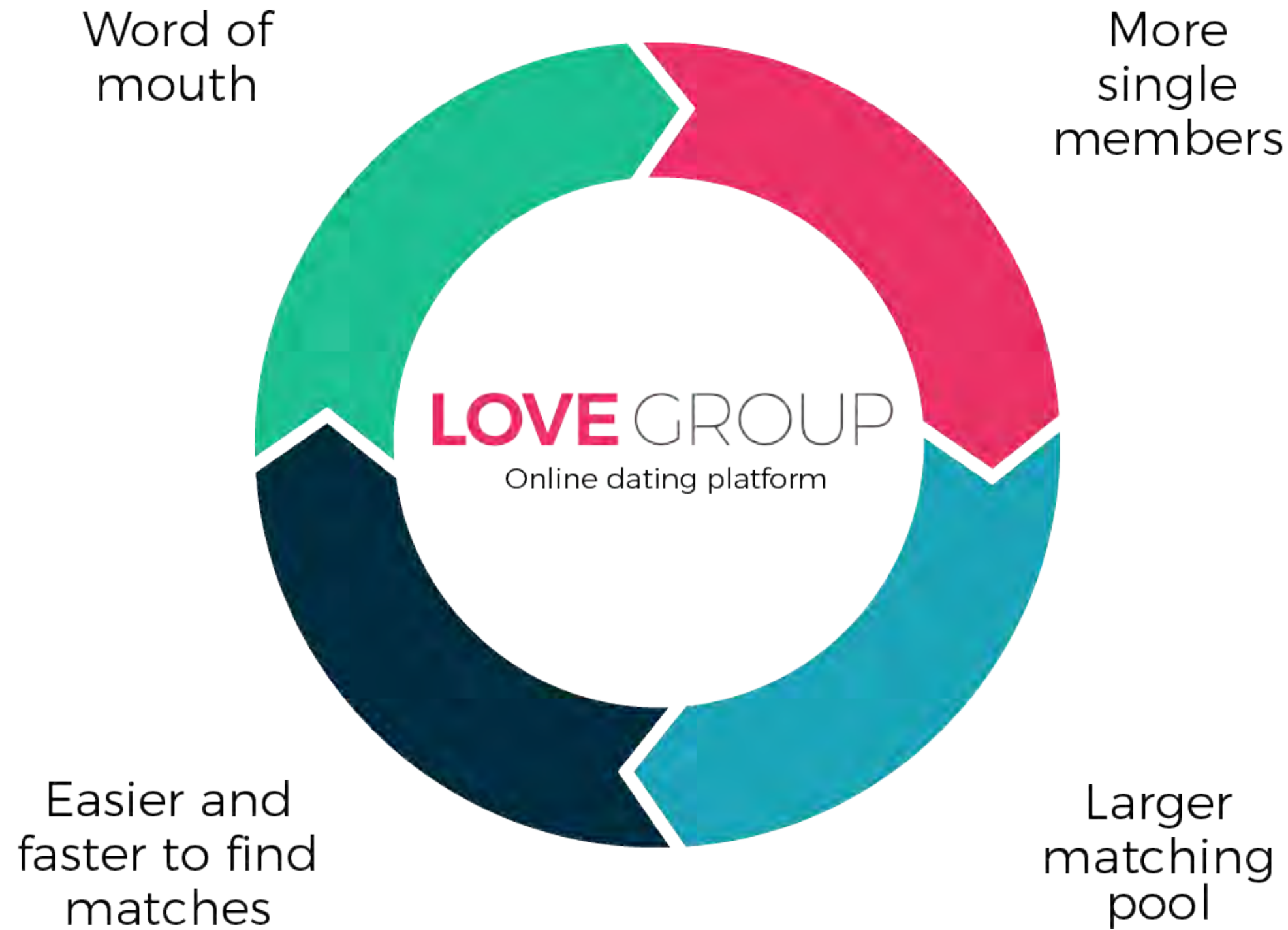


Low capex



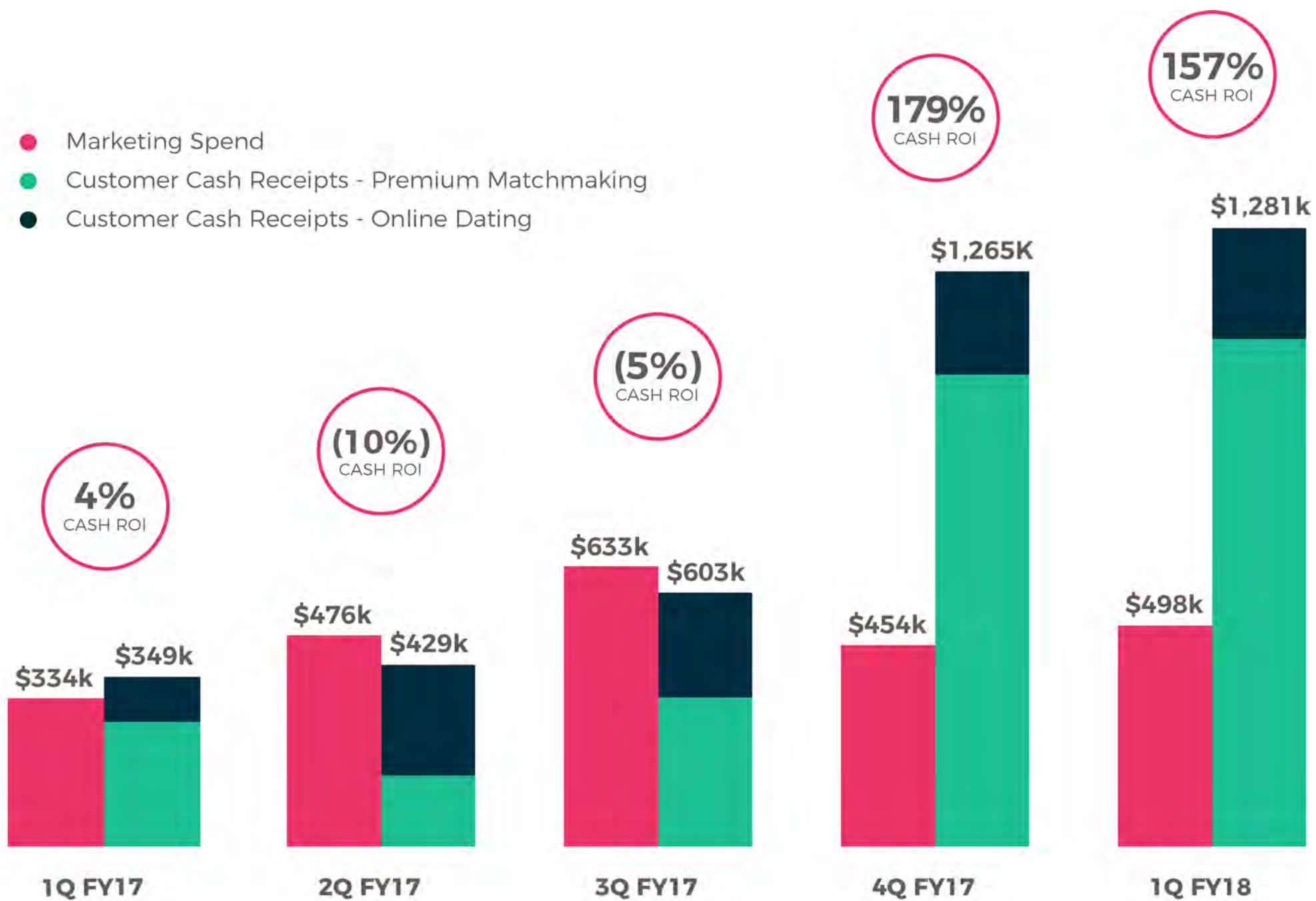
Attractive cash conversion cycle

Local Market Driven by Network Effects



Compelling ROI on Marketing Spend

Highly attractive returns on marketing investment



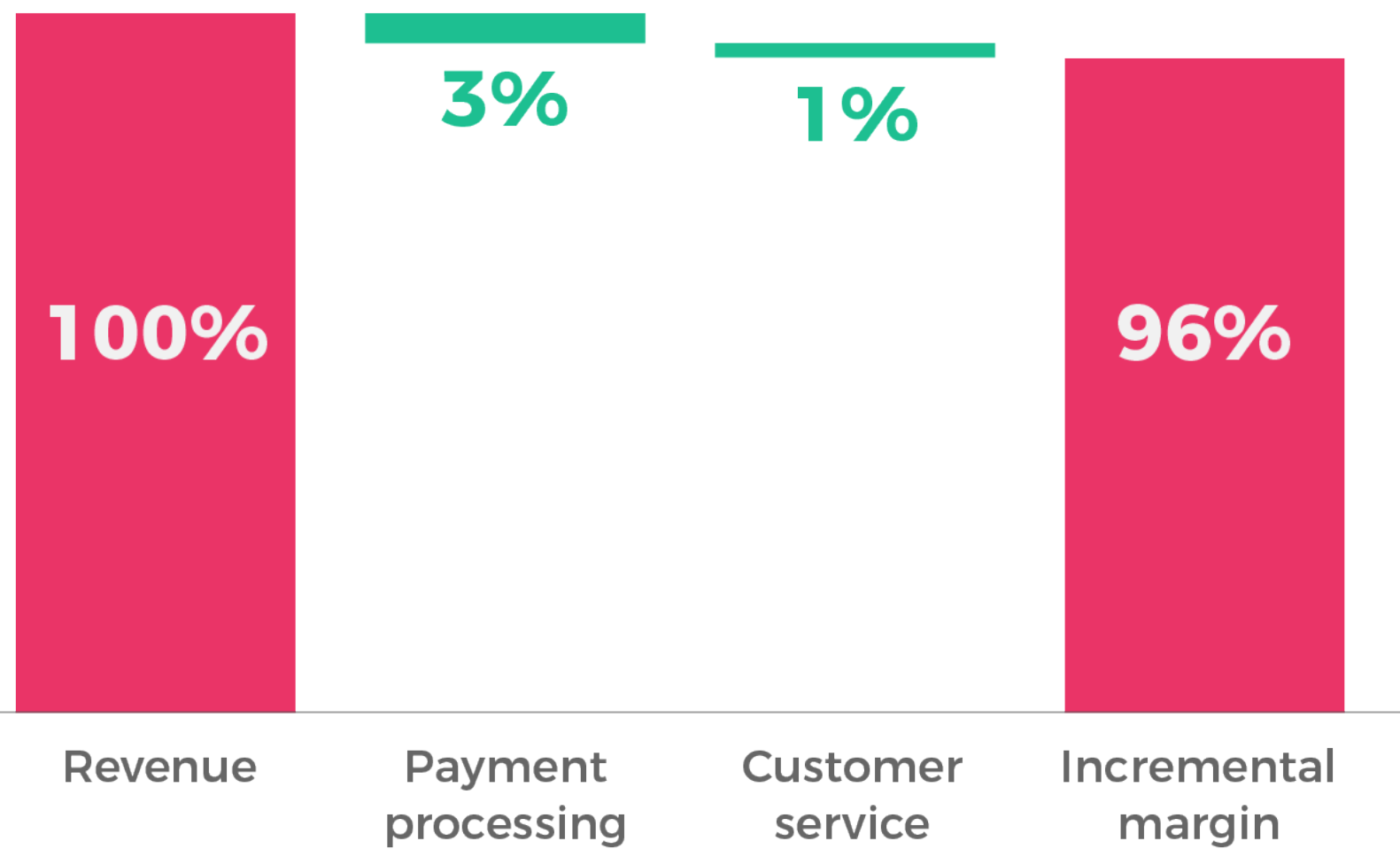
Multiple scalable and profitable lead acquisition channels



Attractive Unit Economics

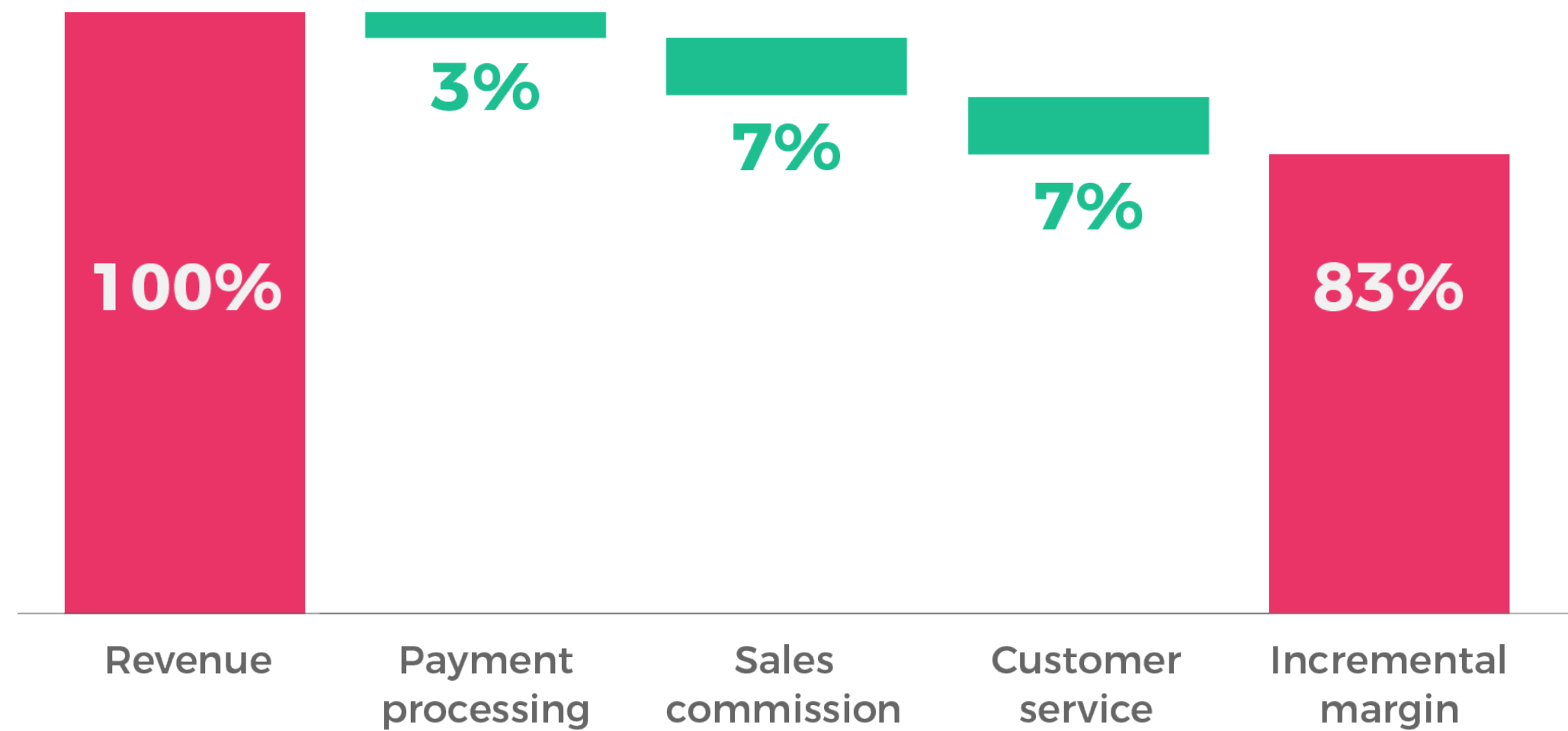
Online Dating revenues

96% Incremental margin per order:



Premium Matchmaking revenues

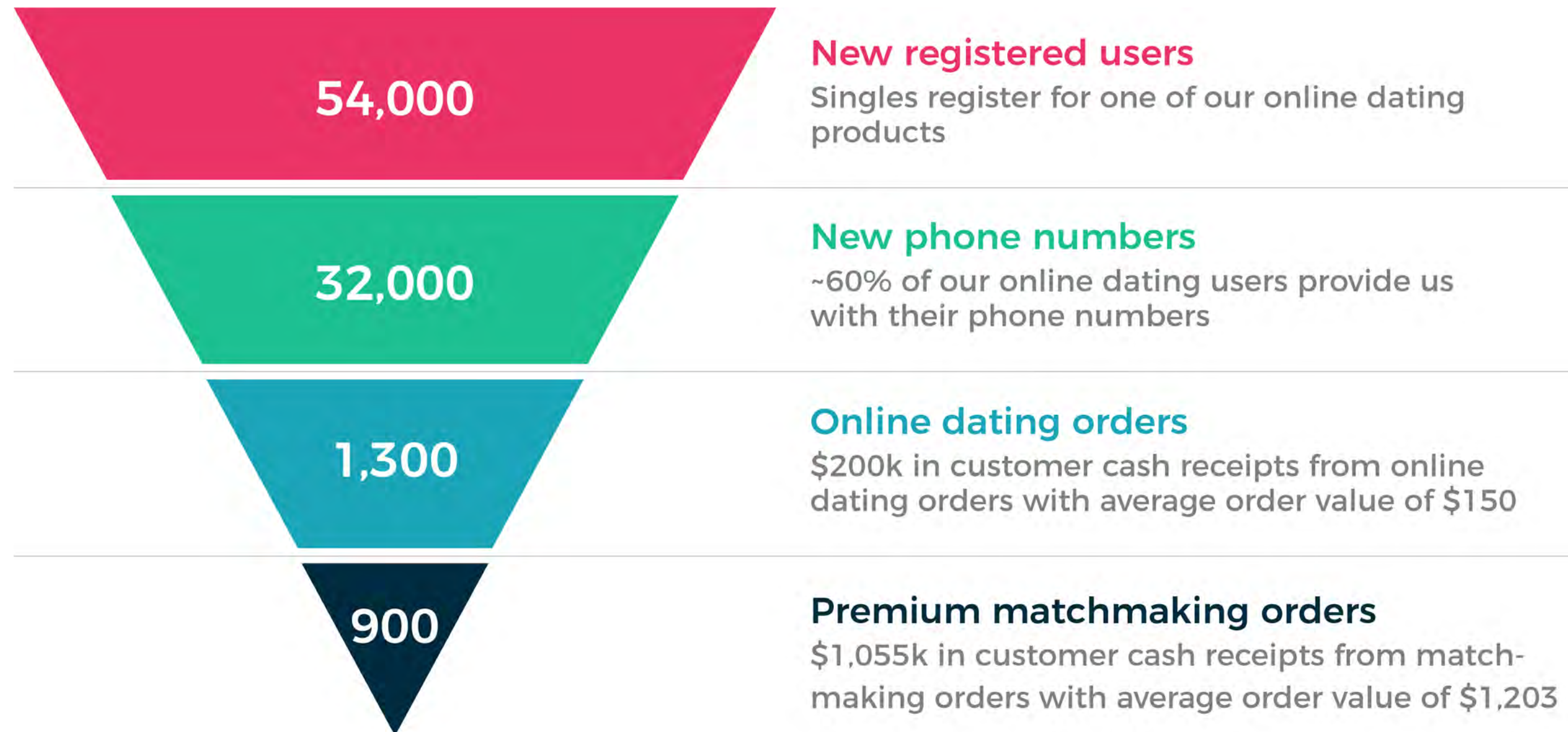
83% Incremental margin per order:



¹ Company estimates

Scalable Marketing and Sales Funnel

Marketing and Sales Funnel – 1Q FY18



Our City Launch Playbook



1. Build online user database



2. Open premium matchmaking store



3. Monetise online user database



Case Study: Hong Kong

\$275k in free cash flow generated in Hong Kong in 1Q FY18



¹ Data for 1Q FY18 is based on unaudited management accounts



Growth Strategy

Organic growth opportunities

- ✓ Increase market share in existing markets
- ✓ Expand to new markets with strong demand for matchmaking
- ✓ Increase renewals and upselling
- ✓ Cross-sell complementary products and services
- ✓ Enhance online dating platforms

Secular tailwinds

- ✓ Increasing internet penetration
- ✓ Growing acceptance of online dating
- ✓ People staying single for longer

Investment Highlights

- 1 Large and growing addressable market
- 2 Scalable online-driven business model with attractive margins
- 3 Defensible business with local network effects
- 4 Innovative technology with strong portfolio of online dating platforms
- 5 Strong cash flow conversion with low capex and negative working capital

LOVE GROUP

“Join us to help singles find love”

Thank you!

