



ASX ANNOUNCEMENT

22 February 2018

SIMBLE COMMENCES TRADING ON THE ASX

Highlights

- Simble Solutions commences trading on the ASX today after a heavily oversubscribed Initial Public Offering (**IPO**) raising the maximum of \$7.5m
- Simble operates in two segments of the enterprise / SME SaaS market:
 - o Energy Management – a real time energy visualisation and analytics platform to monitor and identify energy saving opportunities (“SimbleEnergy”)
 - o Mobility – white label mobile apps to automate business processes
- Market for energy management systems is estimated to be worth US\$32.4 billion (<https://www.marketsandmarkets.com/PressReleases/energy-management-systems-ems.asp>) and poised to grow due to escalating energy prices and legislative changes
- SimbleEnergy’s initial target markets are Australia and the UK where the platform has been recently launched and initial revenues are being generated
- The Company has a growing footprint with a strong pipeline of opportunities, including a Proof of Concept (POC) trial with a major Australian telco, with IPO funds used to accelerate the commercialisation of the SimbleEnergy Platform and for ongoing improvement through research and development
- Simble’s SaaS solutions generate a significant degree (circa 58%) of recurring revenue
- International presence with offices in Sydney and Melbourne, (Australia), Auckland (New Zealand), London (UK) and Dubai (UAE) and Da Nang (Vietnam).

Simble Solutions Limited (ASX: SIS) (**Simble** or the **Company**) today commences trading of its fully paid ordinary shares on the Australian Securities Exchange (ASX) after completing a heavily oversubscribed Initial Public Offering raising the maximum of \$7.5 million.

Simble operates in two key sectors of the SME SaaS market where the Company targets white label opportunities for its technology through reputable channel partners.

The SimbleEnergy platform is a real time visualisation, control and monetisation system. It has now been launched in its initial target markets of Australia and the UK with first customers secured and where initial revenues are now being generated.

Further, a strong sales pipeline of potential new customer opportunities exists in this sector, including a Proof of Concept (“POC”) trial currently underway with a major Australian Telco, where the Company will be utilising IPO funds to accelerate commercialisation.

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Figure 1. Example of the SimbleEnergy Platform and its functionality

The Company's Mobility solution enables enterprises and SMEs to digitise and automate business processes allowing their workers to operate efficiently, remotely and collaboratively.

Patersons Securities Limited was the Lead Manager for the IPO. Hogan Lovells acted as Australian Legal Advisors.

Simble's Chief Executive Officer, Fadi Geha said:

"On behalf of the Board, we are very pleased with the outcome of the IPO and we would like to thank all shareholders for their support. To have more than 10 institutional shareholders subscribe for a significant amount of the IPO is testament to the growth potential of the business in a world where energy prices are a key concern and legislative changes around monitoring systems are becoming more apparent."

Our business model is based on establishing distribution channel partnerships and we are currently undergoing and negotiating a number of Proof of Concepts (POC) trials including with a major Australian telco with a view to enter into commercial negotiations."

We look forward to updating the market on developments as we secure key milestones and once again welcome all new shareholders"

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