

## APPENDIX 4D

### HALF-YEAR REPORT

### ASX LISTING RULE 4.2A

#### 1. COMPANY DETAILS

Name: Story-I Ltd and its controlled entities (the "Group")  
 ABN: 56 163 916 989  
 Reporting Period: 31 December 2017  
 Previous Corresponding Reporting Period: 31 December 2016

It is recommended that the Half-Year Report is read in conjunction with the Annual Financial Report of Story-I Ltd as at 30 June 2017 together with any public announcements made by Story-I Ltd and its controlled entities during the half-year ended 31 December 2017 in accordance with the continuous disclosure obligations arising under the Corporations Act 2001.

#### 2. RESULTS FOR ANNOUNCEMENT TO THE MARKET

Story-I Ltd	Half-Year to 31 December 2017		%		\$
Revenue from ordinary activities	up	7.69%	to		13,205,804
Profit from ordinary activities after tax attributable to members	up	34.79%	to		926,488
Net profit for the period attributable to members	up	34.79%	to		926,488

#### EARNINGS SUMMARY

In A\$	Half-year ended 31 December 2016	Half-year ended 31 December 2017	% change
Revenue from ordinary activities	12,262,156	13,205,804	+7.69%
EBITDA	1,367,132	1,547,197	+13.17%
Profit after income tax attributable to equity holders of the parent entity	687,325	926,488	+34.79%

## TRADING PERFORMANCE

- Revenue increased by 7.69% from \$12.26 million in the half year ended 31 December 2016 to \$13.21 million in the half year ended 31 December 2017.

The increase in revenue was due to an overall better performance across all divisions. The maiden contribution from the recently acquired eStore group from early December and the successful launch of the Apple iPhone X and iPhone 8 on 22 December 2017 in Indonesia also contributed to the revenue, albeit only in the last month of the period.

- EBITDA increased by 13.17% from \$1.37 million in the half year ended 31 December 2016 to \$1.55 million in the half year ended 31 December 2017.

The increase in EBITDA was due to better margins from vendor discounts, volume rebates and better margins from the vendors for education project for school and institutional clients. The sale of accessories related to the successful iPhone launch also contributed to the better margins.

- Net profit after tax increased by 34.79% from \$687,325 in the half year ended 31 December 2016 to \$926,488 in the half year ended 31 December 2017.

The 34.79% increase in NPAT includes an accounting adjustment of approximately \$251,000 before tax at the subsidiary level. Excluding this adjustment, the NPAT would have been 17.7% higher.

The increase in NPAT was due to reasons mentioned above.

- There was a positive operating cash flow of \$1.02 million compared with a negative operating cash flow of (\$594,556) in the prior period.
- Overall there was an improvement in operating, investing and financing activities which resulted in cash of \$2.41 million in the half year ended 31 December 2017 compared with \$0.32 in the half year ended 31 December 2016.

## 3. DIVIDEND INFORMATION

In respect of the current half-year, no dividends have been declared or paid (2016: nil).

At 31 December 2017, there was no dividend reinvestment plan in operation for Story-I Limited.

## 4. NET TANGIBLE ASSETS PER SECURITY

	31 December 2017 \$	30 June 2017 \$
Net tangible assets backing per ordinary security	0.044	0.062
Number of fully paid ordinary securities used in calculation	273,367,046	149,617,047

**5. DETAILS OF ENTITIES OVER WHICH CONTROL HAS BEEN GAINED OR LOST DURING THE PERIOD**

There were no entities over which control has been gained or lost during the period.

**6. DETAILS OF ASSOCIATES AND JOINT VENTURE ENTITIES**

There are no associates or joint venture entities.

**7. FOR FOREIGN ENTITIES, WHICH SET OF ACCOUNTING STANDARDS IS USED IN COMPILING THE REPORT**

Not applicable.

**8. STATUS OF AUDITOR REVIEW**

The interim report for the half year ended 31 December 2017 has been reviewed and is released to the ASX shortly following this Appendix 4D.

The financial statements of Story-I Ltd are included in the interim report.