

ASX ANNOUNCEMENT

3 April 2018

Optus to market the Simble Energy Platform to all of its Australian business customers

Highlights

- Optus to actively market the Simble Energy Platform to its business & government customer base under a partnership agreement with Simble
- First commercial order has been received with Simble preparing for major growth opportunity as Optus expands marketing across all of its business customers
- Partnership highlights growing demand for energy management software and the Simble Energy Platform will be the only energy management solution actively promoted and marketed by Optus

Simble Solutions Limited (ASX:SIS) (Simble or the Company), an Australian software company focused on energy management and mobility solutions, is pleased to announce a significant development in its channel partnership discussions.

The Simble Energy Platform – an enabling tool for businesses to reduce their energy consumption – having successfully completed a trial with Optus, has now received its first commercial order from an Optus customer.

Optus in partnership with Simble is now preparing to commence marketing and promotional activities of the Simble Energy Platform to all of its customer base under a channel partnership agreement with Simble.¹ Marketing activities will extend to all of Optus' Commercial, Government, and Small to Medium Enterprise customers.

Commenting on the partnership, Optus Manager of Application Services, Trevor Manokore notes "Optus is driving innovation for its customers by acting as a trusted technology advisor. Energy management is a major pain point across our customer base and we are excited by the energy savings and efficiency gains we can offer to customers via the Simble Energy Platform".

Under this partnership, the Simble Energy Platform currently stands as the only energy management solution to be marketed by Optus, thus representing a major growth opportunity for Simble². Briefing sessions by Simble representatives for Optus personnel

¹ The "channel partnership agreement" is the existing Master Supply Agreement referred to at page 98 of the Prospectus.

² Refer to page 33 of the Prospectus.



have commenced and Simble has expanded internal support capabilities in preparation for a progressive rise in customers via this partnership over the coming year.

CEO Fadi Geha notes “I am delighted that Optus will be re-selling the Simble Energy Platform to underscore its push into value added technologies. The successful trial is a major validation of the market opportunity and recent R&D investments we have made into the Simble Energy Platform. Having built this partnership over the past five years, the Simble Energy Platform represents the first truly scalable solution we have delivered to Optus, hence we are excited by the growth opportunity it presents”.

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About Simble

Simble Solutions (ASX:SIS) is an Australian software company focused on energy management and mobility solutions. The Simble Energy Platform or ‘SimbleSense’ is an integrated hardware and real-time software solution that enables businesses to visualise, control and monetise their energy systems. The Company’s Software as a Service (SaaS) platform has Internet of Things (IoT) capabilities and empowers enterprises and consumers to remotely automate energy savings opportunities to reduce their energy bill. Simble operates in the SME SaaS market and targets the distribution of its platform through channel partners. Simble has an international presence with offices in Sydney and Melbourne (Australia), London (UK), Auckland (New Zealand), Dubai (UAE) and Da Nang (Vietnam).

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