



MOQ Limited

ASX:MOQ

Investor Presentation

Covering FY2017 and H1 FY2018

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Presentation overview

Information provided,
complementary to H1 FY18
APPENDIX 4D HALF-YEARLY
Report

1. Background on MOQ Limited
2. FY17 and H1 FY18 Summary
3. Immediate Priorities and Goals – H2FY18 and Beyond
4. Questions and Recap

A grayscale photograph of a person in a business suit, holding a large cluster of interlocking white gears. The person's face is partially visible at the top, and their hands are at the bottom, supporting the gears. The background is dark and out of focus.

1. Background on MOQ Limited

MOQ Limited

ASX:MOQ is a leading provider of Specialist Services focused on Applications, Data and Infrastructure solutions to drive positive business outcomes from technology adoption.

Additionally MOQ is the proud owner and developer of the SkoolBag application suite, used by over 3,000 schools and businesses around Australia.



MOQ Limited (ASX: MOQ)



Key Strategic Objective

To build a market leading digital technology business and pursue positive growth by both organic investment and through synergistic acquisitions in the technology sector.

Vertical Focus & Sample Client base



Education



Financial Services



Utilities & Transport



Health & Aged Care



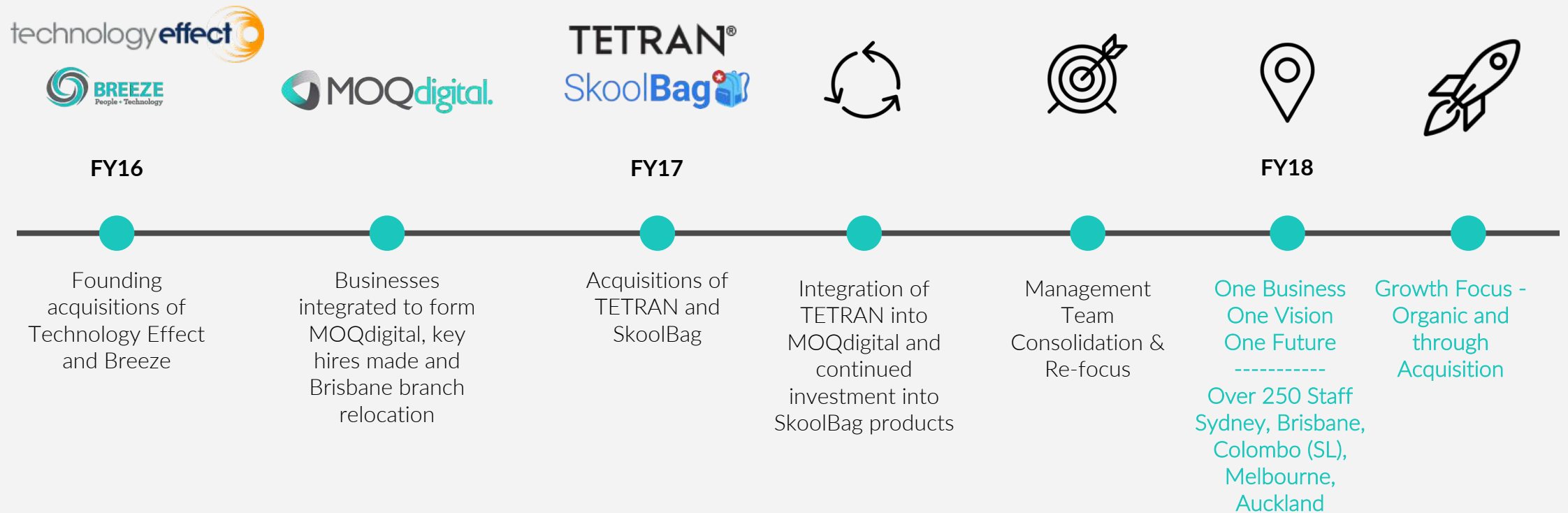
Hotels & Property



Government



Our Journey so far.....



23% of **CEO's** nominated
“**Talent & Skills**” and “**Technology
Impediments**”

as their biggest **internal constraints**, as they
drive business growth.

Reference Gartner Research – “2017: CEO Survey” An extensive annual global survey of CEO and Senior Business Executives.

The Digital Disruption Opportunity
continues to develop and grow – Cloud
Adoption, IOT, Data Analytics - driving market
opportunity.



MOQ is focused on providing a range of
high quality skills, services and solutions to
capitalise on the Digital Disruption Market
Opportunity.



MOQdigital's
Line of Business Model



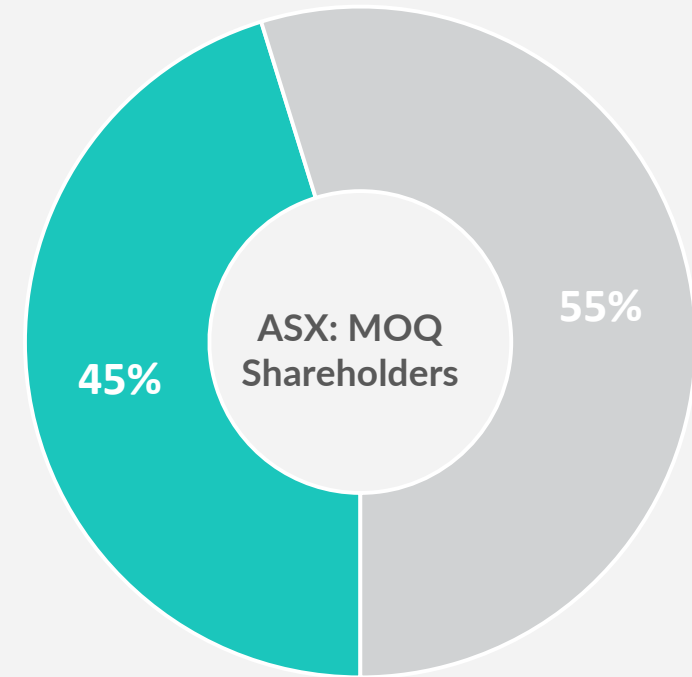
A black and white photograph of a person walking down a set of stairs. The person is wearing a plaid shirt, dark pants, and sneakers. They are carrying a large, dark-colored bag with straps and buckles. The text "2. FY17 and H1 FY18" is overlaid in the center of the image.

2. FY17 and H1 FY18

FY17 Recap

Continued to build, by organic growth and strategic acquisition, a market leading technology services and solutions business, to capitalise on the wave of digital disruption.

- Completion of Program to merge and integrate 4 businesses.
- FY17 focus on streamlining the management structure, investments in NSW and scalable platform for growth in Managed Services.
- Successful consolidation of Tetran and MOQ Managed Services functions into a single offering and deliverable.
- SkoolBag – Investments in customer service and development teams as well as the technology stack.



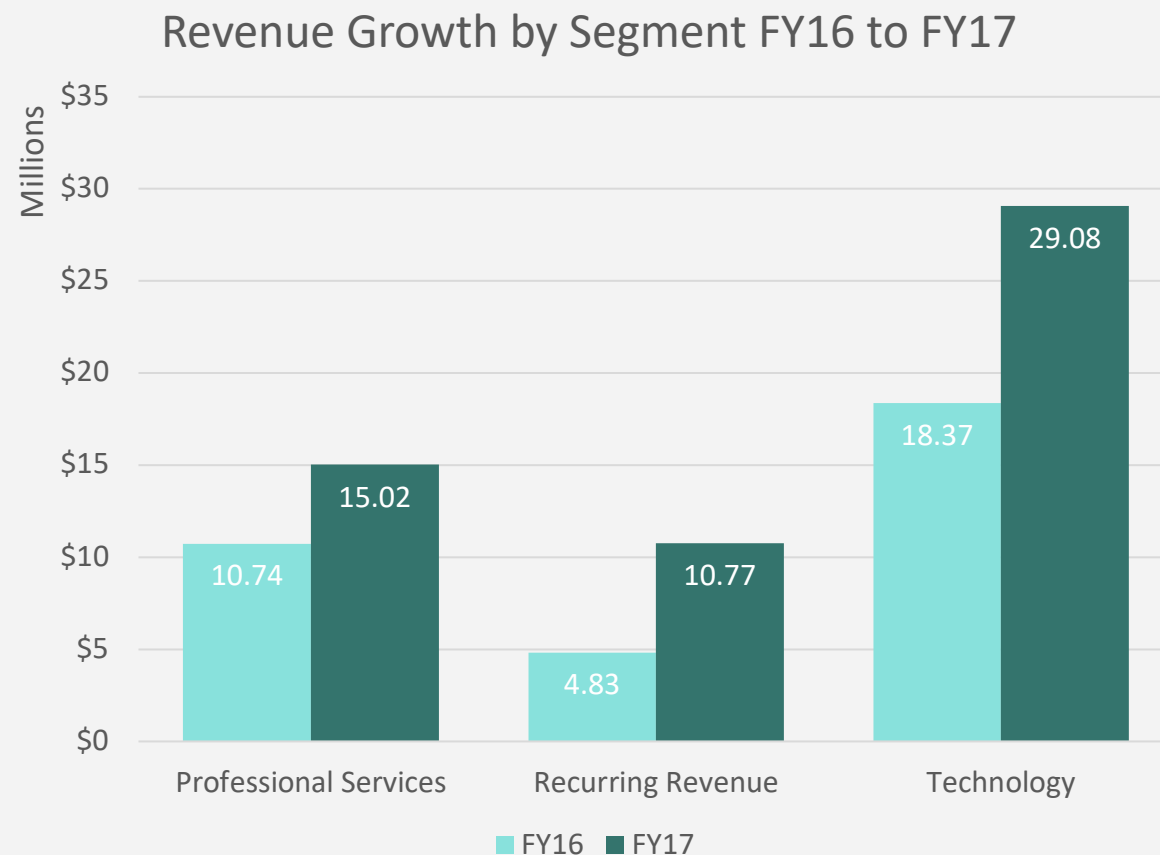
■ Directors and Management ■ Other Investors

52 Week Share Price: **\$0.20-\$0.37**
Shares on Issue: **161.3 million**
Market Cap: **\$40.3 million***

*as at April 9, 2018

Recap - FY17 Performance

- Revenue growth of 61% from FY16 to FY17 from \$33.93M to \$54.87M - (50% organic, 50% M&A)
- Recurring Revenue influenced by acquisitions of Tetran and SkoolBag, and solutions based on Microsoft Azure Cloud Services.
- Professional Services growth driven by NSW investment as well as emerging Business Services capability (Advisory, Data Analytics and Architecture Services)
- Technology Sales growth – Major Integration deals, continuing investment by clients in Hybrid Cloud solutions.
- EBITDA achieved by the Group for FY17 was \$773,403 – heavily impacted by M&A integration investments (Note: Underlying EBITDA was \$1.84 M)



H1 FY18 Financial Position

Information provided, complementary to APPENDIX 4D HALF-YEARLY Report and provides trend from H2 FY17 to H1 FY18.



EBITDA

- EBITDA for H1 FY18 of **\$997,268**, a 226% turnaround on H2 FY17



Cash Position

- Operating Cashflow growth of 307% to **\$1.19M** from H2FY17
- Cash Balance growth of **16%** to **\$3.81M** from H2 FY17



Operational Expenses

- H1 FY18 Opex **decrease by 18.4%** on H2 FY17.
- Opex in H1 FY18 was 17% of Revenue. Driving towards a medium term* objective of 14% of Revenue



Gross Margin

- H1 FY18 Gross Margin was **19.5%** of Revenue
- Driving towards a medium term* objective of 22% of Revenue

*Medium Term is defined as 2 to 3 years

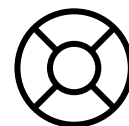
H1 FY18 Revenue and Pipeline Position

Information provided,
complementary to APPENDIX 4D
HALF-YEARLY Report and
provides trend from H2 FY17 to
H1 FY18



Revenue By Line of Business v H2FY17 (excluding Skoolbag)

- Business Services growth of **+16%**
- Infrastructure Services growth of **+17%**
- Operational Services **Remaining Contract Value** growth by **+23%**



Revenue by Segment v H2FY17

- Growth of **+8%** in **Professional Services**
- Growth of **+22%** in **Technology Sales**
- Maintained Revenue Levels in **Recurring Services**



Revenue By Geography v H2FY17

- NSW branch growth of **+13%**
- QLD branch growth of **+14%**



Opportunity Pipeline v H2FY17

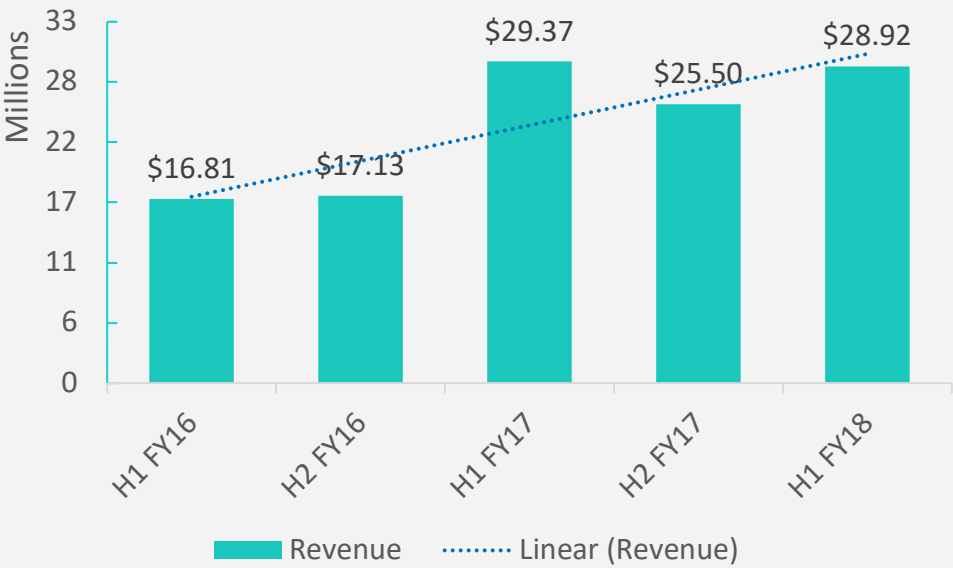
- **Significant growth** of average monthly new qualified opportunity pipeline during H1 FY18

Business Financial Performance Trend

Looking back from H1FY16

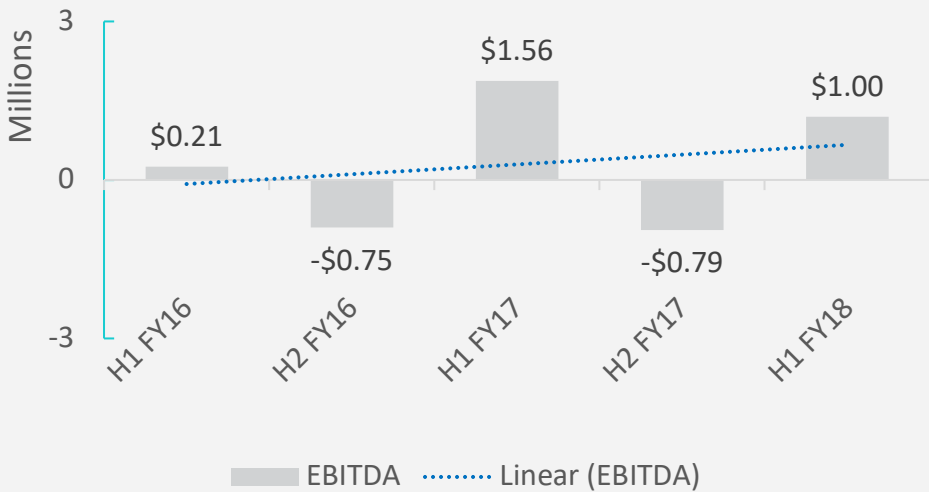
Trend in Revenue Growth

Continual growth trend in revenue over the last five half year periods – evenly split through organic growth and acquisition in NSW



Trend in EBITDA

Inconsistent returns, indicative of the demands of acquisition transition and integration demands on the business





3. Immediate Priorities and Goals

MOQdigital Business Update



Driving for continued
Revenue growth and more
consistent overall business
profitability through scale
and maturity.



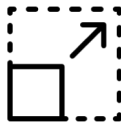
Continue to Focus on the Basics:

- Professional Services: Keep our utilisation and billing rates optimal.
- Grow the Recurring Services base.
- Assist our clients by sourcing and supplying technology.
- Keep our Operational Expenses under control.



Improve Pipeline:

- Keep growing and improving our opportunity pipeline through increased sales and marketing activity – volume and targeted.



Shape for Scale:

- Shaping the business model to allow for scale and organic growth whilst driving M&A growth initiatives.



Align to Trends:

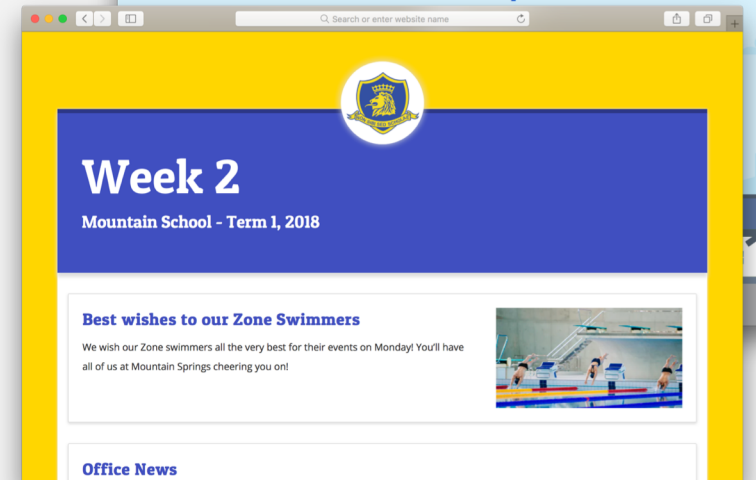
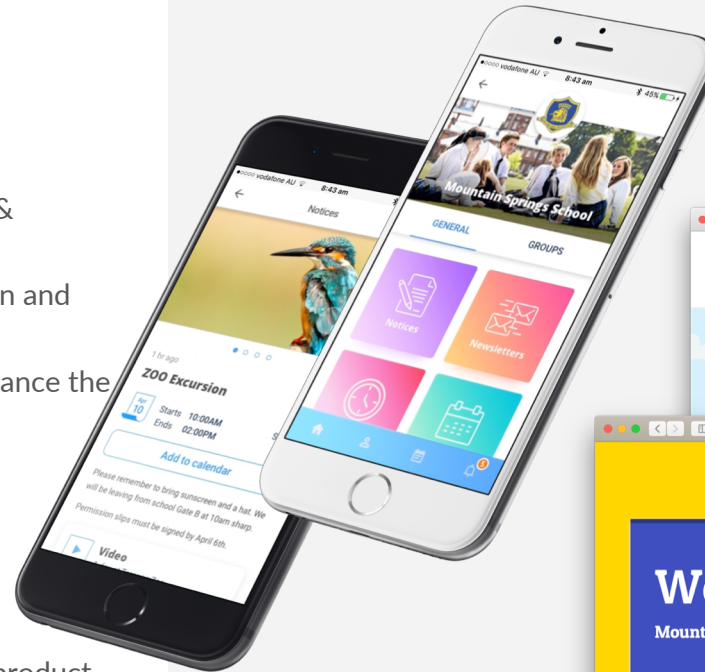
- Ensure ongoing Innovation and Alignment with digitalisation trends.

SkoolBag Business Update

SkoolBag is a market leading Software-as-a-Service (SaaS) platform in the Education sector, MOQ's largest industry sector by revenue

FY17 and H1 FY18 in review:

- Growth of annuity revenue base to over 3K subscriptions (SkoolBag & SportsBag)
- Investments in key hires to drive the next phase of product innovation and growth
- Investments in technology stack to support future scalability and enhance the product suite:
 - Release of Admin Console v3
 - New SkoolBag app
 - New eNewsletter feature
 - New module for Partner integration
- Investments in customer service infrastructure to support a broader product and service offering
- Implemented partner program to increase value to customer base, channels to market and new revenue models
- Following a successful implementation during the 2016 Rio Olympics, SportsBag was again used by the Australian Olympic Committee and athletes at 2018 PyeongChang Winter Olympics



MOQ Limited FY19 - Immediate Priorities

Focus of initiatives and strategies that are in place today – throughout the business



Continued Growth

All 4 Lines of Business have organic growth targets.

The NSW Branch is expected to have the highest potential growth



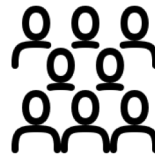
Recurring Services

All 4 Lines of Business are being driven to grow their contracted Recurring Services offerings.



Capitalise on SaaS

Identify and adopt Cloud SAAS solutions that are disrupting traditional players or offering new services to organisations – especially in our focused vertical markets such as Education



SkoolBag Distribution

Leverage the client and end user base of SkoolBag by marketing and bundling new proprietary and third party solutions.



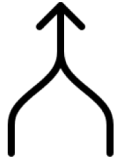
Data Analytics

Through our Business Services team, capitalise on the technology wave that is bringing business benefit through Data Analytics solutions



Microsoft Partnership

Microsoft is growing its market penetration into our mid tier client base substantially - we have continued to strengthen our relationship and investment in their 'As A Service' offerings and Application Stack



Continue M&A

We are not done! Our business model is now better positioned to move in to complete further M&A initiatives. (Target Specialist Niche businesses with high recurring revenue base and potential)

What we are looking for in an acquisition target!



Profitable Growth

Profitable, cash flow positive, growth business



Accretive Earnings

Earnings accretive (target 4 to 6 times EBITDA), vendor / key management **retention** and **alignment** via MOQ shares



Strong Culture

Like-minded **culture**, complementary **skillsets**



Expanded Presence

Expand Australian and New Zealand **presence** with strong vendor **partnerships** and **revenue synergies** across client bases



Focus Areas

Key themes:

- **Managed Services**
- **Internet of Things (IoT)**
- **Big Data**
- **Data Analytics**
- **Business Intelligence**
- **Security**



Recurring Revenue

Add **recurring revenue** via Product (Software as a Service) and Managed Services



4. Questions and Recap

Leadership Team



David Shein

Non-Executive Chairman

- Established Com Tech Communications and built it to revenues of \$700m, 1400 employees (acquired by Dimension Data, 2001).
- Chairman and founding investor of Macromatix (Sold to TPG ventures, 2012). Invests in early stage technology companies many of which have been successfully exited.



Joe D'Addio

Executive Director

- 35+ years in IT Industry with extensive experience in Professional Services and Technology into the Enterprise market. Held key Management and Director positions building and leading IT businesses with Com Tech Communications, Dimension Data and co-founded Technology Effect.



Scott McPherson

Executive Director

- 25+ years experience at Com Tech Communications, Dimension Data.
- Started as a systems engineer, transitioned into a solutions architect and then into practice management. Co-founded Technology Effect..



Michael Pollak

Non-Executive Director

- 15+ years experience in audit, insolvency and corporate advisory.
- Currently Director of Antares Energy Limited
- Recently a Director of Janison Education Group Ltd (ASX:JAN) and UCW Ltd (ASX:UCW)



Joey Fridman

Non-Executive Director

- Co-founder and CEO of Monash Private Capital an independent principal investment and advisory firm.
- Previously CFO of Investec Bank Australia and Chairman of the bank's Investment Committee. Joey brings a comprehensive mix of financial, strategic, operational, risk management and commercial skills.

MOQ is now well positioned for
steady organic growth

MOQ will continue to invest in its
people and strategic partnerships to
ensure a high value proposition into
market.

MOQ is actively seeking strategic
M&A opportunities



For further information please contact:

David Shein
Non-Executive Chairman

Brad Cohen
Company Secretary

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