



**Simble**

---

INVESTOR PRESENTATION  
MAY 2018





# Disclaimer

This presentation has been prepared by Simble Solutions Limited A.C.N. 608 419 656 (Simble). This presentation is of a general nature and does not purport to be complete, nor does it contain all of the information which would be required in a prospectus prepared in accordance with the requirements of the Corporations Act 2001 (Cth) (Corporations Act). It contains summary information about Simble and its activities and should be read in conjunction with Simble's other periodic disclosure announcements to the ASX, which are available at [www.asx.com.au](http://www.asx.com.au).

No representation or warranty, express or implied, is provided by any person (including Simble, its related bodies corporate and affiliates, and the officers, employees, advisers and agents of the foregoing) in relation to the accuracy, reliability or completeness of any statements, estimates or opinions, conclusions or other information provided in this presentation. Statements in this presentation are made only as of the date of this presentation unless otherwise stated and the information in this presentation remains subject to change without notice. Subject to its obligations under applicable law, Simble is not responsible for updating, nor undertakes to update, this presentation.

The information contained in this presentation is prepared solely for informational purposes only. This presentation does not constitute an offer to sell, or the solicitation of an offer to buy, any securities in Simble.

This presentation contains summary information about Simble and its activities, which is current as at the date of this presentation. The information included in this presentation is of a general nature and does not purport to be complete nor does it contain all the information which you should consider when making an investment decision. Each recipient of this presentation should make its own enquiries and investigations regarding all information in this presentation including but not limited to the assumptions, uncertainties and contingencies which may affect future operations of Simble and the impact that different future outcomes may have on Simble. This presentation has been prepared without taking account of any person's investment objectives, financial situation or particular needs. Before making an investment decision, you should consider the appropriateness of the information having regard to their own objectives, financial situation and needs, make their own assessment of the information and seek legal, financial, accounting and taxation advice appropriate to their jurisdiction in relation to the information and any action taken on the basis of the information.

## Forward looking statements

This presentation includes forward-looking statements that reflect Simble's intentions, beliefs or current expectations concerning, among other things, Simble's results of operations, financial condition, performance, prospects, growth, strategies and the industry in which Simble operates. These forward-looking statements are subject to risks, uncertainties and assumptions and other factors, many of which are beyond the control of Simble. Simble cautions you that forward-looking statements are not guarantees of future performance and that its actual results of operations, financial condition, performance, prospects, growth or opportunities and the development of the industry in which Simble operates may differ materially from those made in or suggested by the forward-looking statements contained in this presentation. In addition, Simble does not guarantee any particular rate of return or the performance of Simble nor does it guarantee the repayment or maintenance of capital or any particular tax treatment. Investors should note that past performance may not be indicative of results or developments in future periods and cannot be relied upon as an indicator of (and provides no guidance as to) Simble's future performance. Simble, its related bodies corporate and each of their respective directors, officers and employees and advisers expressly disclaim any obligation or undertaking to review, update or release any update of or revisions to any forward-looking statements in this presentation or any change in Simble's expectations or any change in events, conditions or circumstances on which these forward-looking statements are based, except as required by applicable law or regulation. This presentation and any materials distributed in connection with this presentation are not directed to, or intended for distribution to or use by, any person or entity that is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would require any registration or licensing within such jurisdiction.

The distribution of this presentation in certain jurisdictions may be restricted by law and persons into whose possession this presentation comes should inform themselves about, and observe any such restrictions.



Simble

# Company Snapshot

- ASX listed Australian technology company focused on **energy management** and mobility **SaaS** solutions
- Heavily oversubscribed IPO** in February 2018 raising maximum \$7.5m
- Tight share register with **10 institutions**
- Internet of Things** enabled energy platform with '2-way Smart Control' capabilities
- Fastest growing** energy management platform on the ASX

ASX Symbol	SIS
<b>Ordinary Shares</b>	
• <b>Quoted<sup>1</sup></b>	69,605,935
• <b>Escrowed for 12 months from issue</b>	1,214,51
• <b>Escrowed for 24 months from admission</b>	19,094,54
<b>Total</b>	<b>89,915,000</b>
<b>Performance Shares<sup>2</sup></b>	40,000,000
<b>Market Capitalisation</b>	\$14.4 million
<b>Share Price</b>	\$0.16
<b>Cash (31 Mar)</b>	\$3.4m
<b>Enterprise Value (EV)</b>	\$11m
<b>Top Shareholders</b>	
<b>Fadi Geha</b>	13.4%
<b>Tribeca Investment Partners</b>	8.3%
<b>Velasco S.A</b>	6.1%
<b>Regal Funds</b>	5.4%
<b>Top 20</b>	68.3%

<sup>1</sup>23,100,250 quoted shares are subject to voluntary escrow for six months from quotation.

<sup>2</sup> Performance Shares are issued in four separate classes. See Simble's pre-quotation disclosure announced on 20 February 2018 for further information.



Simble

# What we do

## Simble Energy Platform

- Real time visualisation, control and monetisation of energy systems
- SMEs target market
- Internet of Things enabled solution to remotely automate savings opportunities



## Mobility

- White label mobile apps for enterprise and SME markets
- Recurring SaaS contracts, paid annually in advance
- Foundation of existing revenue stream (\$2.8m FY17) with blue chip customer base



McMillanShakespeareGroup



Simble

# Our business vision



**Data** is de-commoditising  
the energy industry



Energy intelligence is  
a **currency** of the future



The Simble Energy **platform**  
captures this value

---

## \$6 Trillion

Energy traded annually<sup>1</sup>

<sup>1</sup>Source: BP Statistical Review of World Energy, Simble Estimates.

# The Simble Energy Platform



## Energy Visualisation & Analytics Platform

Enabling SME customers to save on energy bill



## Internet of Things (IoT)

'2-way Smart Control' to remotely automate savings opportunities



## Scalable SaaS Solution

Targeting the \$42.9b<sup>1</sup> energy management systems market which is forecasted to grow by 18.8% pa to 2021<sup>1</sup>



<sup>1</sup><https://www.marketsandmarkets.com/PressReleases/energy-management-systems-ems.asp> (currencies have been converted to AUD at the date of 14 May 2018)



Simble



# Technology Roadmap

Product enhancements yet to be implemented

## 'Rear View' Analytics

Conversion of data from energy and travel bills into sustainability metrics for enterprise CSR reporting



2009

Our Heritage



## Real Time Analytics

First release of visualisation software which reads and reports live circuit level electricity consumption data for SME



2015

Platform Launch

Australian pilot projects



## Circuit Control & Microgenerator Billing

IOT based platform enabling real time visualisation, control, & monetisation of energy systems for SME. Platform engineered to be hardware agnostic



2017

IOT Upgrade

UK pilot projects



## Virtual Analytics

First mover data advantage supports release of forecasting tool for premises yet to integrate with our platform



2018

Data Flow

Commercial Rollout



## Optimisation

Algorithms are embedded into the platform to identify efficiency and sustainability projects suitable for our users



2020

Data Harvest

Renewables platform



## Virtual Generation

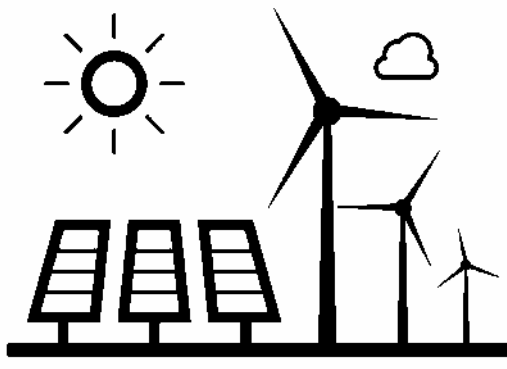
Surplus capacity from Renewable / Storage projects implemented by our users is collectively managed and sold into the grid



2022

Vision

Utility of the future



# Target Market

- 7.7 million **SMEs** in Australia & UK
- SMEs make up **99%** of total **businesses** and are responsible for **13%** of the world's **energy demand**
- Energy bills **A\$100billion** per annum in **Australia** and the **UK\***
- Potential savings **A\$20billion** pa by implementing smart energy technologies
- Legislative driven demand** as governments pursue energy efficiency policies



<sup>1</sup>Sources: Warren, P. (2017) The Potential of Smart Technologies and Micro Generation in UK SMEs. Simble Estimates



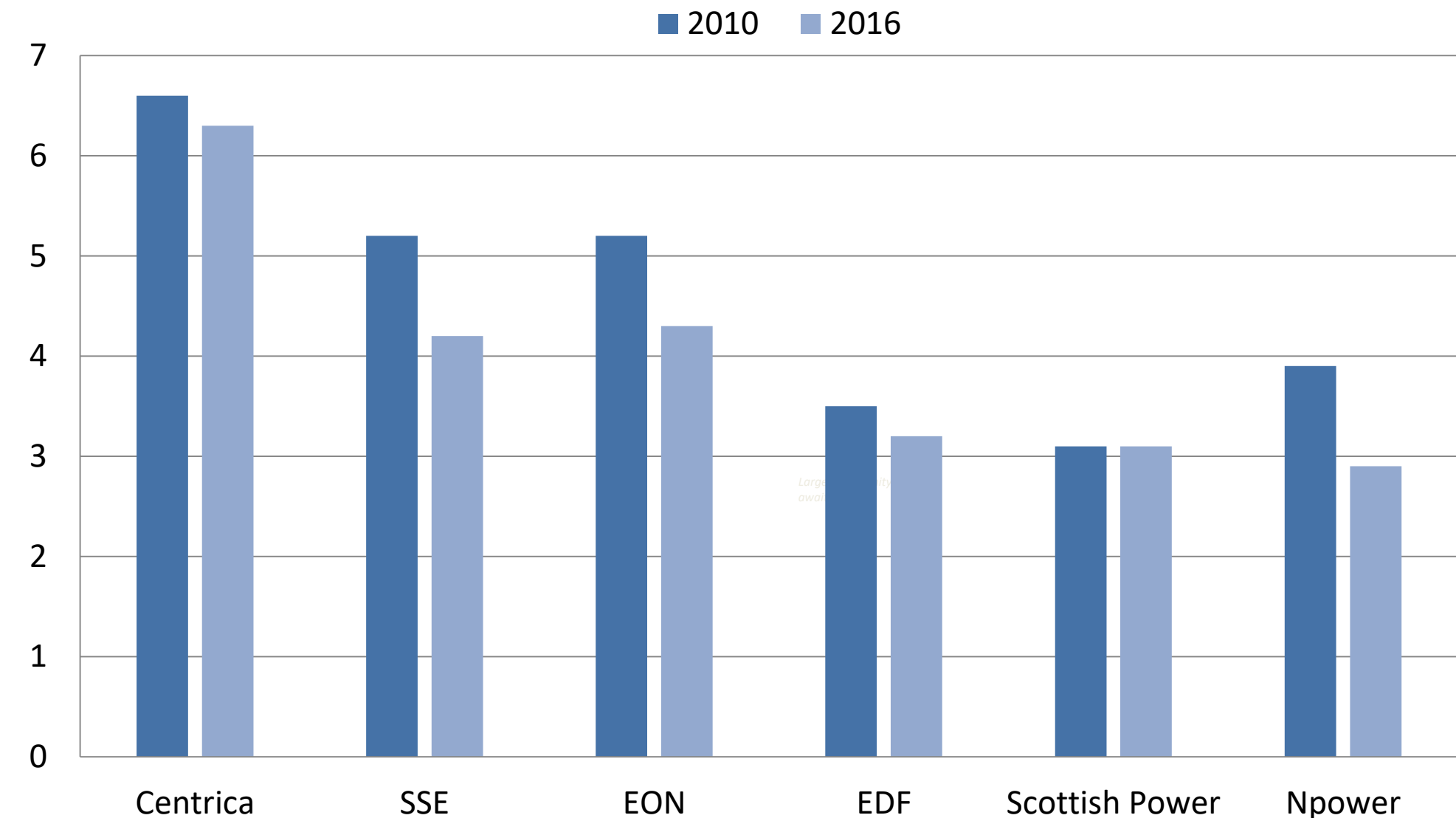
## UK Legislation

- Mandated deployment of 53million smart electricity and gas meters by 2020.<sup>1</sup>
- Lowers barriers for new entrants, representing major strategic threat for incumbent utilities
- 83% of SME energy consumers would consider an alternative provider, such as a telco or retailer<sup>2</sup>

1. <https://www.ofgem.gov.uk/gas/retail-market/metering/transition-smart-meters>  
2. Accenture New Energy Consumer Handbook

## Shifting Market Structure

Customers of UK 'Big 6' Utilities



Source: Bloomberg



Simble

# How it Works

- 1 Channel partner engages SME
- 2 IOT sensors installed at SME by channel partner. Our platform is agnostic and can be connected to any device
- 3 Access to our platform is remotely activated
- 4 Our software's 'Measure and Verify' features analyse SME's base line energy consumption
- 5 Our software's '2-way Smart Control' features are used to action savings



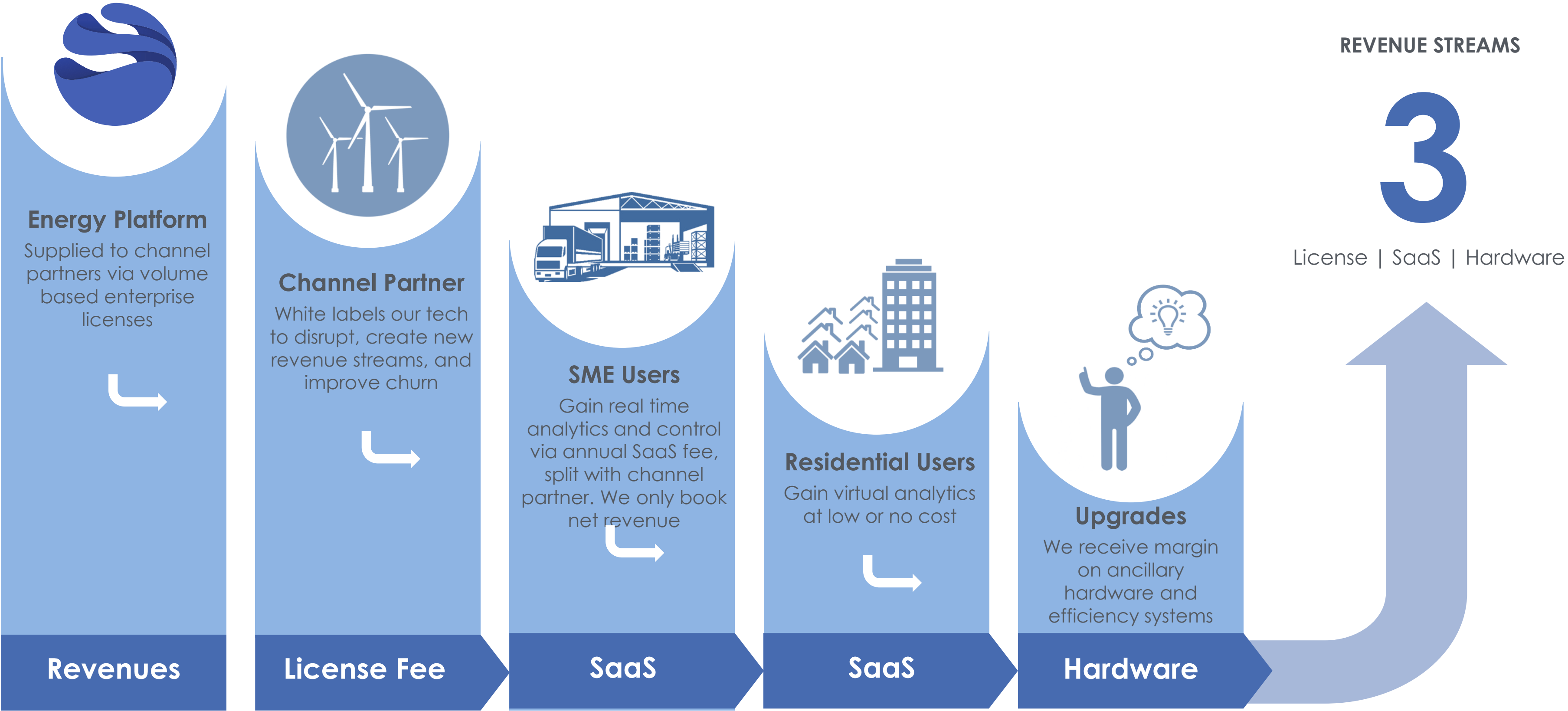
**By saving 10 – 20% off their energy bill, our SME customers can realise an ROI within weeks**



Simble



# Commercial Model



## CHANNEL PARTNER NETWORK



On track to shortly announce major new partners in Australia and the UK

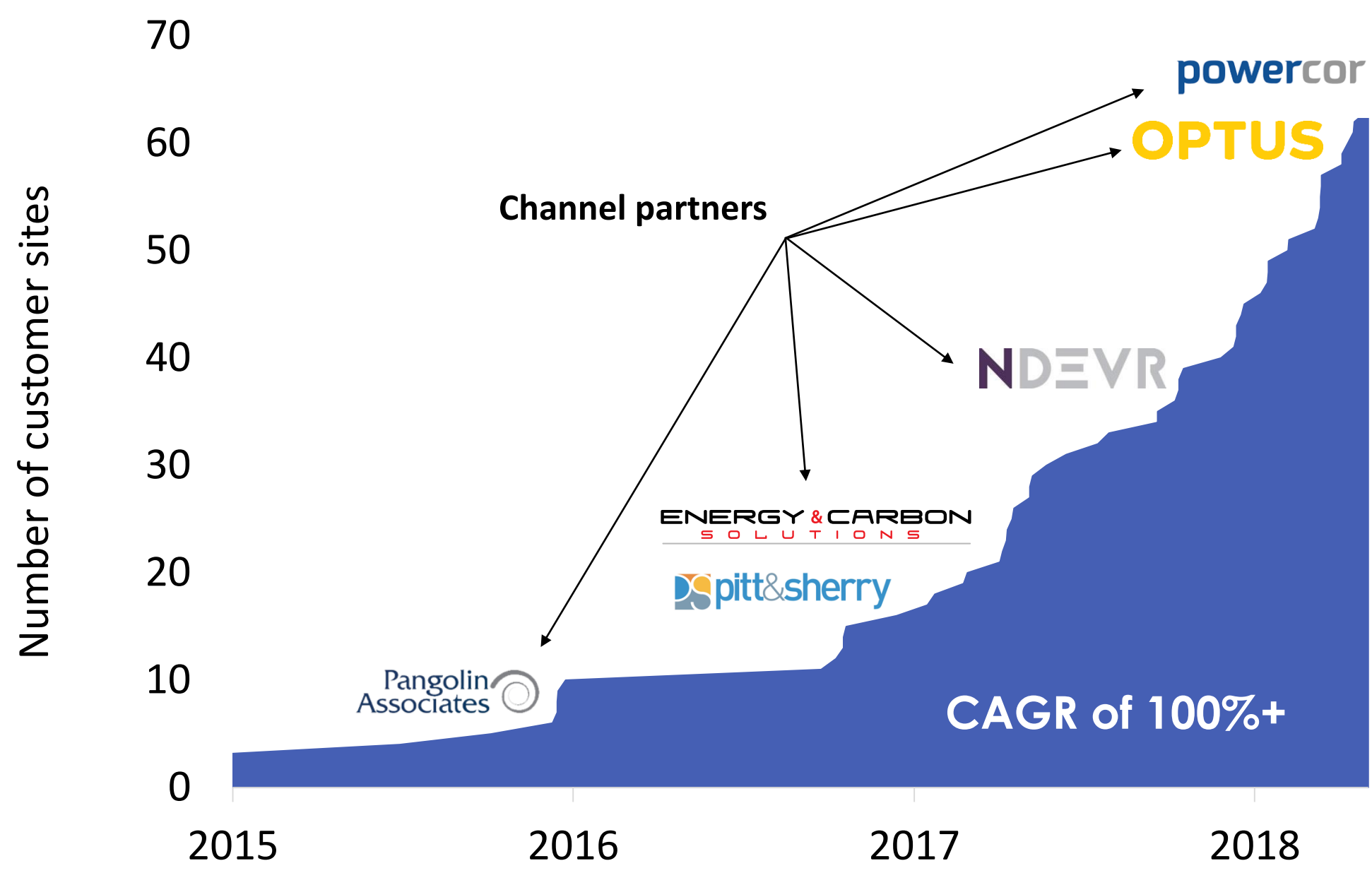




## SME Customers



## Customers using the Simble Energy Platform



The Simble Energy Platform has seen a CAGR of 100%+ prior to signing up large channel partners

# Opportunity Pipeline

We are on track to deliver key prospectus objectives

Identity	Status		Opportunity
	Dec Qtr	Mar Qtr	
Australian Energy Service Providers	Existing Customers	Further sites added	Upsell to further sites
UK Energy Service Provider	Completed trials	Channel partnership*	15 new customers / month
Major Lighting OEM	Trial pending	Channel partnership negotiation	30 new customers / month
2 x Small Utility	Negotiating trials	Negotiating trials	TBC
Major Telco (Optus)	Negotiating LOI	Channel partnership**	100 – 300 new customers / month
Major UK Bank	Contract negotiation	Trial underway	Total of 1000 branches
Major European Airport	Trial Pending	Channel partnership negotiation***	TBC
Major UK Metering Company	Demonstration	Demonstration	20 new customers / month

\* refer to ASX announcement dated May 10<sup>th</sup>

\*\* refer to ASX announcement dated April 3<sup>rd</sup>

\*\*\* targeting major air and land transportation hubs including a major European airport – trial pending



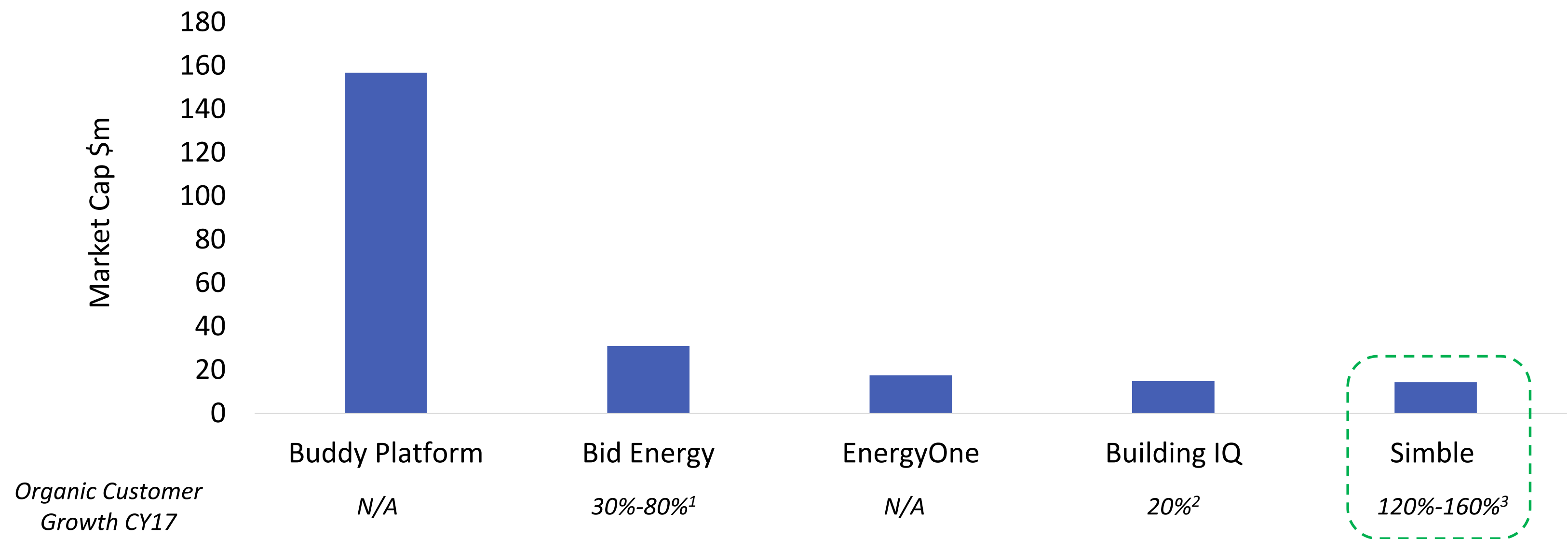
# Opportunity Pipeline

We have also deployed IPO capital towards new opportunities

Identity	Status		Opportunity
	Dec Qtr	Mar Qtr	
Major Australian Technology Distributor	-	Contract negotiation	TBC
Local arm of Global Electronics Company	-	Contract negotiation	TBC
Australian Energy Service Company	-	Contract negotiation	TBC
Small UK Utility	-	Contract negotiation	TBC
UK Energy and Infrastructure Provider	-	Contract negotiation	TBC

# Peer Comparison

## ASX Energy Management Software Peers



Simple is the fastest growing energy management play on the ASX and offers the least demanding valuation

Sources: Company filings. Market cap data as of 11 May 2018

Notes:

- 1. Calculation based on number of customers (lower end) and number of meters under management (upper end)
- 2. Calculation based on number of buildings
- 3. Calculation based on number of meters under management (lower end) and customers (upper end)



# Board of Directors



**Philip Tye**  
Chairman

- Capital markets professional with 20 years experience in the investment banking and hedge fund management industries in Asia.
- Listing Committee of the HK Stock Exchange.
- Director of HFL Advisors Limited
- Member of the Institute of Chartered Accountants in England and Wales.
- Member of Remuneration and Nomination Committee and Audit and Risk Committee



**Fadi Geha**  
CEO & Executive Director

- Engineer with over 25 years experience in enterprise software sales, consulting, and IT M&A.
- Founder of Simble enterprise SaaS business (formerly known as Acresta) and CEO for the past seven years.
- Senior management positions with SAP Australia and Accenture.
- Member of Remuneration and Nomination Committee



**David Astill**  
Non Executive Director

- Legal professional with over ten years experience in corporate advisory and governance.
- Member of the Australian Institute of Company Directors. Admitted as a solicitor of the Supreme Court of Queensland and the High Court of Australia. Director of the Astill Legal Group
- Member of Remuneration and Nomination Committee and Audit and Risk Committee



**Tharun Kuppanda**  
Company Secretary

- Significant experience in managing the corporate secretarial functions of ASX listed technology, gaming and mining companies and large unlisted public companies.
- Member of the Law Society of NSW and an Associate of the Governance Institute of Australia.



Simble

# Executive Management



**Fadi Geha**  
CEO & Executive Director

- Engineer with over 25 years experience in enterprise software sales, consulting, and IT M&A.
- Founder of Simble enterprise SaaS business (formerly known as Acresta) and CEO for the past seven years.
- Senior management positions with SAP Australia and Accenture.



**Mark Duke**  
Chief Financial Officer

- 14 years Executive Management in multi-national financial and technology firms, including Findex and GE Capital
- CEO, COO and CFO, positions at Crowe Horwath, Australia
- VP European Finance for Security Capital Group throughout its NYSE listing, prior to its \$4bn takeover by GE



**Bill Dimopoulos**  
Head of Sales & Marketing

- 25 years experience in sales, marketing and leadership positions.
- Track record of building the revenue profiles of mature, SME, and start up businesses to in excess of \$100million.
- Formerly HP Australia, Hutchison Telecom Australia, Optus Australia, Symmantec, Oakton, NBN Co



**Kalana Navaratne**  
Head of Strategy

- Transformation and technology expert in the utilities and smart home industries.
- Worked in analytical and advisory capacities for three of the UK's six largest utilities – including British Gas, E.On and npower.



**Martin Hannah**  
Chief Technology Officer

- 30 years experience in Enterprise Software and ICT industry
- Previously held senior management positions in multi-national technology and software companies
- Experience in employing Cloud, Hybrid and Miniature computing technologies, having led companies through local and international expansion.



Simble



# Investment proposition

- Proven management team with track record of creating value in ICT industry
- Fastest growing energy management company on the ASX
- On track to shortly announce major new partner and customer wins in UK and Australia
- Tight share register with 10 institutions and significant inside ownership
- Undemanding valuation versus other ASX energy management plays

# Contact



**Simble**



+61 2 8208 3366



Level 12,  
6-10 O'Connell Street,  
Sydney NSW 2000



[www.simblegroup.com](http://www.simblegroup.com)

Investor enquiries:

Tharun Kuppanda  
Company Secretary  
+61 2 8016 2875  
[cosec@simble.io](mailto:cosec@simble.io)

Media enquiries:

Krissie Vitasa  
Media & Capital Partners  
+61 434 131 579  
[krissie.vitasa@mcpartners.com.au](mailto:krissie.vitasa@mcpartners.com.au)



Simble