



ASX ANNOUNCEMENT

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Synnex to Distribute the Simble Energy Platform

Highlights

- Synnex Australia becomes the primary distributor for Simble in Australia, distributing the Simble Energy Platform to its entire network of 6,000 resellers
- Synnex to handle end-to-end distribution from channel partnership sales across all states and territories of Australia
- Simble will be the only Internet of Things (IoT) enabled energy management platform vendor to Synnex
- Sales and marketing activities to commence immediately

Simble Solutions Limited (**Simble** or the **Company**) is pleased to announce that Synnex Australia (**Synnex**) has been secured as the Company's primary distributor in Australia.

Synnex will distribute the Simble Energy Platform to its entire network of 6,000 resellers across Australia as well as provision and manage all purchase orders from Simble's channel partner network. The Simble Energy Platform will be the only IoT enabled energy management platform to be distributed via Synnex's reseller network

The Simble Energy Platform will be sold as a bundled software and hardware solution in three-year contracts, paid upfront.

Fadi Geha, CEO of Simble said: "This agreement is a game changer and concludes our transition from an R&D focused early stage technology company to a sales focused SaaS business. We are delighted to be chosen to supply our products through Synnex's multi-billion-dollar network alongside globally respected technology brands like HP, Intel, Samsung or Microsoft. Synnex's extensive distribution network and world-class facilities will accelerate the commercial rollout of our IoT energy management solution."

Synnex Australia is one of the leading distributors in Australia, operating as a division of Synnex Technology International Corporation, the largest IT distribution company in the Asia Pacific region. Synnex Australia has a network of 6,000 resellers operating a state-of-the-art fully automated logistics centre in Sydney, housing 10,000 pallets and processing more than 106,000 cartons per week.

Sales and marketing activities will commence immediately as Synnex and Simble prepare for joint marketing initiatives to drive sales of the Simble Energy Platform.

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The inclusion of Simble's IoT energy management platform into Synnex' product mix positions Synnex as a pioneer in the IoT technology market.

Kee Ong, CEO of Synnex commented on the agreement: "Synnex has a strong heritage and we have a track record of outpacing our competition through innovation, strategic partnerships and our ability to anticipate long-term trends. The Internet of Things is one of the fastest growing industries in the world and 50 billion connected devices are set to hit the market by 2020. Simble's IoT energy management platform is a value-added solution that will allow us to bring the Internet of Things to our partners."

He continued: "We have a vision to remove the complexities and costs associated with the Internet of Things and believe that Simble's value proposition is compelling for our network of resellers. We are preparing for sales and marketing activities ahead of the commercial rollout with a view to distributing further IoT solutions from Simble in the near future. "

The distribution agreement will enable Simble to leverage Synnex' vast network across all states and territories in Australia, significantly increasing the Company's geographic reach and facilitating near-term market penetration. Synnex will fast-track the Simble Energy Platform's commercial rollout and enable the Company to distribute its bundled solutions through one integrated facility at the lowest possible cost.

Fadi Geha said: "Our growth strategy is gathering pace. We recently secured Optus as a reseller and have now signed on the Asia Pacific region's largest IT distributor. The agreement is a reinforcement that we have successfully transitioned from a direct sales model to a channel centric strategy and Synnex will enable us to respond to the rising demand for the Simble Energy Platform."

This agreement is a distribution agreement fully ratified by both parties for an initial term of 12 months and is not subject to a trial period. The agreement includes marketing obligations, KPIs, termination provisions which are customary for an agreement of this nature. The agreement does not guarantee that any sales will occur. Simble will make an appropriate disclosure if and when a material sale occurs.

ENDS

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About Synnex

Synnex is one of the leading distributors in Australia, working with over 6,000 partners and more than 80 vendors, providing a suite of services and solutions to value-added resellers, system integrators and computer retailers, as well as managed service providers and born-in-the-cloud providers. Synnex has a strong channel heritage, honed over decades of service to the local technology industry.

Synnex Australia operate as a division of Synnex Technology International Corporation, the largest IT distribution company in the Asia Pacific region and ranked the third largest worldwide. With offices in Melbourne, Sydney, Brisbane, Perth and New Zealand, Synnex offers value through end-to-end solutions, competitive pricing, stock availability, product reliability, on-time delivery and excellent after sales service.

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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