

ASX ANNOUNCEMENT

17 July 2018

UK sales exceed guidance as new blue chip customers accelerate demand

Highlights

- UK sales are exceeding guidance following launch of Simble Energy Platform in LED bundling arrangement alongside one of the world's largest lighting manufacturers
- Installations at Ferrero Rocher, Roehampton University and Richmond Borough Council validate demand for the Simble Energy Platform ahead of a broader rollout to the SME sector
- Cumulative orders for the Simble Energy Platform now total \$660,000 across Australia and the UK, strengthening Simble's recurring revenue base and affirming its position as the fastest growing energy management software company on the ASX
- Early success of the Powercor channel partnership has galvanised interest from UK utilities industry participants and partnership discussions are at advanced stages

Simble Solutions Limited (**Simble** or the **Company**), an Australian software company focused on energy management and mobility solutions, is pleased to announce that sales of the Simble Energy Platform in the UK are exceeding guidance.

The Company's recently announced channel partner¹, Powercor Limited (**Powercor**), is delivering more than 20 customer sites per month via a technology bundling arrangement alongside one of the world's largest lighting manufacturers.

Within this channel partnership's first ten weeks, Powercor has generated orders to date valued at ~£100,000 (~A\$180,000) for the Simble Energy Platform. All underlying customers are already activated or scheduled for installation, the point at which Simble commences recognition of recurring revenue. These orders also incorporate a hardware component which is recognised upfront.

Uptake of the Simble Energy Platform by early 'blue chip' adopters including Ferrero Rocher, Richmond Borough Council and Roehampton University is now stimulating demand across the broader SME sector.

Chris Wright, Technical Director of Powercor commented, "By white labelling Simble's software, we are able to validate the benefits of new IOT technologies and develop recurring customer relationships. Our LED lighting bundle is witnessing significant demand and our sales pipeline continues to grow".

¹ Refer to ASX filings

10th May 2018 "Powercor UK signs on as channel partner"



Following this early success of the Powercor channel partnership, cumulative orders for the Simble Energy Platform now total \$660,000 across Australia and the UK. To drive further commercialisation, the Company has accelerated discussions with UK utilities industry participants surrounding potential partnerships targeting the broader UK SME sector. Whilst there is no guarantee these discussions will evolve into definitive agreements, Simble will keep the market updated if and when this does occur.

Commenting on the outlook, Simble CEO, Fadi Geha said, “Our recent expansion into the UK is delivering results and we are rapidly growing users on our IOT platform. Together with Powercor and other channel partners, we look forward to empowering more UK businesses to take control of their energy consumption via our disruptive IOT technology”.

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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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