



Simble

INVESTOR PRESENTATION
JULY 2018



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Simble

Company Snapshot

- ASX listed technology company focused on **energy SaaS** with highly scalable **Internet of Things** platform
- Fastest growing** energy SaaS co on the ASX, funded by 10 small cap institutions, and existing mobility unit (CY17 revenue \$2.8m*)
- Accelerating sales** as large channel strategy ramps up with orders of \$660k announced this month
- Launching into utilities market** via technology collaboration with Accel-KKR backed Utiligroup
- Least demanding valuation** amongst energy software peers

ASX Symbol	SIS
Ordinary Shares	
• Quoted ¹	69,605,935
• Escrowed for 12 months from issue	1,214,51
• Escrowed for 24 months from admission	19,094,54
Total	89,915,000
Performance Shares²	40,000,000
Market Capitalisation	\$14.8 million
Share Price	\$0.165
Cash (31 Mar)	\$3.4m

Top Shareholders	
Fadi Geha	13.4%
Tribeca Investment Partners	8.3%
Velasco S.A	6.1%
Regal Funds	5.4%
Top 20	68.3%

*CY17 revenue and other income, principally from Mobility software business and R&D rebates

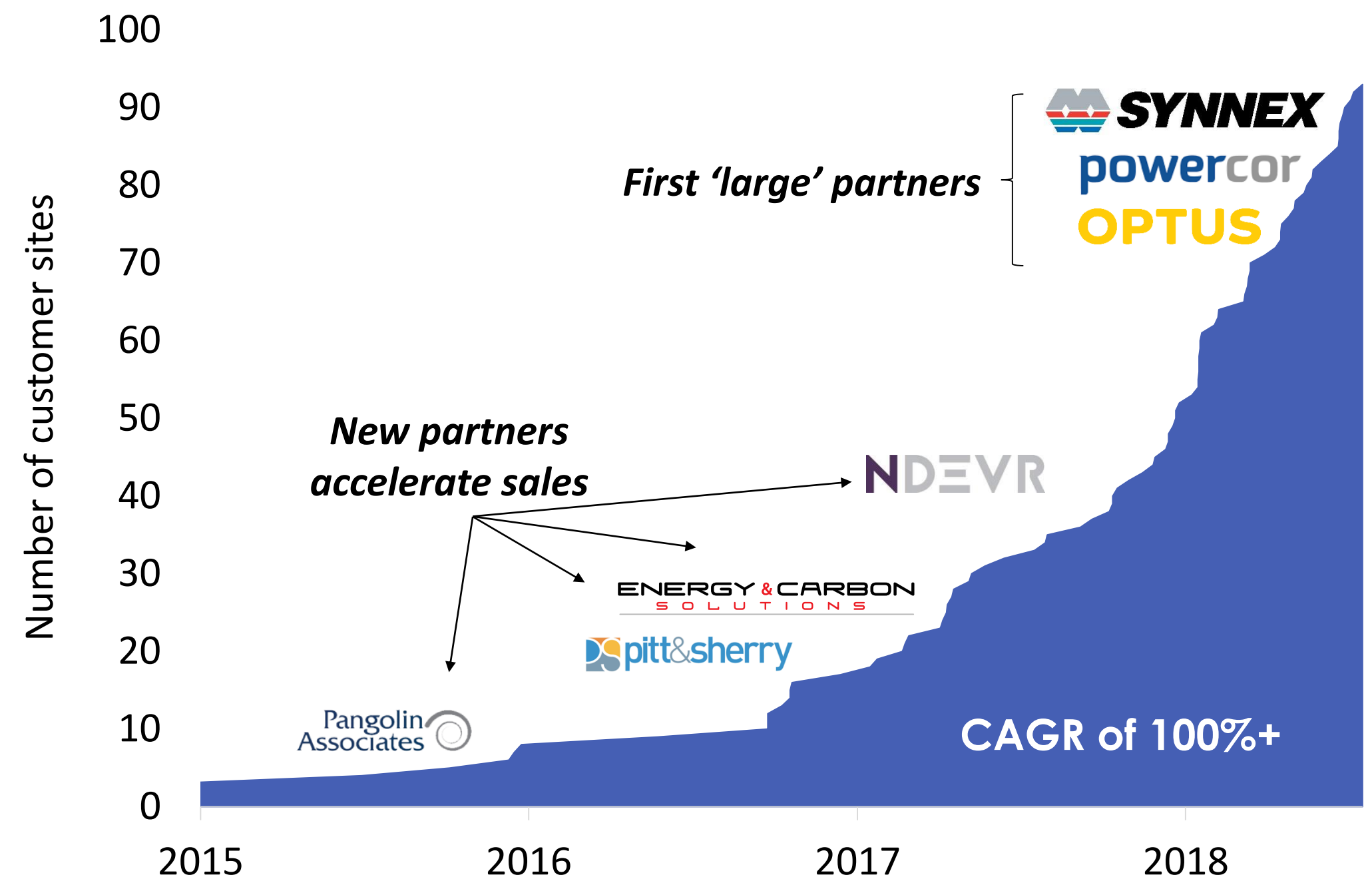
¹23,100,250 quoted shares are subject to voluntary escrow for six months from quotation.

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

Sales and Marketing Update

- **Rapid 'grass roots' adoption** amongst SME's in Australia dominates existing user base
- First large scale partners announced Q2 2018 – **Powercor UK, Optus, Synnex**
- Large partner strategy validated by **initial orders totalling \$660k** announced in July
- Advanced discussions with UK utilities to drive mass market adoption
- Targeting **material cash flow uplift from Q3 2018** as partnerships ramp up in UK and Australia

Customers using the Simble Energy Platform



The Simble Energy Platform

Energy Visualisation & Analytics

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 \$42.9b¹ energy management systems market¹



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



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

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

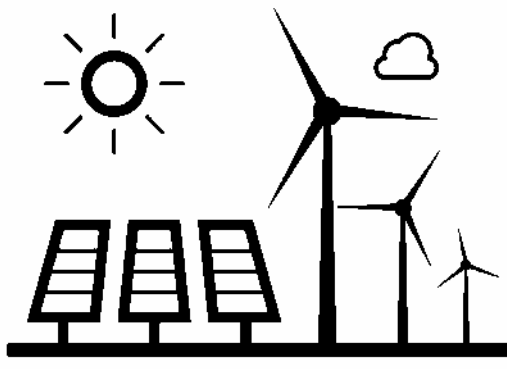
Surplus capacity from Renewable / Storage projects implemented by our users is collectively managed and sold into the grid



2022

Vision

Utility of the future



Virtual Analytics



in collaboration with



- Technology **collaboration with Utiligroup**, which is owned by **Accel-KKR** and services a significant share of the UK utilities market
- Disruptive enhancement to Simble Energy Platform **targeting UK utilities**
- Delivers remote energy analytics – **no hardware install required**
- Gateway for mass market penetration of Simble Energy Platform, generating **recurring license and SaaS revenue**
- Launching Q3 and **discussions** are very advanced with **foundation utility customers**



Simble

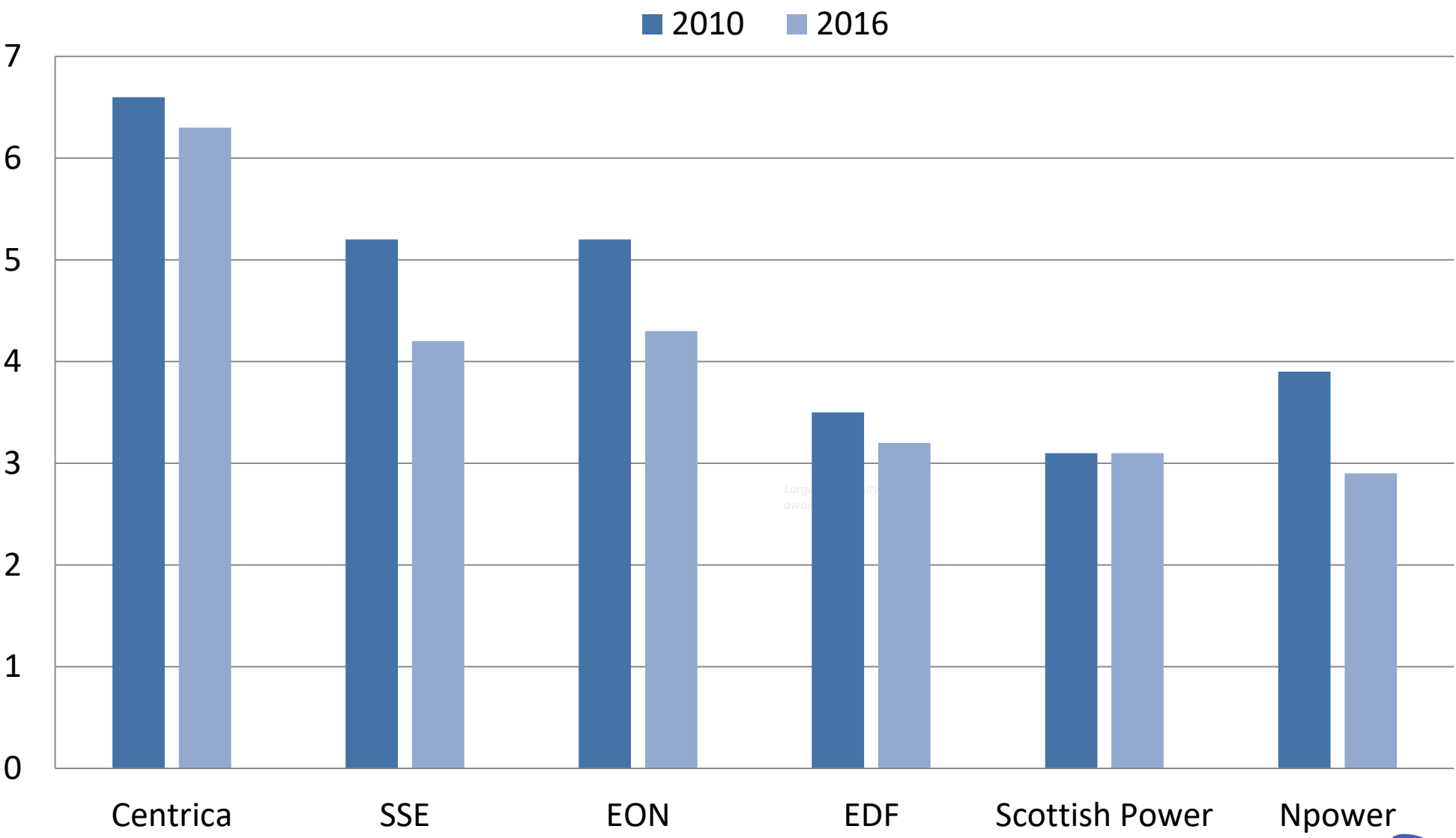
UK Legislation

- Mandated deployment of 53million smart electricity and gas meters by 2020.¹
- 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 retailer²

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

Shifting Market Structure

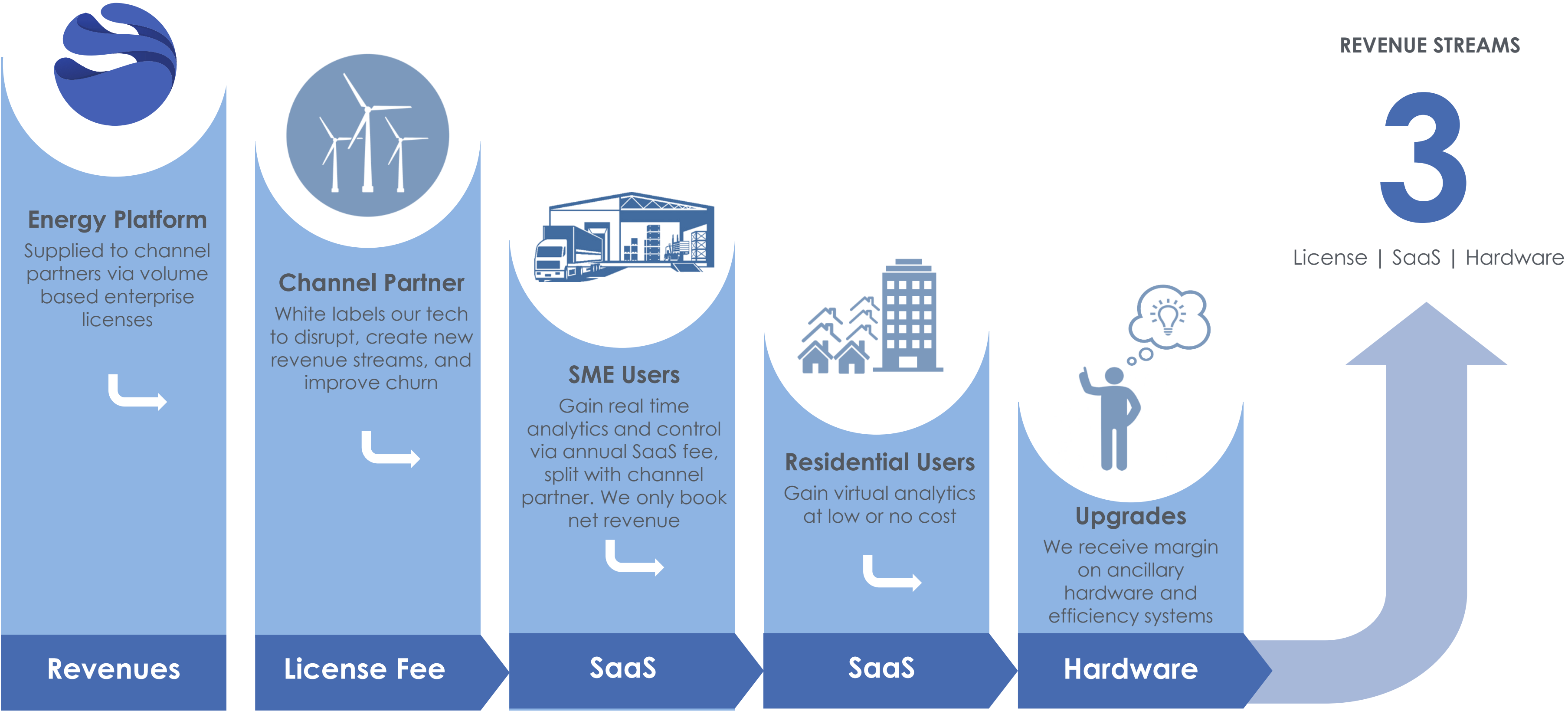
Customers of UK 'Big 6' Utilities



Source: Bloomberg

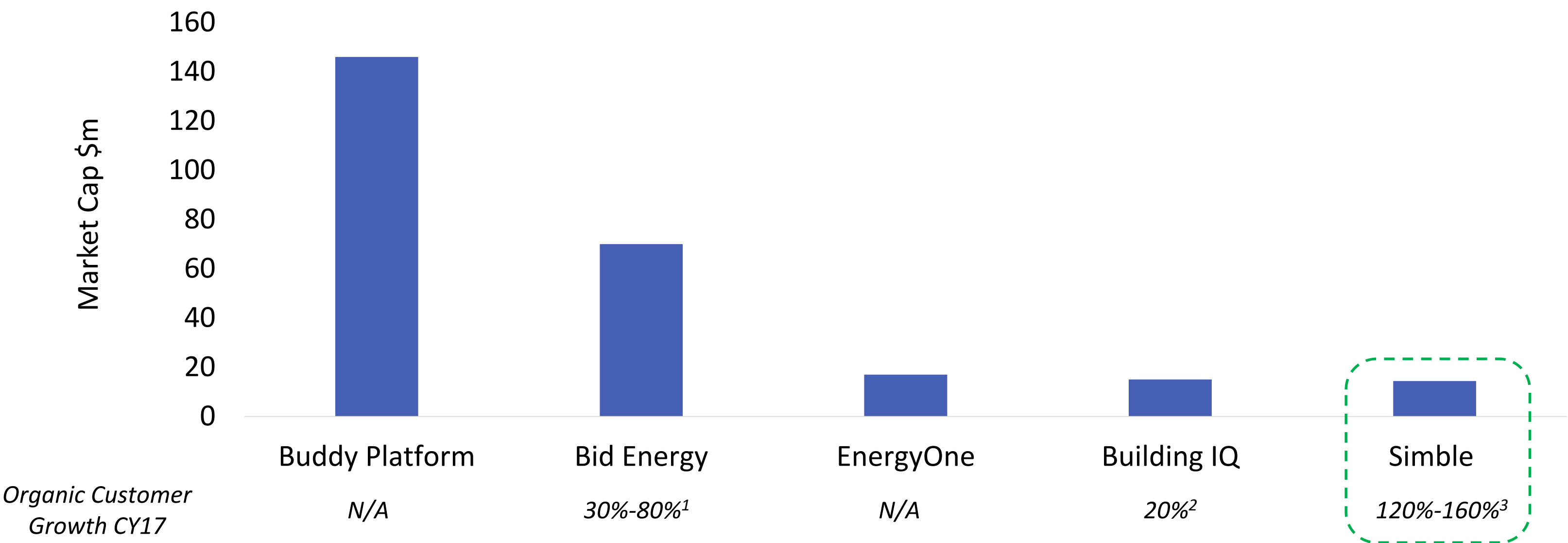


Commercial Model



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 20 Jul 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)



Investment proposition

- Proven management team with **track record** of creating value in ICT industry and **delivering key operational targets**
- **Fastest growing** energy SaaS co on the ASX, funded by 10 small cap institutions and existing mobility unit (CY17 revenue \$2.8m)*
- **Lots of near term value drivers** including accelerating energy sales, material cash flow uplift, and launch into utilities industry in collaboration with Accel-KKR backed Utiligroup
- **Tight share register** and aligned management interests via significant inside ownership
- **Least demanding valuation** versus other ASX energy management software plays

*CY17 revenue and other income, principally from Mobility software business and R&D rebates

Appendices



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

Business Units

Energy Management

- 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



Our 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 annually¹

¹Source: BP Statistical Review of World Energy, Simble Estimates.

Target Markets

- 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



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

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