

# BUSINESS UPDATE

May 2019

[www.growthops.com.au](http://www.growthops.com.au)

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# WHO WE ARE

REINVENT HOW OUR CLIENTS GROW & DELIVER GROWTH

500+ staff across 9 APAC locations

**AKL**

**BNE**

**CBR**

**HKG**

**KUL**

**MEL**

**MNL**

**SIN**

**SYD**

# SERVICES AND PRODUCTS

## SERVICES PRACTICES

Services are structured as practices. A practice is a collective of people delivering particular outcomes for our client.



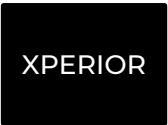
AUSTRALIA / NEW ZEALAND PRACTICES



ASIA PRACTICES

## PRODUCTS GROWTHOPS VENTURES

Currently comprises Xperior and a number of small strategic investments with future products to be added.



*\*Future planned*

### SERVICES

TECHNOLOGY

CREATIVE AND BRAND

CONTENT AND PRODUCTION

GROWTH STRATEGY

LEADERSHIP AND COACHING

GROWTH MARKETING

# A PRACTICE FOR EVERY CHALLENGE



## WE THINK



STRATEGY DEFINITION  
BUILD THE RIGHT THING

## WE DO



STRATEGY EXECUTION  
BUILD THE THING RIGHT

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# AMBITIONS



## LIVE IT

Bring our **A game** and rewrite the rules



## SPREAD IT

**Win** new high value client logos



## BUILD IT

**Build effective** product ventures



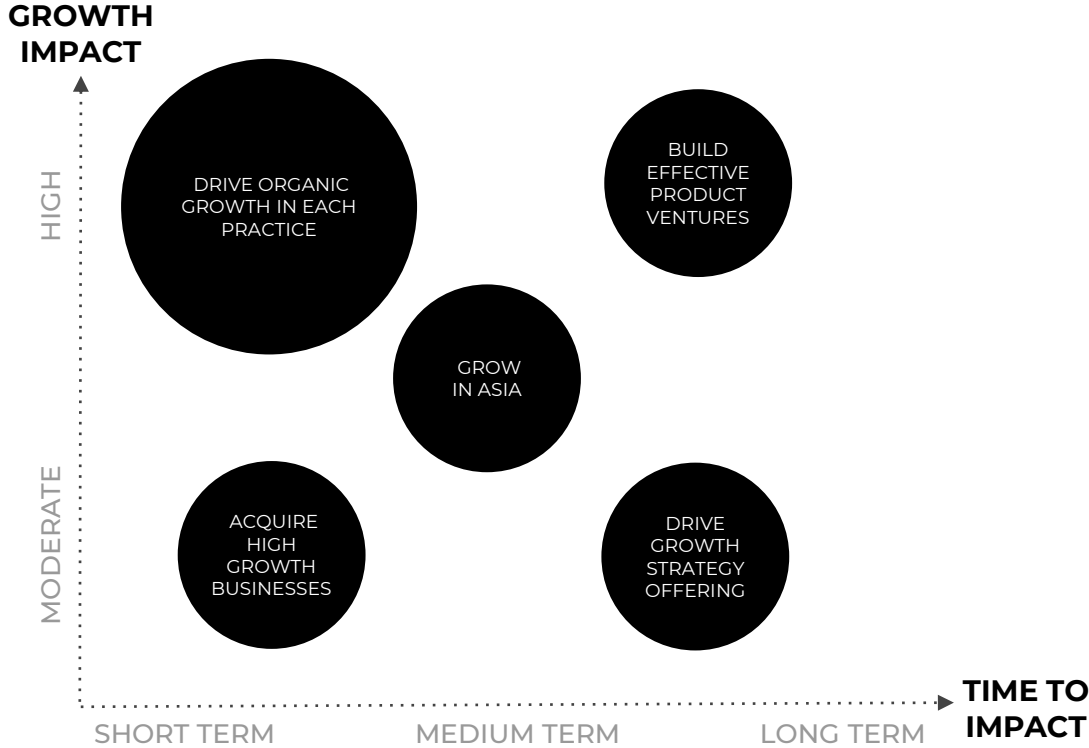
## GROW IT

**Revenue growth** each year



# WHERE ARE WE GOING TO GROW?

- Continuation of strategy presented at AGM
- Organic growth in all practices is the highest priority of management





Break away from the pack

**POSITION  
GROWTHOPS AS THE  
ANTI-CONSULTANTS**

# CLOUD ALIGNED GROWTH

GrowthOps' technology practices are focusing on services growth driven by fast-growing cloud platforms

### Google<sup>1</sup> estimates that:

- JAPAC total addressable cloud computing market (cloud platforms) is ~\$23 billion
- 80% of companies globally have not moved to the cloud
- 88% of companies will move to a multi-cloud strategy in the future

### Salesforce<sup>2</sup>:

- Growing 28% YoY in APAC region
- Estimates that Einstein has a global total addressable market (TAM) of \$20bn in 2022

### CLOUD PLATFORMS



GCP is fastest growing cloud at **81.7% p.a.**<sup>2</sup>  
GrowthOps is Australia's first Google partner



GrowthOps is Advanced Partner



Leading in FS in market where cloud penetration is low. GrowthOps is a Gold Partner

### CLOUD APPS




GrowthOps Einstein practice is globally recognised



Leader for enterprise digital marketing solutions in Malaysia



Sitecore growing at **~35% p.a.**<sup>4</sup>



Leading digital workflows platform with growth of **33% p.a.**<sup>5</sup> (Proposed Entrago Transaction)

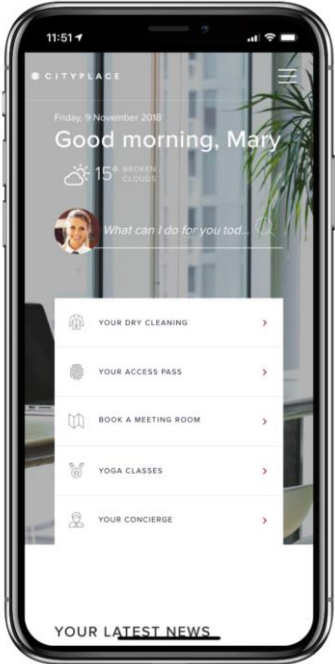


# XPERIOR PRODUCT REVENUE

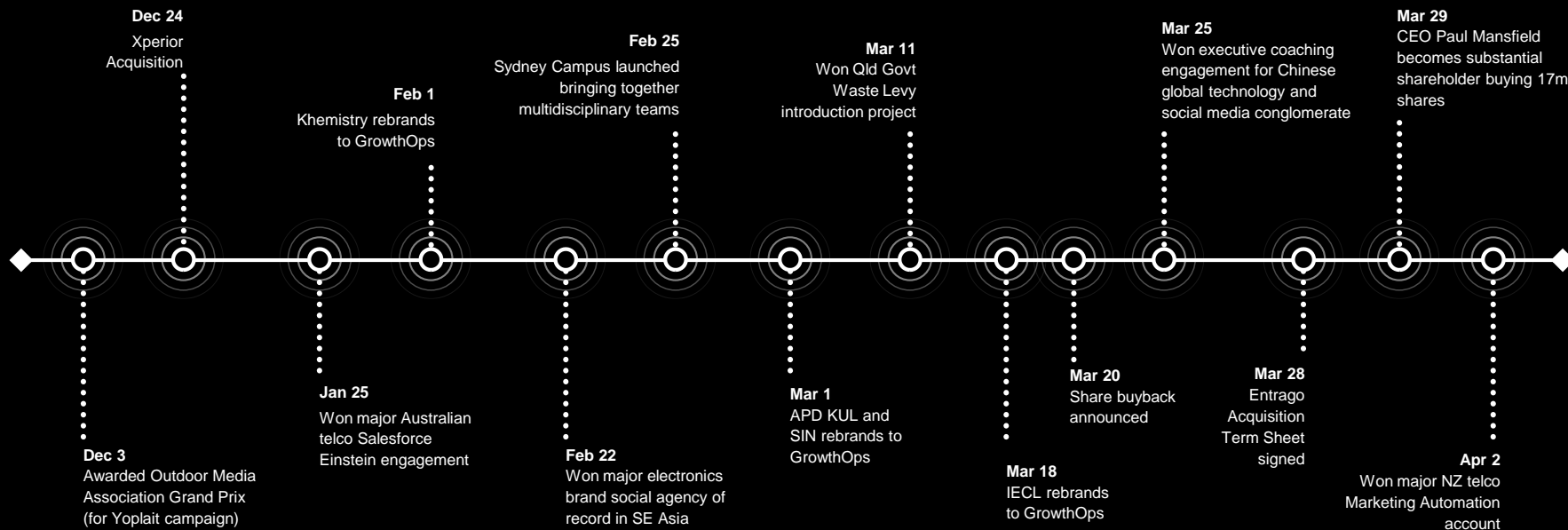
- GrowthOps derives SaaS revenue from the number and size of office buildings contracted to use the Xperior product
- Xperior enhances the day-to-day workplace experience for employees
- Xperior was acquired in December 2018, the first product to form part of GrowthOps Ventures (see ASX Announcement 24 Dec 2018)
- Xperior can drive growth by increasing the number of subscribing office buildings and from cross-selling GrowthOps services to the Xperior client base

## KEY CLIENTS

- An ASX50 REIT
- An ASX50 real estate developer
- Two global commercial real estate agencies
- Leading Singapore-based real estate developer
- Two of Australia's largest superannuation funds
- Various leading unlisted property fund managers



# TIMELINE OF ACTIVITIES



# THE CONVERGENCE OF TECHNOLOGY, CONSULTING AND MEDIA CONTINUES

Independent agency Droga5 is the latest to be acquired by Accenture Interactive in the largest deal to date by the consulting firm's agency arm

*"Accenture is trying to add the kind of creative muscle not normally associated with giant consulting firms with its plans to buy Droga5... Now it needs to make sure the two cultures merge without squelching the energy that made the agency such a standout."*

**- New York Times**  
4 April 2019

*"Finding ways of combining consultancy, deep understanding of customer experience, and the ability to execute, rather than merely advise, is what clients want."*

**- Mumbrella founder, Tim Burrowes**  
6 April 2019

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# IMPORTANT NOTES

## **FORWARD LOOKING STATEMENTS**

This presentation contains forward looking statements which are identified by words such as 'may', 'could', 'believes', 'estimates', 'expects', 'intends' and other similar words that involve risks and uncertainties. These forward-looking statements speak only as of the date of this presentation, and GrowthOps does not undertake to publicly update or revise any forward-looking statement.

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# THANK YOU

If you have any investor relations queries  
or just want to have a chat, please reach out.

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*GrowthOps*