



7 June 2019

The Manager  
Company Announcements Office  
ASX Limited  
Level 4, Exchange Centre  
20 Bridge Street  
SYDNEY NSW 2000

Dear Sir/Madam

**ONEMARKET LIMITED (ASX:OMN)**  
**ANNUAL 2019 RESULTS RELEASE AND CONFERENCE CALL INFORMATION**

Attached is the Investor Presentation for OneMarket Limited.

Yours faithfully  
**ONEMARKET LIMITED**

**Simon Tuxen**  
**Company Secretary**



## OneMarket Investor Presentation

June 2019

# Disclaimer

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## **All figures within this presentation are presented in US dollars unless otherwise stated**

The financial information included in this release is based on the OneMarket's IFRS financial statements. Non IFRS financial information has not been audited or reviewed.

This release contains forward-looking statements, including statements regarding future earnings and distributions that are based on information and assumptions available to us as of the date of this presentation. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward looking statements. These forward-looking statements are not guarantees or predictions of future performance, and involve known and unknown risks, uncertainties and other factors, many of which are beyond our control, and which may cause actual results to differ materially from those expressed in the statements contained in this release. Except as required by law or regulation (including the ASX Listing Rules) we undertake no obligation to update these forward-looking statements.

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OneMarket is a retail technology company developing a cloud-based, connected platform and ecosystem of customer-centric solutions, called the OneMarket Customer Activation Platform. The platform is designed to identify, understand and activate customers, online and offline, creating meaningful and continuing relationships between customers, retailers, brands and venues.



ONEMARKET™

# Annual 2019 Results Highlights

US\$000s	15 Months from 1 January '18 to 31 March '19
<b>Profit &amp; Loss</b>	
Net Loss after Tax attributable to OneMarket Limited	(92,016)
<b>Balance Sheet (31 March 19)</b>	
Net Assets	118,992
Net Assets attributable to OneMarket Limited <sup>1</sup>	106,134
Net Assets per Share attributable to OneMarket Limited	\$1.02 (A\$1.44 <sup>2</sup> )
Adjusted Net Assets per Share attributable to OneMarket Limited <sup>3</sup>	\$0.88 (A\$1.24 <sup>2</sup> )

## Notes

- 1 Adjusted for minority interests.
- 2 Based on AUD/USD exchange rate of .7114 as at 31 March 2019.
- 3 Adjusted for minority interests and 2.7 million restricted stock units issued as at 31 March 2019.
- 4 Actual Operating Expense may vary between months due to the uneven nature of certain cash expenditures such as annual pre-paid service contracts and staff bonuses.
- 5 Calculation is consistent with the Demerger Booklet and excludes potential revenues and includes wind-up costs.

OneMarket's revenue from current products during the period was \$8.7m.

OneMarket's cash and term deposits of \$120.5m as at 31 March 2019 are ahead of forecast in the Demerger Book including:

- Cash receipts from customers, the sale of an unlisted investment, and interest income.
- Reduction in Operating Expenses from \$6.9m per month to \$3.6m per month.<sup>4</sup>

The period for which OneMarket has sufficient resources to meet its anticipated cash needs without additional financing was extended by approximately 24 months from late-2019 to late 2021.<sup>5</sup>



# Annual 2019 Results Highlights

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## **During the 15-month period ended 31 March 2019, OneMarket has had a number of important achievements:**

OneMarket was established as an independent listed company through a demerger from Westfield Corporation concurrent with the acquisition of Westfield Corporation by Unibail-Rodamco in June 2018.

In December 2018, the Board of OneMarket appointed Joe Polverari as CEO following Don Kingsborough stepping down due to health reasons

OneMarket completed a strategic and operational review in February 2019 that resulted in a refinement of OneMarket's product portfolio to better leverage the data and advanced analytic capabilities of OneMarket's technology platform and drive revenue growth. OneMarket also reduced on-going cash expenses through a rationalization of the work force as well as a reorganization of the reporting structure to better align the organization with strategic growth objectives.

In March and April 2019, OneMarket announced that had entered into multi-year contracts with Pandora A/S and Marks & Spencer PLC.

OneMarket's Customer Activation Platform is generating encouraging, early results, significantly improving retailer-to-shopper relationship management, and achieving sales uplift and customer servicing cost reduction. Today, more than 30 retailers and venues, over 100 brands, and millions of consumer users are engaged on the OneMarket Platform.



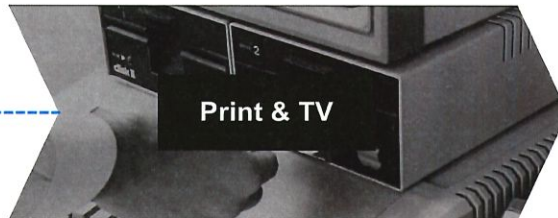
**ONEMARKET™**

**Customer Activation Platform**

Digital technology shifted control away from retailers;  
most were not ready

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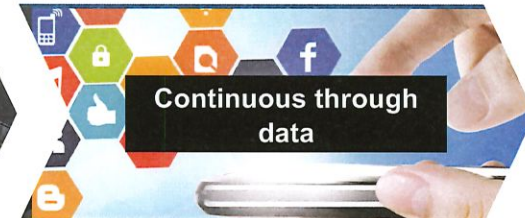
**INSPIRATION**



**INFORMATION**



**ENGAGEMENT**





Retailers face an overwhelming patchwork of point solutions that are incomplete and ineffective for managing the customer lifecycle



A photograph of a smiling woman with curly hair holding a smartphone, overlaid with a blue gradient and text.

## What's Needed

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A simple to use, cloud-based, connected platform and open solutions ecosystem to help identify, understand and activate each customer

## Leveraging OneMarket's Assets

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**OneMarket has developed core assets that are now being unified in the Customer Activation Platform**



### **Engagement Solutions**

LiveReceipt turns a basic email receipt into a two-way communication channel over popular messaging apps and drives post-purchase engagement and customer retention.



### **Advertising Solutions**

Turn-key digital ad marketplace that enables brands and retailers to drive incremental sales by using purchase and browsing history for targeting and attribution of digital ads on a single service, across channels



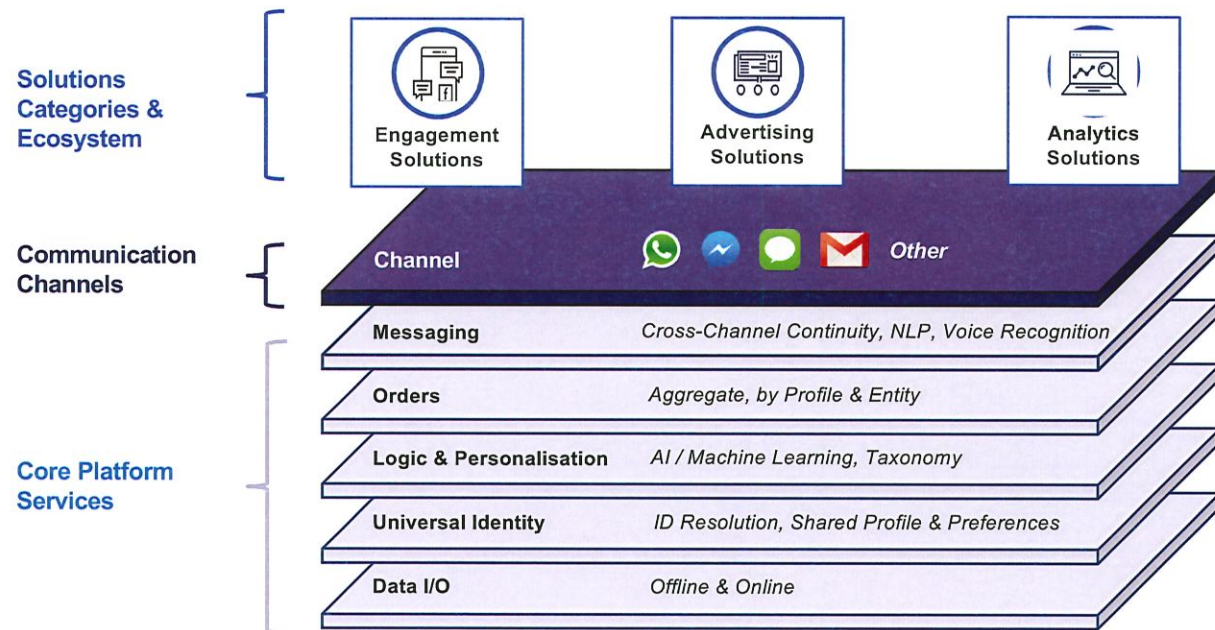
### **Analytics Solutions**

Advanced analytics and automation drive customer profiling, prediction and personalization at the Platform, Service Category and multi-retailer Network levels



# OneMarket Customer Activation Platform

Helps retailers, brands and venues, better identify, understand, and then connect with customers through intelligence-driven engagement solutions and multi-channel messaging







## Order Tracking

## Returns

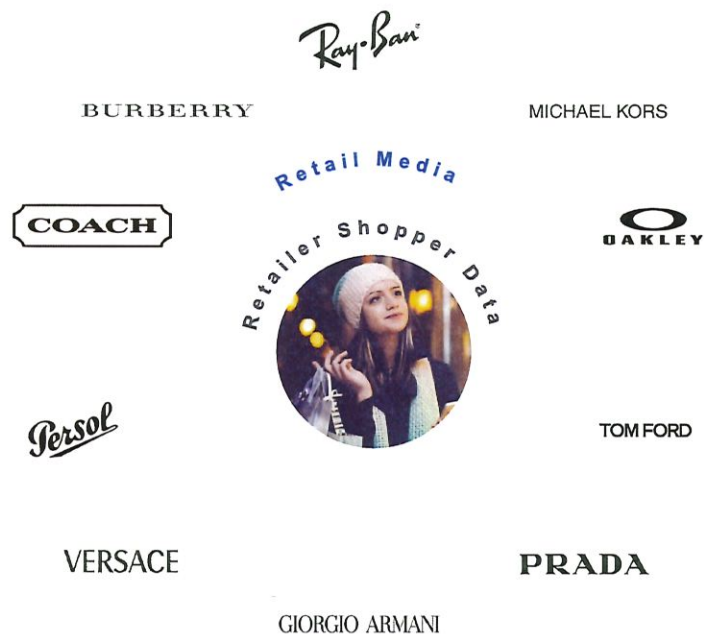
### Digital Assistant/Chat

## Future Solutions

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# Integrated Advertising Solutions for Retailers and Brands

Combine unified customer identity and detailed engagement behavior for precise targeting and attribution



## Retail Media

Automated, highly targeted retail media solution with advanced closed loop attribution



## Retailer Direct\*

Retail Media capabilities extended for a retailer's complete digital media requirements



## Brand Direct\*

Retail Media capabilities extended for a brand's complete digital media requirements

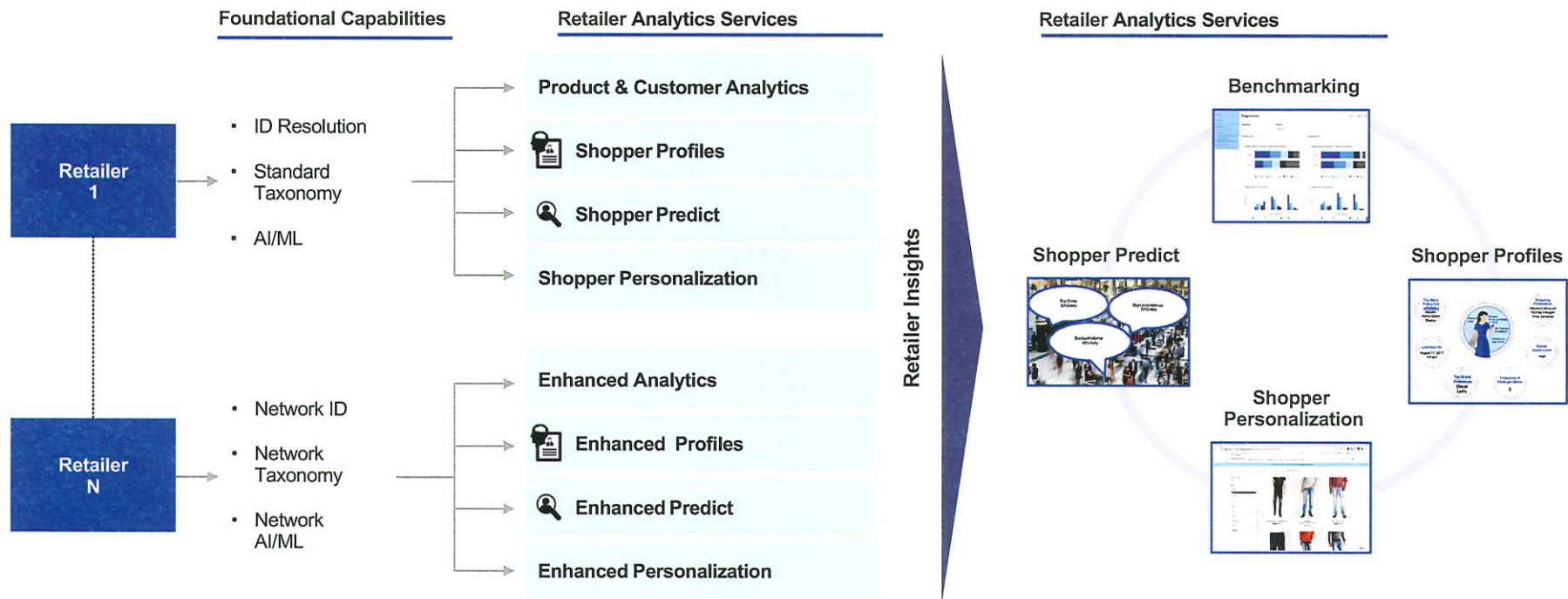


## Future Services

OneMarket or Third Party

\*In beta

# Integrated Analytics Solutions are Platform, Retailer and Multi-Retailer based to deliver value across and outside of the Solutions Ecosystem



OneMarket Analytics Solutions sources data organically, through Advertising and Engagement Solutions, or directly from retailers

# OneMarket's Customer Activation Platform and Ecosystem can benefit thousands of retailers and brands worldwide

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## **Primary Market**

- Retailers with revenue between \$100M and \$2B+
- Multi-brand
- Single brand retailers without wholesale (i.e. specialty)
- Single brand retailers with wholesale

## **Strategic Rationale**

- Typically data deficient
- Data lives in segregated in silos
- Multiple disjointed point solutions
- Inflexible legacy systems
- Limited shopper insights and actionability

## **Available Market**

- 1,000+ retailers in currently served markets and 4,000+ globally





**Q&A**