



Simble Solutions Limited (ASX:SIS)

Shareholder Update

December 2019

Simble Solutions

Simble is a software company focused on energy management and data analytics solutions with operations in Australia and the UK.

Simble's suite of Software-as-a-Service products allows users to monitor, control and optimise their energy consumption in real-time through the cloud via Internet of Things (IoT) technology.

Mega trends driving our business:

Global Decarbonisation | Big Data | Internet of Things

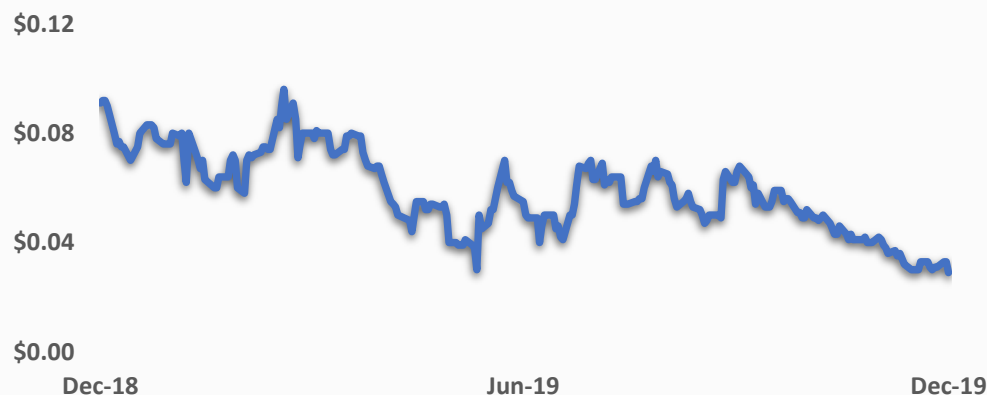
Company Snapshot



SUMMARY

- ASX listed technology company focused on smart energy Software-as-a-Service with highly scalable Internet of Things platform
- Multi-pillar growth strategy with primary focus on Australia and UK
- Refreshed Board and executive leadership team strongly focused on commercial turnaround
- Significantly reduced cost structure following strategic review

Share Price – 12 Months



ASX Code	SIS
Ordinary Shares	
• Quoted	143,965,871
• Escrowed for 24 months from admission	19,094,546
Total	163,060,417
Performance Shares	25,000,000
Market Capitalisation	\$4.73 million
Share Price	\$0.029

Shareholders	SIS
Velasco S.A.	19.7%
Fadi Geha	8.8%
Top 20 Shareholders	53.5%
No. of Security Holders	722

Simble Energy Product Portfolio



WHAT WE DO:

Energy software solutions available as entry-level applications or as premium hardware bundles supporting live data collection for energy consumers. Allows businesses to understand their usage and reduce energy consumption remotely using IoT technology.

KEY FEATURES

Circuit Level Monitoring | Data Analytics | Monitor & Control
Measure & Verify | Multi Site Comparison | Reporting

DOMESTIC



SME



LARGE | INDUSTRIAL | MULTISITE



ENTERPRISE



DCC APP (UK)

Residential Energy App,
connects to smart meters



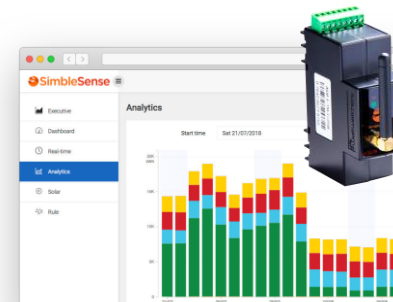
SIMBLE CONNECT

Business Energy App,
entry-level solution



SIMBLE SENSE + IoT

Business Energy Platform,
Feature-rich with hardware



CARBON VIEW

Carbon Accounting & Management
Platform for business



Residential Energy App to Deeper Engage Customers

Connected to smart meters via Data Communications Company (DCC)

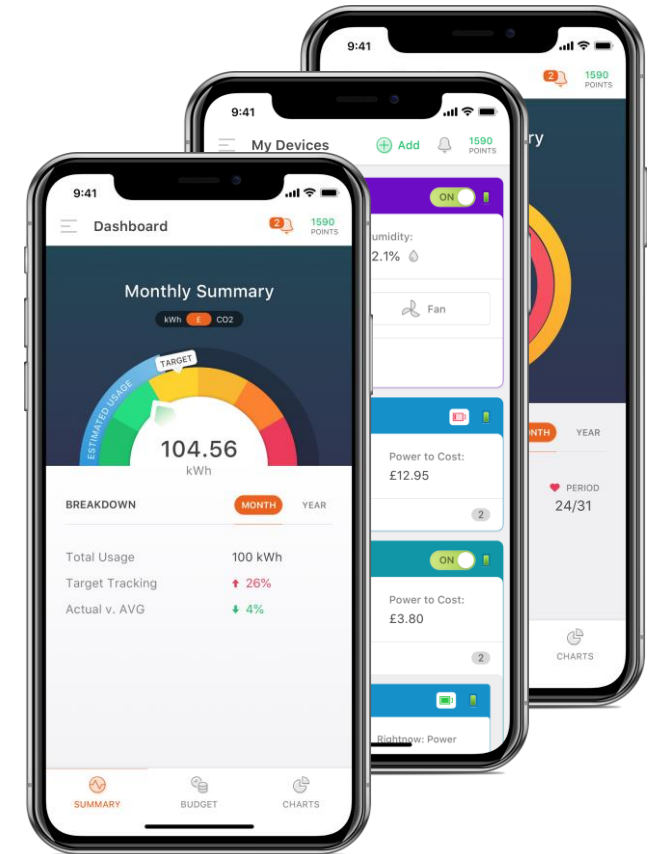
Highly scalable cloud-based mobile application for domestic users to understand and analyse energy consumption in homes. Distributed white-labelled via energy suppliers or brokers, the DCC App – or Virtual Analytics is designed to enable the *digital utility of the future* offering advanced analytics to residential customers in a multichannel customer journey.

MARKET OPPORTUNITY - UK

45M+
DOMESTIC
SMART METERS



14.4 million or 28% of domestic meters are now smart meters¹, with over 30 million to be rolled out by 2024



Entry Level Business Energy Apps & Dashboards

Connected to smart meters, sold via energy brokers & suppliers

Cloud-based software solution for everyday businesses connecting them with their energy usage & costs. Key features include engaging dashboard, simple navigation, quick access to energy costs, budgeting tools and consumption analytics. White-labelled through energy brokers & suppliers.

MARKET OPPORTUNITY – UK

1M+
COMMERCIAL
AMR METERS



1.2 million or 38% of non-domestic meters are now smart meters², with over 1 million to be rolled out by 2024

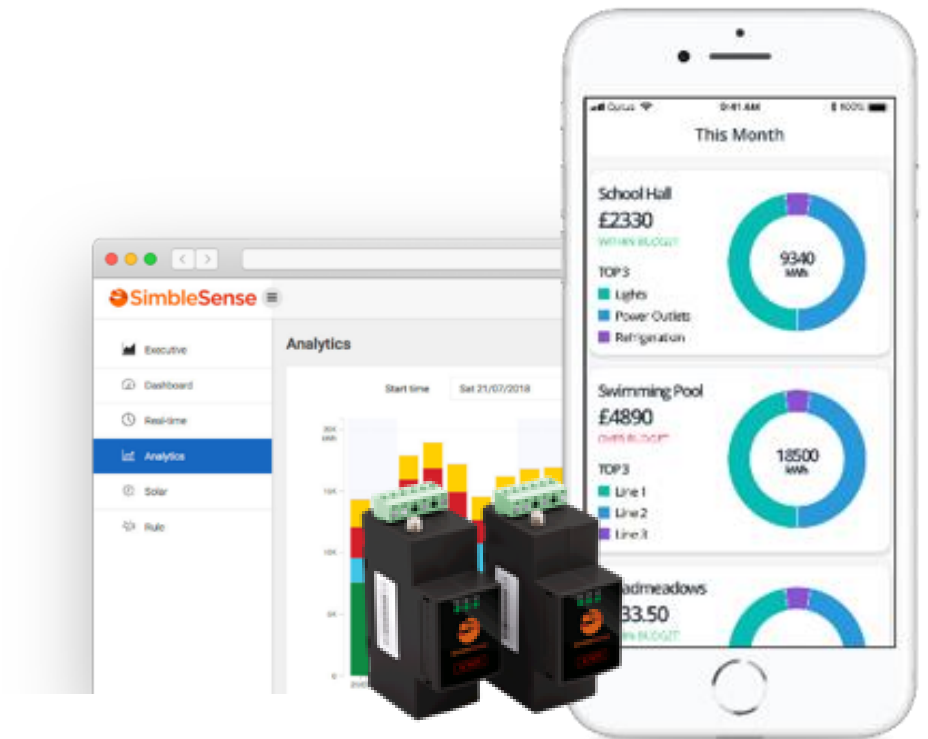


Feature Rich Business Energy Platform

Connected to IoT Sensors

Premium software and hardware bundle empowering businesses to make sense of their energy usage & costs. Allows businesses to understand their usage and reduce energy consumption remotely using IoT technology. Features include circuit level monitoring, data analytics, monitor & control, measure and verify and multi site comparison

MARKET OPPORTUNITY – AUS + UK

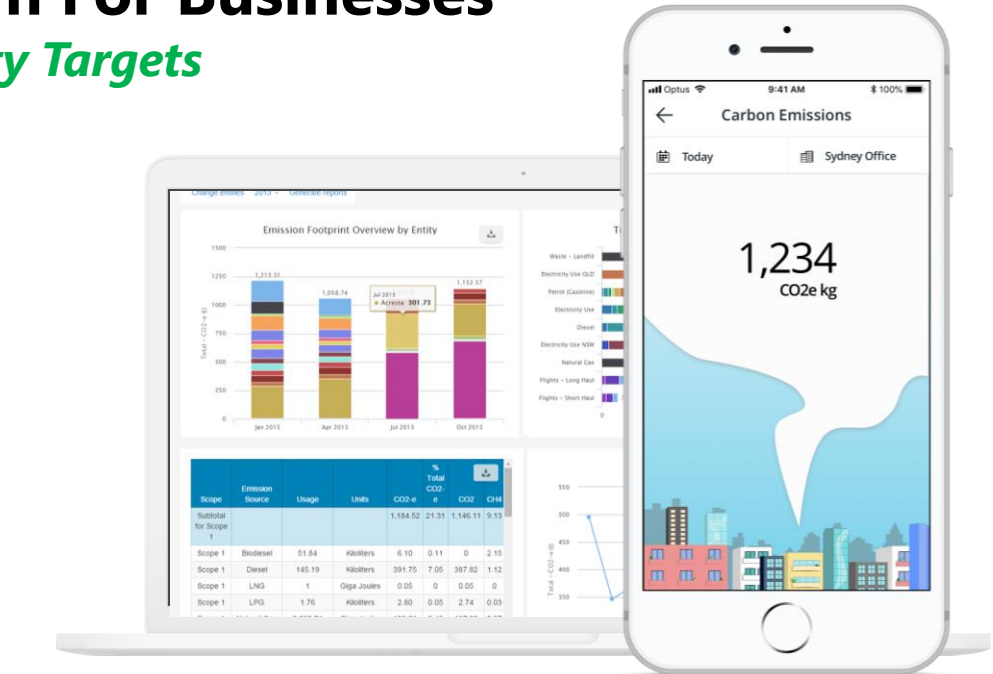


Carbon Accounting And Management Platform For Businesses

All-in-one Dashboard to Track Progress Towards Sustainability Targets

CarbonView is a single database for all sustainability data in an organisation, offering intelligent analytics, allowing businesses to identify opportunities to mitigate greenhouse gas emissions, calculate and report on their the carbon footprint and report with confidence. International Standard compliant - GHG Protocol, NGERS or DEFRA.

MARKET OPPORTUNITY



Up to 12,000 businesses are mandated to report on their carbon emissions under Phase 2 of the UK Government's Energy Savings Opportunity Scheme (ESOS2)³

Revenue & Business Model

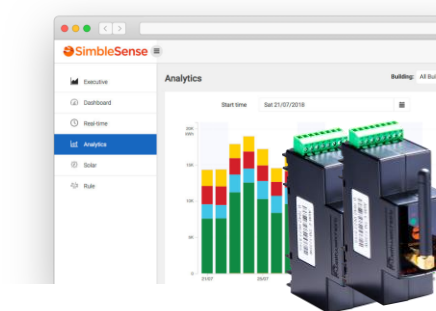
ENERGY

Commercial & residential energy management software solutions



UK

- Targeting energy brokers, energy suppliers, lighting companies and energy service providers
- Solution taken to their customers - scalable & license-based business model + service fees
- Strategic partnerships with Utiligroup, Powercor, UCR Consultants, BidEnergy



High growth opportunity



MOBILITY

Workforce optimisation



AUS

AUS

- Targeting SME & enterprise customers direct and via partners & energy service providers
- Strategic partnership with Wattwatchers to offer "bundled" hardware & software solution
- Over 200 active commercial customers using SimbleSense

- Targeting councils, commercial/enterprise customers with large mobile workforce
- B2B sales model – SaaS & services fees
- Recurring SaaS business with potential for margin optimization & growth



Mature

12th Dec

Business Update | Strategic Review | Outlook

Challenges & Headwinds in 2019



Delay In UK Smart Meter Rollout

1

The UK government postponed the estimated date of completion for the national smart meter rollout by four years to 2024. As a result, Simble experienced delays in conversion of sales opportunities, which are now gathering momentum.



Timing Of Contracts & Delays in On-boarding of Partners

2

The delays in the smart meter rollout and market consolidation in the energy retailer sector impacted the timing of contracts and on-boarding of partners, and as such significant cost cutting initiatives were required.



Industry Headwinds For Mobility Business






3

The Mobility business experienced material headwinds due to a rise in competition and downward pressure on pricing. While customer demand continues for these services, Simble had to adjust to market conditions.

Strategic Review – Pathway to Sustainable Growth



Initiatives & Focus Areas

-  **Immediate cost-cutting initiatives:** Focus on financial management with \$700k in annualised cost savings already implemented; R&D fixed costs materially reduced and transformed into variable workforce
-  **Build revenues:** Simble has right-sized the business development and go to market team and will focus on revenue generation activities across the most profitable business units while continuing to commercialise our ongoing innovation
-  **Focus on operational excellence:** Fast-track partner on-boarding process, realise operational efficiencies and unlock value from vast partner network through targeted deployment of resources
-  **Medium-term focus on reaching cash flow positive** through cash management & revenue objectives
-  **Refreshed board and executive leadership team** highly active in addressing the company's issues and focused on restoring shareholder value via whatever means necessary over calendar 2020

A large grey arrow pointing to the right.

Purpose: Create a sustainable company structure, promote commercial turnaround and restore shareholder value

Business Update – 12th Dec



- **Sylvania Lighting** (Feilo Sylvania International Group), a leading full-spectrum provider of professional and architectural lighting solutions supplying markets around the world, has signed a Letter of Intent (LOI) to establish an agreement to collaborate with Simble to **incorporate SimbleSense into their turnkey solution** to measure and verify reporting of LED refurbishment projects and **improve their sales conversion globally**, commencing in the UK, France, Germany, Spain and Italy
- **Catalyst Commercial Services** (Catalyst), a **UK energy broker**, signed Channel Alliance Partner Agreement to resell the SimbleSense Platform & apps to its commercial customer base in **the UK**
- **Optimal Energy and Carbon Solutions**, a New Zealand based energy efficiency company, signed **Channel Alliance Partner Agreement** to resell the SimbleSense Platform & apps as well as CarbonView in **New Zealand**
- Structural change leading to substantial **uplift in business development activity in UK market** with numerous proposals delivered to potential channel partners and customers
- **Material reduction** in fixed costs across the Company including a 48% headcount reduction from December 2019
- Significant reduction of fixed cost research & development (R&D) activity **and increased focus on modular, client funded and scalable deployment** of R&D resources

UK legislation drives demand for Simble product suite



Smart meter rollout

The government mandated deployment of up to 53 million smart meters. The £13bn smart energy meter rollout was extended by four years to 2024. 15.6 million smart meters were in operation as of 30 September 2019

Mandatory carbon reporting

From financial years beginning on or after 1 April 2019, large UK companies will be required to report publicly on their UK energy use and carbon emissions within their Directors' Report.

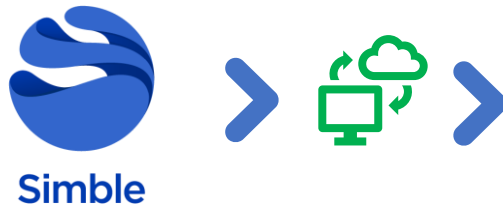


Net-zero emissions by 2050

The UK signed a target of net-zero greenhouse gas emissions by law, encompassing the entire UK economy.

Government funding

The UK government has committed to invest billions as part of its Clean Growth Strategy including a £315 million technology fund.



Partners & Customers



Outlook & Strategy 2020



Simble Energy: Build Revenues



- ✓ UK market opportunity is materialising after long investment as bundled SimbleSense software and IoT opportunities are gaining momentum
- ✓ Strategic and targeted software sales opportunities in Australia gaining momentum
- ✓ Focus on revenue generating units whilst keeping an eye on “blue-sky” opportunities

Simble Mobility: Improve Margins, Grow Sales



- ✓ Realise operational efficiencies within all aspects of the business
- ✓ Improve processes throughout the supply chain
- ✓ Maintain and improve margins in existing legacy business income streams, grow new sales channels

Lean Company Structure



- ✓ New CEO Ronen Ghosh has implemented cost cutting and efficiency initiatives across all business units including 48% reduction in head count
- ✓ Reduction of R&D facility and resource deployment towards revenue generating business units
- ✓ Strengthening the critical parts of the business and ongoing focus on operational efficiencies

Financial Performance



- ✓ Medium-term focus on cash flow positive
- ✓ Focus on margin optimisation and growth across units
- ✓ Financial performance to date has been unacceptable and the Board is focused on restoring shareholder value via whatever means necessary over calendar 2020

Board of Directors



Philip Tye – Non-Executive Chairman

Philip has been involved in the Asian capital markets for over 20 years, having most recently established HFL Advisors Limited as a platform to provide independent directorship and advisory services to various corporates and alternative investment funds. He is a leading figure in the Asian hedge fund industry as member of the AIMA Global Council and immediate past Chair of the AIMA Hong Kong Chapter. Philip built and ran DragonBack Capital, a multi-strategy hedge fund manager and then hedge fund platform based in Hong Kong, between 2007 and 2012.



Ben Loiterton – Non-Executive Director

Ben's career spans over 28 years in investment banking, executive management and entrepreneurial activity. He is an experienced public company director having served on three ASX-listed company boards, various private company boards and advisory boards. He has extensive experience with driving commercial strategy, corporate finance, equity capital raising, IPOs and RTOs, mergers & acquisitions, financial structuring, and providing legal and business advice for fast-growth businesses. Ben was appointed Non-Executive Director in July 2019 and has been a key driver of the Company's focus on financial management and associated restructuring.



Fadi Geha – Executive Director

Fadi is an engineer with over 25 years experience in enterprise software sales, consulting, and IT M&A. He is the founder of Acresta (now part of Simble) and has served as its CEO from Nov 2009 to October 2019. Fadi has held senior management positions with SAP Australia and Accenture. From 2003-2006 he served as Vice President Asia Pacific and Director at Viewlocity Technologies and led Viewlocity's expansion into the Asian region including the acquisition of key clients in Japan, Korea, and South East Asia which resulted in Viewlocity being named top IBM partner in Australia for SaaS offerings in 2005.



Hasaka Martin – Company Secretary

Hasaka is an experienced Chartered Company Secretary with ASX listed, unlisted and not-for-profit experience. He has over 10 years' experience in corporate governance, ASX compliance, employee equity plans, member meetings, capital raising and M&A. This experience has been gained across a number sectors including corporate services, resources, biotechnology and university sectors. Hasaka is currently appointed as the Company Secretary for a number of ASX listed and unlisted companies.

Executive Management Team



Ronen Ghosh – Chief Executive Officer

Ronen is an executive with more than twenty-five years of experience in blue chip organisations including Universal, BMG, Alberts and PriceWaterhouseCoopers. During his career he has worked in Australia and internationally in the fields of intellectual property, entertainment & media rights, and investment management. He is a Chartered Accountant and a graduate of the Australian Institute of Company Directors. Ronen joined Simble in August 2019 as the Chief Financial Officer to oversee the financial and operational functions of the group. In November 2019 he was appointed CEO.



Kalana Navaratne – Chief Product & Strategy Officer

Kalana Navaratne is a transformation and technology professional in the utilities and smart home industries. Over the last fifteen years he has worked for three of the UK's big six utilities, including EON, RWE Npower, and British Gas in multiple capacities covering big data analytics, non commodity (Smart Home) services, and corporate strategy.



Fadi Geha – Executive Director & Head of Sales



John Reyner – Head of Sales - UK

John Reyner is a widely experienced Sales Leader in the utilities and smart home industries. With over twenty-five years technology sales experience he has worked for the last ten years with utilities across the whole sector, including Smart Metering and Infrastructure (Aclara), Smart Home and Energy (Ijenko) and Smart Grid and Demand Response (Airwave Solutions). His work has supported major incumbent and new challenger-brand customers across the UK, Europe, Middle-East and Asia.



Simble

Our Mission



“Leveraging smart IoT solutions, we turn **data** into **insight** and help shape a sustainable world”.



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