

Simble

Simble 2020 AGM

ASX Code: SIS

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Board and Management



Ben Loiterton – Non-Executive Chairman

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 served as 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.



Philip Tye – Non-Executive Director

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.

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.



AGM Presentation – 1 June 2020

Ronen Ghosh - CEO

About Simble
2019 – 2020 Highlights
Outlook and Strategy

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

Simble: What We Do



Commercial sustainability solutions to help businesses improve efficiency, reduce costs and minimise environmental footprint

ENERGY

SIMBLE HOME ENERGY APP

Residential Energy App, connects to smart meters as well as energy sub-meters



SIMBLE CONNECT

Business Energy Platform and Apps, entry-level solution



SIMBLE SENSE + IoT

Energy & IoT Analytics Platform, Feature-rich with Energy Meters, Sensors and IoT Devices



CARBON VIEW

Carbon Accounting & Management Platform for business



MOBILITY

Mobility Platform

Workforce mobile forms and apps



SimbleEnergy: In detail

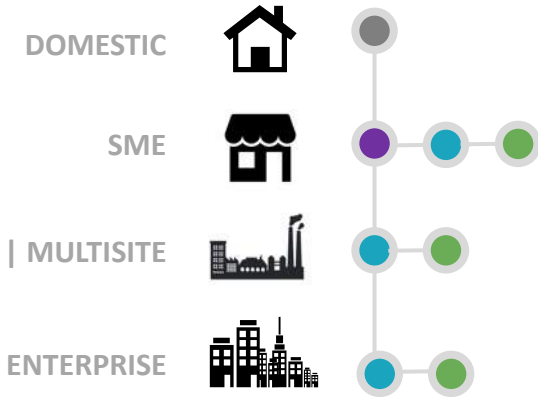


WHAT WE DO:

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



SIMBLE HOME ENERGY APP

Residential Energy App, connects to smart meters as well as energy sub-meters



SIMBLE CONNECT

Business Energy Platform and Apps, entry-level solution



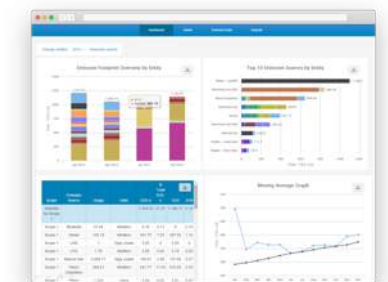
SIMBLE SENSE + IoT

Energy & IoT Analytics Platform, Feature-rich with Energy Meters, Sensors and IoT Devices



CARBON VIEW

Carbon Accounting & Management Platform for business



Simble in 2020: Turnaround work completed

Focus on growth

- ✓ Simble Energy: solid growth in Software as a Service Annual Recurring Revenue (ARR) stream
- ✓ New partnerships have the potential to increase revenues further and provide return on investment
- ✓ Focus on maintaining solid sales pipeline
- ✓ Diligent fiscal management is ingrained
- ✓ Strong focus on operational excellence and resource allocation
- ✓ Flexible resource structures are ready to scale

Cost savings achieved

A\$2.3m

since June 2019

Energy ARR

↑ 32%

March 2020 year on year

Net operating cash burn

↓ 64%

since June 2019

Meters under management

↑ 41%

March 2020 year on year

“We have implemented our turnaround strategy and feel well prepared for these uncertain times.

However, we cannot be complacent about the challenge that lies ahead”

- Ronen Ghosh, CEO

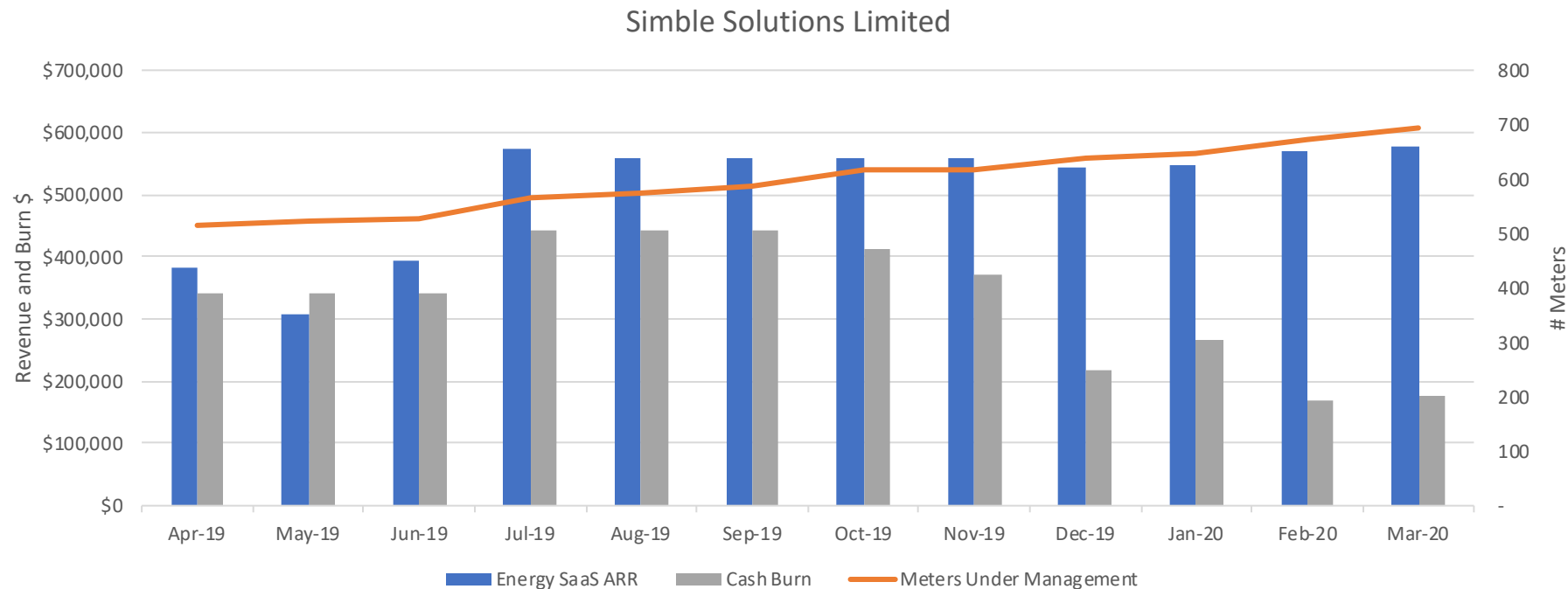
Efficient revenue, vigilant cost control



Significantly reduced cash overhead
fixed cost base in line with current
business activity

Focus resource allocation to
divisions with **maximum
potential** to generate revenue
and cashflow

Further improvements in cash
flow management to move to **cash
neutral** as soon as possible



32%

Increase in Energy ARR
12 months to March 2020

\$2.3 million

in cost savings realised
last 12 months

Outlook and Strategy 2020



Simble Energy: Build Revenues



- ✓ Strategic and targeted software sales opportunities in Australia gaining momentum
- ✓ UK market opportunity via some key partners is now materialising after delays experienced in the 2nd half of 2019 as bundled SimbleSense software and IoT opportunities are gaining momentum
- ✓ Focus on revenue generating units whilst keeping an eye on “blue-sky” opportunities

Simble Mobility: Grow Sales & Improve Margins



- ✓ 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



- ✓ Maintain low costs and headcount at appropriate levels during the business lifecycle, ensuring resources are scalable in line with growth
- ✓ Reduction of R&D facility and resource deployment towards revenue generating business units
- ✓ Strengthening the critical parts of the business and an ongoing focus on operational efficiencies

Financial Performance



- ✓ Medium-term focus on cash flow positive
- ✓ Focus on growth across all units and margin optimisation
- ✓ Financial performance in 2019 was unacceptable and the Board is focused on restoring shareholder value in 2020

AGM Presentation – 1 June 2020

Fadi Geha- Executive Director

**Revenue & Business Model
Case Studies**

Revenue and Business Model



ENERGY

Commercial & residential energy management software solutions



AUS / NZ

UK

- Targeting energy suppliers and energy service providers to offer the bundled solution to their Residential, SME & Enterprise customers
- ARENA Project launched in March 2020
- Partnership with Wattwatchers to offer “bundled” hardware & software solution
- Partnerships with Energy & Carbon, Middy’s, Synnex & a number of Energy Services Companies
- Partnership with Accurassi to offer EnergyIQ platform with a bundled SimbleEnergy package to corporate clients and their employees
- Over 500 energy meters installed with SimbleSense

Focused on Energy service providers, Energy Brokers & LED Lighting Companies

Partnerships with G.A. Harpers , Powercor, Sylvania Lighting, UCR Consultants, & Utiligroup

Over 200 energy meters installed with SimbleSense

Sylvania Lighting launch soon!



MOBILITY

Workforce optimisation



SimbleMobility

AUS

- 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

Case Study: Energy & Carbon Solutions

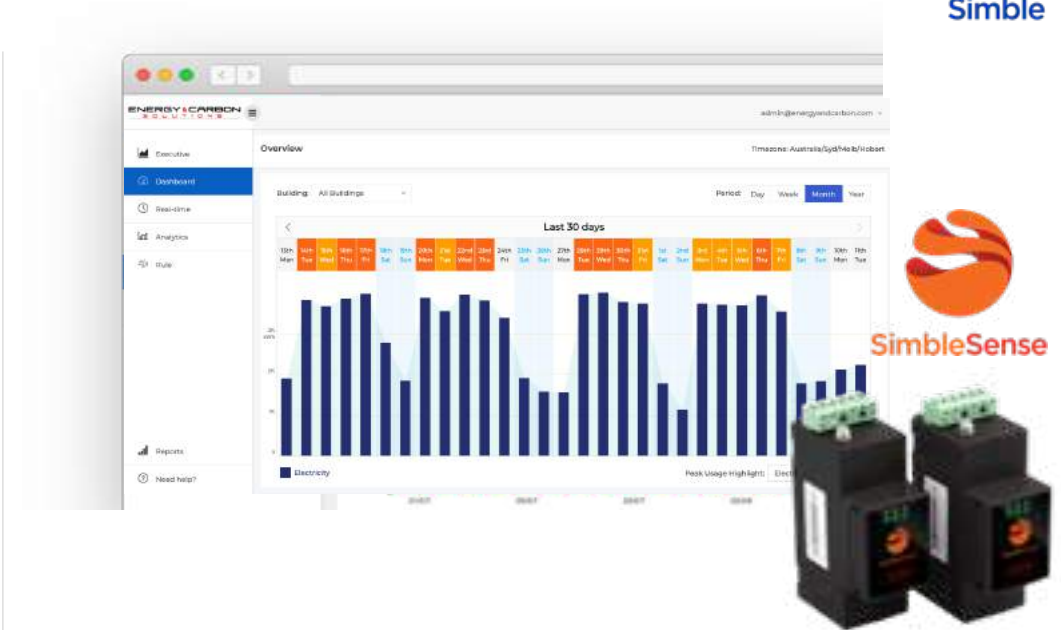


In March 2017 Simble signed a Channel Partner agreement with Energy & Carbon Solutions to deploy **SimbleSense** to its customer base as part of the Energy Efficiency Projects as a “Measure & Verify” solution for all their clients.

Since then, Energy & Carbon has been rolling it out to their clients some of which are those listed below.



100+ meters under management so far with a growing pipeline



We can now provide our clients with detailed measurement and verification of the savings they can achieve through our energy efficiency projects. We identify savings using the Simble Energy Platform, under a recurring subscription model that help us further engage our clients”

Edwin Burwood
CEO @ Energy & Carbon
Channel Partner

ENERGY & CARBON
SOLUTIONS

Case Study: UCR Consultants



In May 2019 Simble signed a 3 year agreement with UK energy broker UCR Consultants to deploy **SimbleConnect** solution across its customer base starting with an initial target of 10,000 meters deployment.

Simble also partnered with BID Energy on this project.

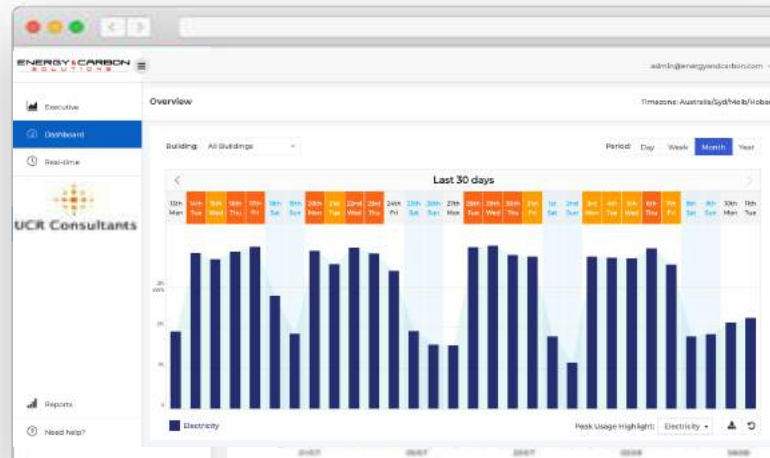


“It is simply not enough anymore to just offer the cheapest deal to our customers. Simble's technology allows us to engage with our customers on a whole new level whilst creating new recurring revenue stream.”

Darrel Brookes
Chief Executive Officer @ UCR
Partner & Distributor



UCR Consultants



Opportunity: Sylvania Lighting UK & Europe

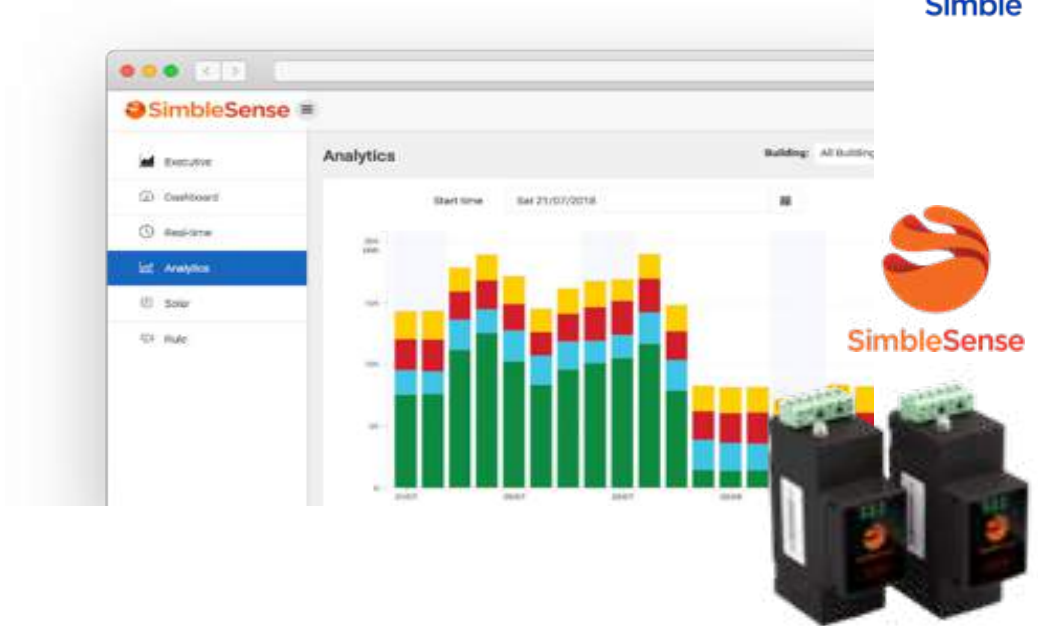


In Feb 2020 Simble signed a 3 year collaborator agreement with Sylvania Lighting UK, a leading full-spectrum provider of professional and architectural lighting solutions with a global footprint and operations in over 25 countries globally.

The initial target market will be the UK, France Germany, Spain and Italy with potential to expand to all markets that Sylvania is operating in.

The **SimbleSense** Platform will be offered to all customers as a standard product extension for all new lighting projects as a “Measure & Verify” solution for their clients.

Launching soon —



“We are excited to partner with Simble and bundle their innovative solutions into our world-class lighting projects and demonstrate the financial and environmental benefits to our customers. We have a rich history of delivering innovation and Simble’s cloud-based energy Intelligence platform will allow our customers to understand their energy data in real-time, thus bringing energy savings to life.”

SYLVANIA

Nick Clark
Global Strategic Development Director @ Sylvania Lighting Europe
Channel Partner

RONEN GHOSH

CEO @ Simble

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