



Simble

7 October, 2020

Simble Solutions Limited

ASX Code: SIS

Investor Presentation

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INTRODUCING THE SIMBLE ENERGY SUITE

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



SIMBLEHOME APP

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



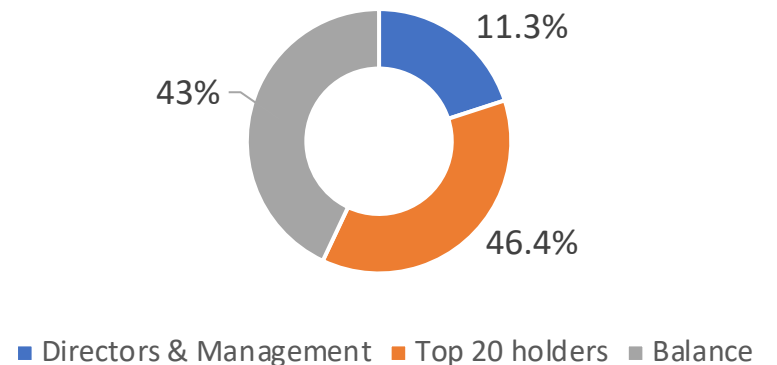
CORPORATE SNAPSHOT

- **ASX listed** technology company focused on **energy SaaS** with highly **scalable Internet of Things platform**
- Multi-pillar growth strategy with primary focus on **Australia and UK SMEs and Commercial / Industrial Clients**
- Recently launched **SimbleHome App** into Australian **residential** market
- Executive leadership team with track record of creating value in **ICT and utilities industry**
- Least demanding **valuation** amongst energy software peers **@ 2 x Revenue**



ASX Symbol	SIS
Ordinary Shares (PRE-PLACEMENT)	201,815,252
Options	
Unlisted Options \$0.018 Exp 15 June 2022	10,416,668
Unlisted Options \$0.05 Exp 15 June 2023	10,684,000
Unlisted Options \$0.15 Exp various dates	5,200,000
LTI - Options	3,500,000
Market Capitalisation	\$5.6 million
Share Price	\$0.028
Top 20 Shareholders	57.7%
Top 5 shareholders	36.295%

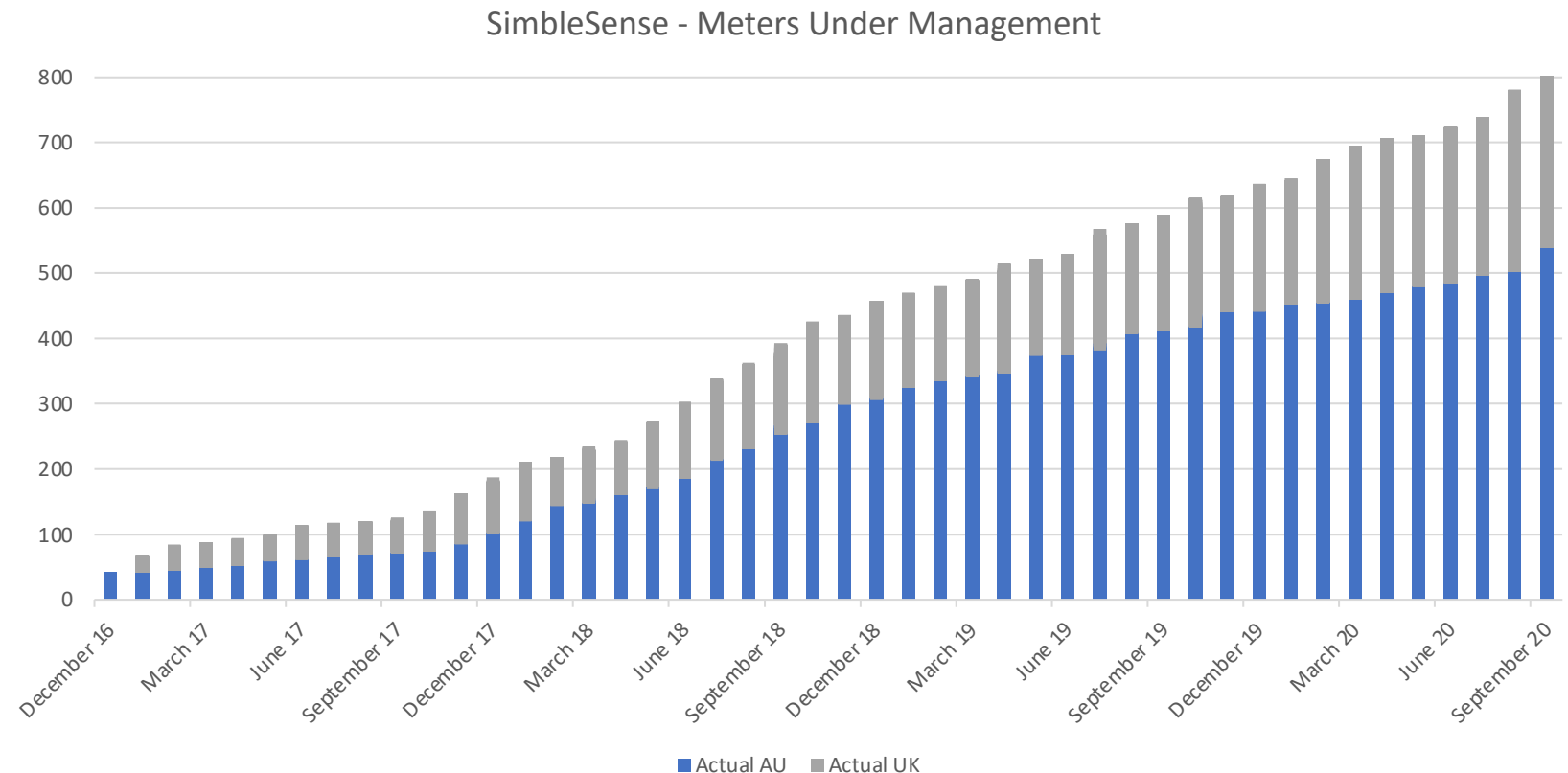
Top Shareholders



CHANNEL MODEL ACCELERATING GROWTH

Continued compound growth in AU & UK with further channel partners locked in

- Sylvania Lighting, an SIS Partner, to commence rollout in Q4 2020 across 5 European Countries
- Further Commercials Partners lined up for Q4 2020 rollouts across UK and Australia
- Launch of SimbleHome into Australian market in Q4 2020



Simble's Lifetime Value Creation Model

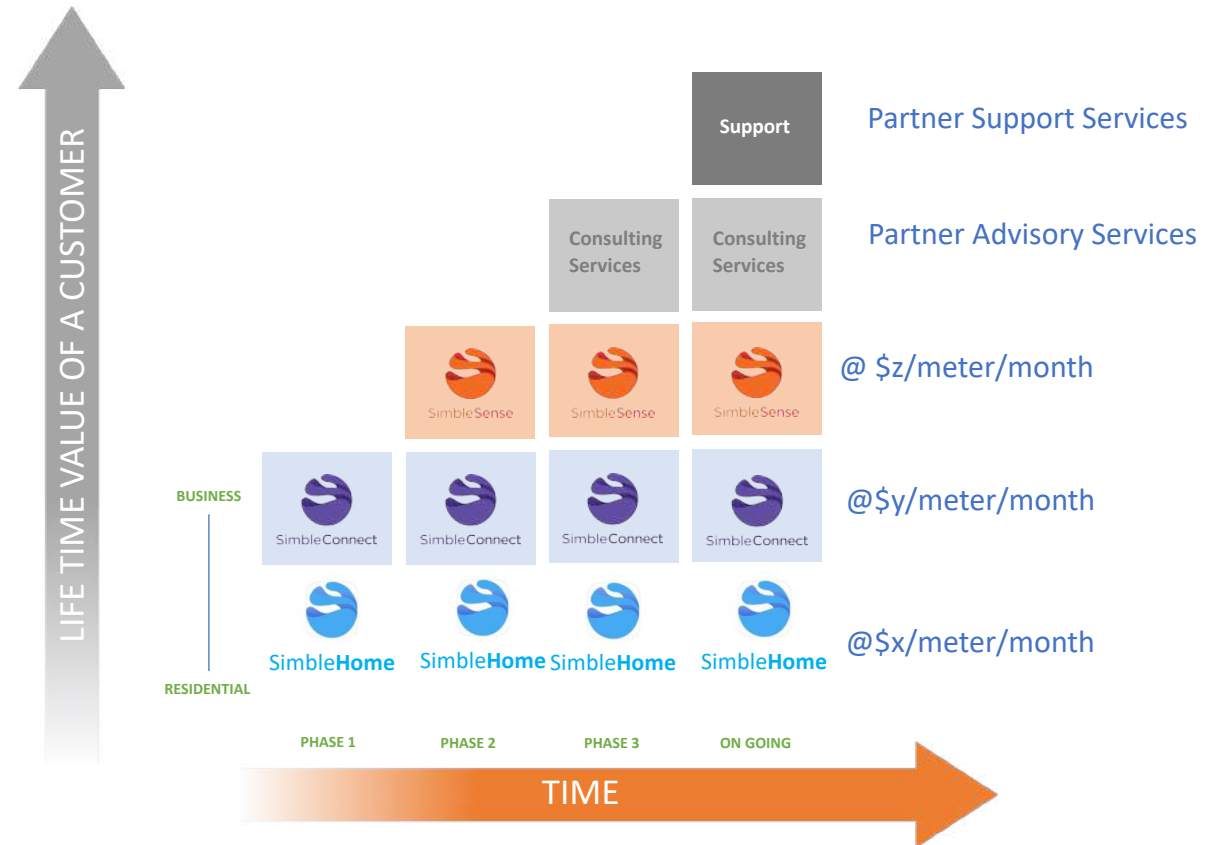
How we Commercialise SimbleEnergy

We commercialise the Simble Energy Platform & Apps via partners to take to their mass markets (@\$xyz/meter/month).

Partners wrap their Energy Efficiency, LED Lighting / Solar Projects and energy engagement services around our solutions in the long term.

What this Generates

- Multiple revenue streams
- Long-term revenue growth for partners
- Reduced churn
- Increased customer acquisitions



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 –
Founder & Executive Director**



Fadi is an engineer with over 30 years experience in enterprise software sales, consulting, and IT M&A. Fadi has held senior management positions with SAP Australia, Accenture and Viewlocity where he served as Vice President Asia Pacific and led their 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. He is the founder of Simble and served as CEO from Nov 2009 to October 2019.



**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.

OUR FOOTPRINT: IN THE RIGHT PLACE AT THE RIGHT TIME



**Energy
Visualisation**



**Sustainability
Solutions**



**Internet of
Things**



**Machine
Learning**



**Big Data
Analytics**

- ✓ Legislation drives demand for energy efficiency solutions
- ✓ New industry participants 'on the hunt' for value-added partners
- ✓ Strong industry tailwinds
- ✓ Customers demand transparency

**LONDON
OFFICE**

- ✓ Power prices continue to rise
- ✓ Policies underway, creating opportunities
- ✓ Strong existing footprint presents opportunity to expand market rapidly

- ✓ Scalable & flexible tech hub in Silicon Valley of Southeast Asia (Vietnam) with extra capability through outsource partner in Sri Lanka

**R&D HUB
VIETNAM & SRI LANKA**

CORPORATE HQ SYDNEY

AUSTRALIA: LEVERAGING OUR CORE CAPABILITIES

The opportunity

- Over 2 **million SMEs** in need for **energy efficiency solutions**
- **Power price continue to rise**, hurting businesses and households
- Complex multi-site Commercial & Industrial ('C&I') clients a key focus
- Energy retailers proactively seek **value-added solutions** for their customers
- Strong partner network with **ever growing** footprint
- Increasing availability of **government grants for submetering**
- Laser-focused for 2021 with growing pipeline

3-year CAGR meters under management growth of **96%+**



Key customers and partners



BidEnergy

ENERGY & CARBON
SOLUTIONS



MTA Energy

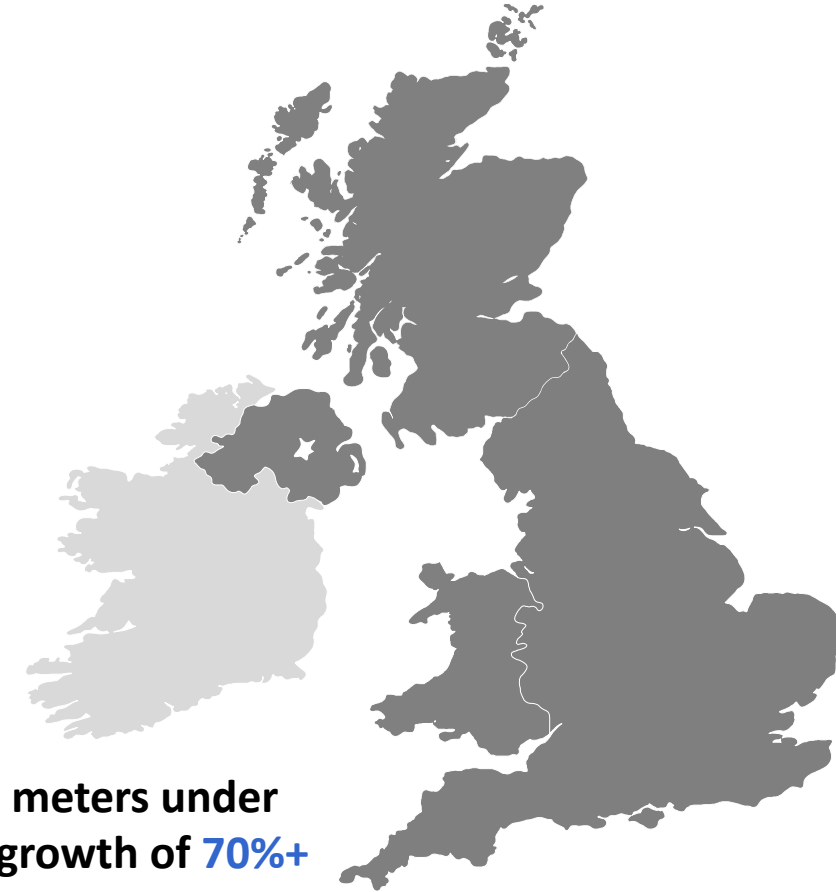


wattwatchers **ACCURASSI**
DIGITAL ENERGY

UK: GENUINE NEED IN A LARGE MARKET

The opportunity

- Targeting the **energy broker** market in partnership with **BidEnergy**
- **Access to up to 260k meters** via distribution partnership with UCR
- Targeting the **SME & Industrial** market with **Powercor**, a certified Value Added Partner of **Signify**) and **Sylvania Lighting**
- Targeting the **Retail and Commercial** market with mesh lighting partner **CHESS UK**
- Customers demand better service and more value from their service providers
- **Government funding available** for those who service the need
- **Seven-fold increase** in the number of companies required to comply with energy and carbon reporting legislation from 2019



Key customers and partners





Simble

Simble's Technology Suite

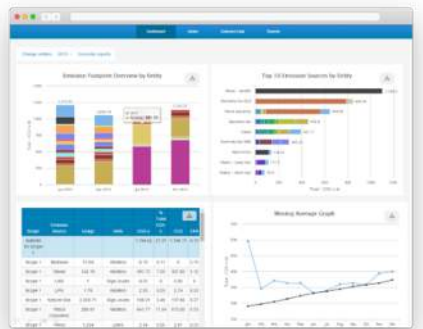
INTRODUCING SIMBLE'S PRODUCTS

Commercial sustainability solutions to help businesses improve their efficiency and reduce their environmental footprint



Sustainability & Carbon Intelligence Suite

Carbon emission measurement, monitoring and reporting



SIMBLE ENERGY SUITE



Energy Intelligence & Analytics Suite

Analyse, control and automate energy usage



Business Productivity Suite

Workforce mobile apps for enterprise customers



Simble Energy: At the intersection of technology, industry and people

Opportunities in the energy market

- Rising energy consumption and associated carbon emissions are a real threat to businesses, the economy and the environment
- Volatile power prices hurt businesses of all sizes
- Most businesses spend too much on energy without knowing it
- Companies miss out on potential profits by failing to optimise their energy consumption

We solve multiple problems utilising our core IP

- ✓ We offer end-to-end energy efficiency solutions that alleviate business risks, improve performance and reduce harmful and costly by-products in businesses and households
- ✓ Data is de-commoditising the global energy industry and we use this data to drive proactive change that will transform the industry at its core

"Over \$6 trillion of energy is traded annually.

Energy intelligence is a currency of the future and Simble's technology captures this value".

- Fadi Geha, Founder & Executive Director

SIMBLEHOME APP (with sub-metering)

Residential Energy App with circuit level monitoring

Connected to Wattwatchers Energy IoT meters and available in Australia

Highly scalable cloud-based mobile application for domestic users to understand and analyse energy consumption in homes. Distributed as a white-labelled service, the SimbleSense Home App is designed to enable any service provider wanting to engage their customer on an energy journey (such as banks, insurance companies, new energy retailers) the ability to offer advanced analytics to residential customers in a multichannel customer journey.

MARKET OPPORTUNITY - AU

8M+
DOMESTIC
HOUSEHOLDS



SIMBLEHome App (via Smart Meter data)

Residential Energy App connected to Smart Meters

Connected to smart meters and available in both AU and UK Markets

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 Simble DCC App is designed to enable the *digital utility of the future* offering advanced analytics to residential customers in a multichannel customer journey.

MARKET OPPORTUNITY – AUS + UK

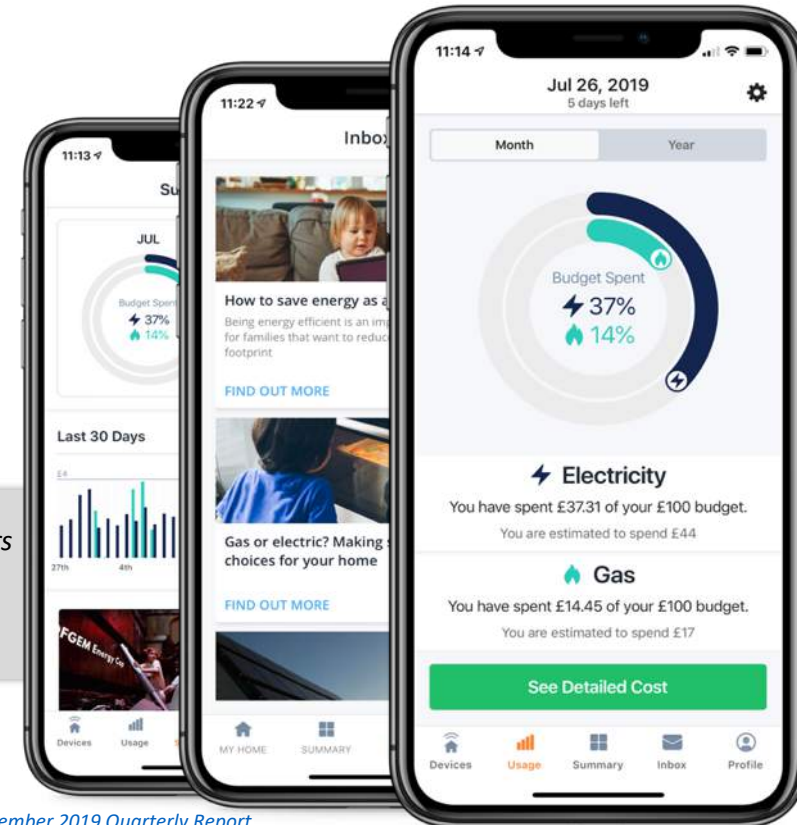
2M+
DOMESTIC
SMART METERS



45M+
DOMESTIC
SMART METERS



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



¹ Department for Business, Energy & Industrial Strategy – September 2019 Quarterly Report

Entry Level Business Energy Apps & Dashboards

Connected to smart meters, sold to energy brokers & suppliers for their customers

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



SimbleSense Platform



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

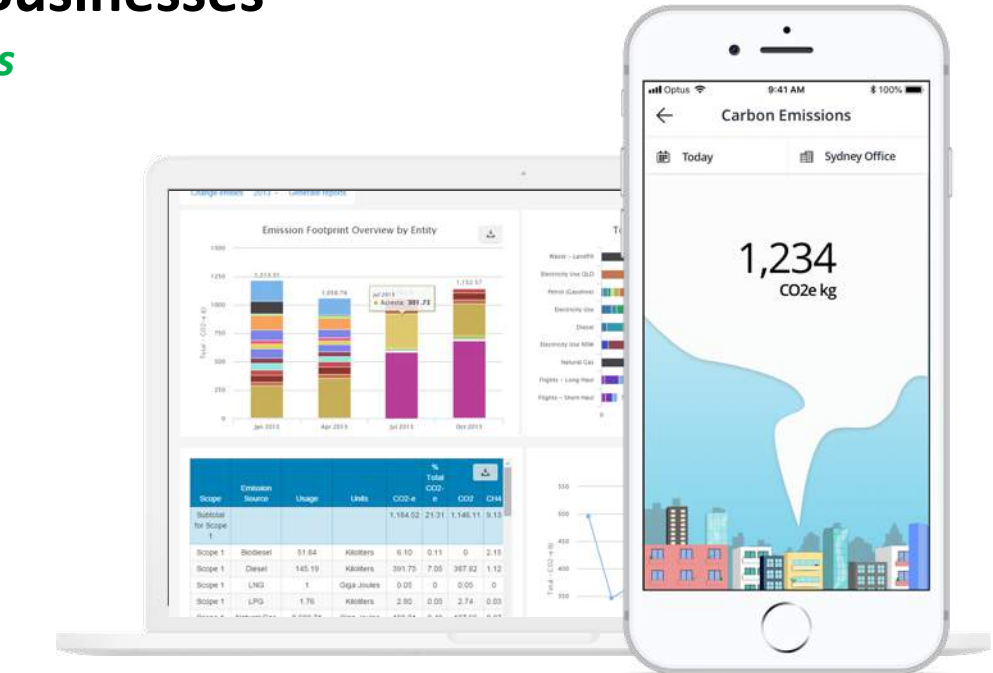


Carbon Accounting And Management Platform For Businesses

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

What will **success** look like in **2021**?

Strong SAAS Commercial model with compelling economics.

Grow **recurring contracts with channel partners** whilst keeping an eye on **strategic blue sky opportunities**.



Accelerate current markets growth

Deeper market penetration via broad based rollout of our solution suites in commercial and domestic markets. Smart and nimble execution of our growth strategy.



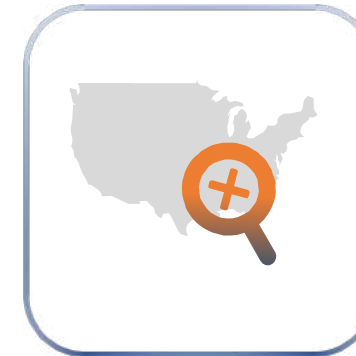
Unlock value from strategic partnerships

Double down on the most profitable partnerships to unlock value and fuel customer demand. Cross-sell products and allocate resources to drive revenue engine.



Innovation recognition

Invest in our core capabilities to solve real world problems. Recognition as industry leader, validated via government grants such as RACE for 2030, Federal and State based manufacturing and industry efficiency Grants.



Open up new markets

Leverage existing partnerships to grow presence in markets “ripe for disruption”. Explore new verticals and geographies and *move fast* when the time is right.



Simble

Go To Market

GO TO MARKET VIA CHANNEL PARTNERSHIPS

- Simble's go to market focusses on establishing a high quality network of channel and distribution partnerships
- The Company has established channel and distribution partnerships across AU & UK markets

KEY PARTNERS TO DRIVE SUCCESS



+ a selection of Energy Service Companies



Simble

How Simble delivers value

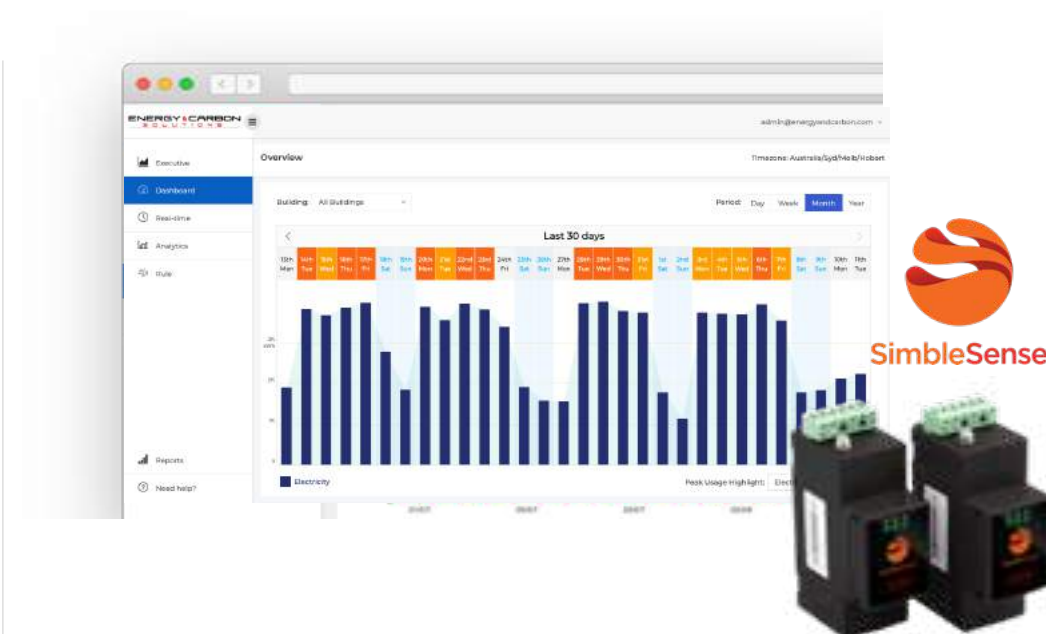
CASE STUDY ENERGY & CARBON SOLUTIONS

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.



50+ installations 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 will help us further engage our clients”

Edwin Burwood
CEO @ Energy & Carbon
Channel Partner

ENERGY & CARBON
SOLUTIONS

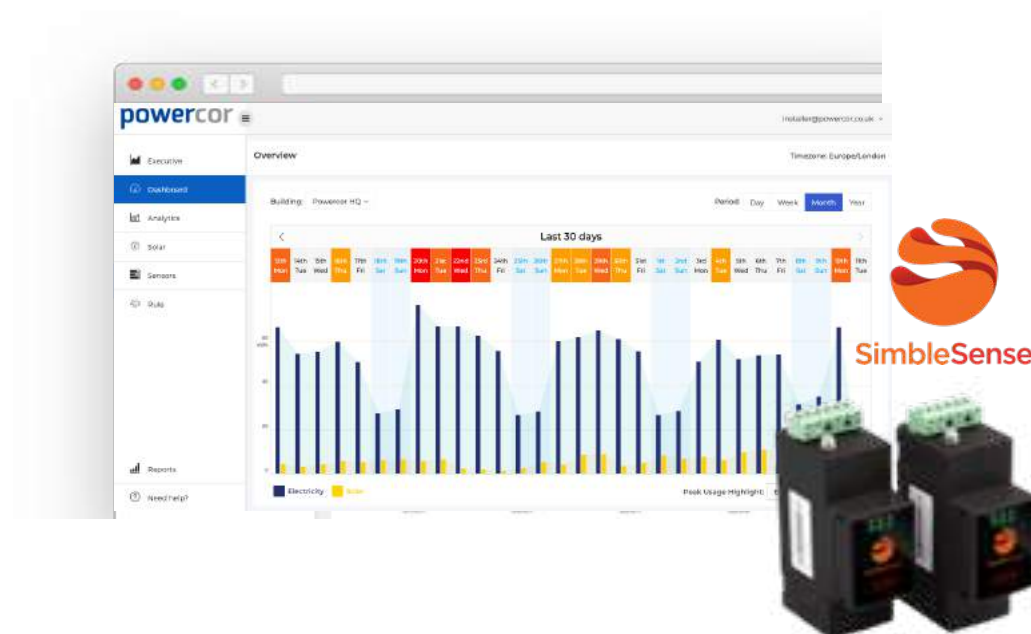
CASE STUDY POWERCOR UK



In May 2018 Simble signed a Channel Partner agreement with Powercor UK, a Value Added Partner of Philips Lighting (now Signify) to deploy **SimbleSense** to its customer base as part of the LED lighting installations as a “Measure & Verify” solution for their clients. Since then, Powercor has been rolling it out to clients such as those listed below.



100+ installations so far – with a growing pipeline



“Demand for LED technologies has reached a tipping point and Simble offers a clearly differentiated solution that allows us to work closely with clients as trusted advisers, bringing our expertise in LED Lighting and control to help them reduce their energy consumption and operating costs.

We can now provide our clients with detailed measurement and verification of the savings they can achieve through LED lighting and control projects, by offering the Simble Energy Platform, under a recurring subscription model that will help us further engage our clients and strengthen our client retention capability”

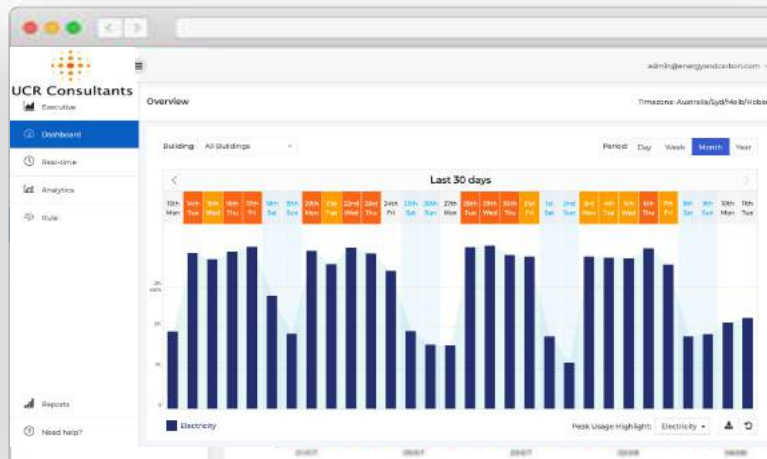
Chris Wright
Tytechnical Director @ Powercor
Channel Partner



CASE STUDY UCR CONSULTANTS



In May 2019 Simble signed a 3 year agreement with UK energy broker UCR Consultants to deploy **SimbleConnect** solution to its SME customers 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

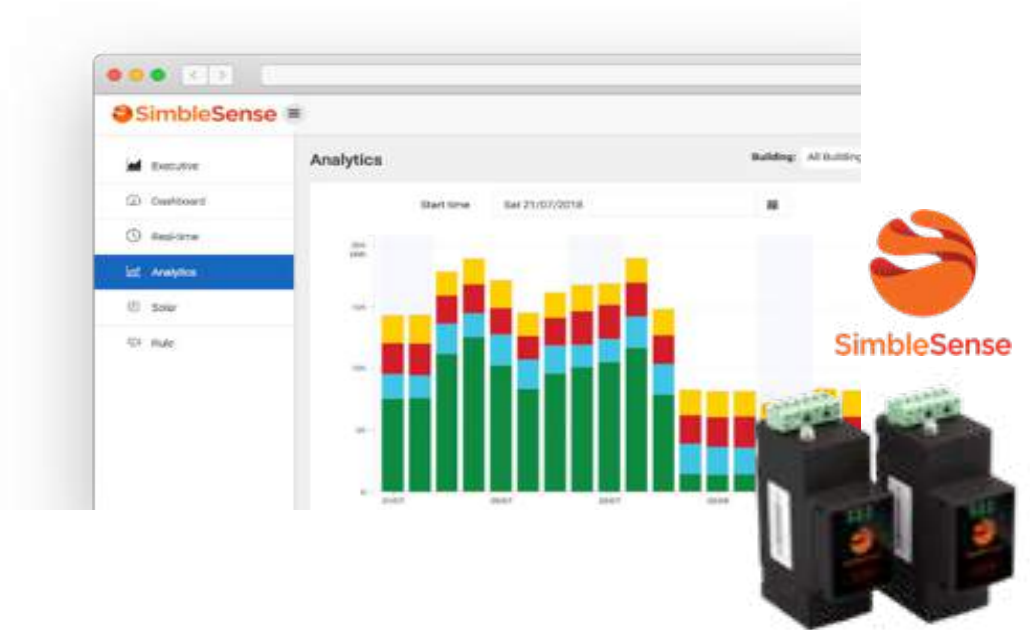
CASE STUDY SYLVANIA LIGHTING UK & EUROPE



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 – October 2020



“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.”



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

Some of the end-customers using our energy solutions directly or via our Partners





Simble

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