



## Operations Update

9th December 2021

- Simble launches the CarbonViewSME SaaS platform. CarbonViewSME is available to SME businesses directly as well as via Simble's partner network at [www.carbon-view.com](http://www.carbon-view.com)
- Simble continues to expand its partner network for the CarbonViewSME platform by signing a strategic partnership agreement with Choice Energy to market CarbonViewSME to its 4,500+ clients across Australia and New Zealand
- Simble increases its investment in sales and marketing activities, with particular emphasis on the promotion of CarbonView to the enterprise market sector and CarbonViewSME to the SME market sector.

Sydney, 09 December 2021: **Smart energy Software-as-a-Service (SaaS) company Simble Solutions Limited (ASX:SIS)** ('Simble' or 'the Company') is pleased to provide the following update on recent operations and activities.

### CarbonViewSME Launch

Simble launches the CarbonViewSME self-service Software as a Service (SaaS) platform aimed at assisting SME businesses meet their carbon reporting obligations. CarbonViewSME joins the existing CarbonView product, which is an enterprise grade carbon reporting platform. The increasing demand from companies seeking to measure, disclose and report on performance against Net Zero targets presents an attractive and scalable opportunity for the company.

The launch of the self-service platform follows the release of the new CarbonView website: [www.carbon-view.com](http://www.carbon-view.com). The Company is currently testing the platform with a select number of customers and partners before the roll out to the broader market.

### CarbonViewSME Partner Model

The CarbonViewSME partner model is aimed at maximising penetration of the fast-growing market for Net Zero reporting. It allows Simble to amplify its reach and accelerate sales effort by signing agreements with channel partners to offer the CarbonViewSME platform to their clients via a direct link from their customer portals.



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Under the partner model, SME clients will be able to seamlessly commence their self-service Net Zero reporting journey by signing up to the CarbonViewSME platform and paying a monthly or annual subscription fee via credit card. The partner can offer and monetise their own customised services to the client while also earning a reseller fee for every paid subscription of CarbonViewSME.

This provides the partner with an inbuilt incentive and allows the CarbonViewSME platform to quickly reach a significantly larger number of SMEs than can be achieved through a direct-sales only approach. The partner model works alongside direct enterprise sales and the digital enabled B2B direct sales channel via the [www.carbon-view.com](http://www.carbon-view.com) website, which was recently launched and is being promoted through Google Ads and LinkedIn marketing campaigns.

Simble believes the partner model has the potential to deliver significant medium to long-term revenue growth and market penetration for the CarbonViewSME product, in parallel with other sales and marketing activities.

### Marketing Update

Simble continues to increase its investment in marketing all aspects of the Simble product suite, with a recent emphasis on CarbonView as a result of ESG-related topics being front-of-mind during and after COP26. Simble continues to promote the CarbonView platform through participation in thought leadership opportunities, social advertising and targeted search advertising.

During November, Simble attended and presented at EMEX London, The Net Zero and Energy Management Expo where the company outlined how its cloud-based solutions enable customers to leverage the power of energy data. Held as an in-person event in London, twelve days after COP26 in Glasgow, EMEX was attended by the UK's community of leading Sustainability, Energy and Environmental professionals with the aim of helping them to succeed in their race to Net Zero.

Simble has continued to expand its presence in the UK market with the addition of new sales hires and is actively pursuing direct sales through enterprise and SME channels as well as partnership opportunities.

### CarbonViewSME Partner Update

Simble has signed a strategic partnership agreement with **Choice Energy** ("Choice"), an Australian energy consultancy, to market the CarbonViewSME platform to its 4,500+ clients across Australia and NZ.

This marks the first partner contract in Australia for the CarbonViewSME platform under which Choice will make the CarbonViewSME product available to its entire ANZ client base from January 2022. The strategic partnership presents Simble with a significant opportunity to generate recurring revenues.



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### Investor Relations

As part of Simble's ongoing work to increase communication with shareholders and the broader investment community the Company has released an updated Investor Centre:

<https://investors.simblegroup.com/>

Prospective and current Simble investors will find access to all ASX announcements, as well as media highlights and key documents/contacts.

### Summary

Simble is continuing to focus on developing its partnership model, alongside its B2B and enterprise direct sales strategies, to set the foundations for future revenue growth. Importantly, Simble has secured key agreements with channel partners that will increase the reach of the CarbonViewSME platform to potential customers. While the partner rollout is gradual, the potential for scale, given the growing number of SME clients with access to the platform through these partnerships, should be very apparent.

*This announcement has been authorised by the Board of Simble Solutions Limited*



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### About Simble

Simble Solutions Limited (ASX:SIS) is a global software company focused on energy intelligence and business productivity Software-as-a-Service (SaaS) solutions.

The Simble Energy Business Unit includes the SimbleSense and CarbonView software platforms. SimbleSense is an integrated hardware and real-time software solution that enables businesses to visualise, control and monetise their energy systems. CarbonView is an enterprise grade Carbon and Sustainability Reporting platform that allows companies to measure and reduce their carbon emissions and also meet their carbon reporting obligations.

Simble operates across all segments from Commercial & Industrial, through to Small to Medium Sized Enterprises (SME) and the residential market and targets the distribution of its platform through channel partners. Simble has an international presence with offices in Australia, the United Kingdom and Vietnam.

To learn more please visit: [simblegroup.com](https://simblegroup.com)

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