



SimbleSense Agreement Extended with Sylvania Lighting

27 January 2022

Highlights

- Extension of channel collaboration and reseller agreement with Sylvania Lighting to offer the SimbleSense energy & IoT analytics platform to its customers for 5 years ending 31 December 2026, with the option of a further term of 5 years
- Expanded geographical coverage to include an additional 22 countries and territories
- The revenue generated for Simble will be on a per meter basis, invoiced upfront. Software subscription terms are either 3, 5 or 7 year terms depending on the contract between Sylvania Lighting and the end customer.
- Typical revenue per meter ranges from \$1,000 to \$1,400 and is a combination of software revenue recognised on a pro rata basis across the 3, 5 or 7 year terms, and hardware revenue recognised upfront.

Sydney, 27 January 2022: **Smart energy Software-as-a-Service (SaaS) company Simble Solutions Limited (ASX:SIS) (Simble or the Company)** today announced a significant contract extension with global lighting provider, Feilo Sylvania International Group Ltd (**Sylvania Lighting**).

Sylvania Lighting is a leading full-spectrum provider of professional and architectural lighting solutions with a global footprint and operations in over 25 countries. Under the agreement extension, the SimbleSense platform and Wattwatchers devices will be offered as a bundled solution to Sylvania Lighting's Commercial and Industrial (C&I) and SME customers.

Traction from the initial agreement (*see ASX Announcement from the 20 February 2020, 'Simble signs three year agreement with Sylvania Lighting'*) was impacted by COVID-19, which delayed the launch of the original white label solution and frustrated the implementation of sales & marketing activities for the European Sylvania Lighting team.

Updates on these delays were provided to the market via periodic reports announced to the ASX ("Appendix 4C - June 2020 Quarterly Report" announced 13 July 2020, "Half Year Report Commentary" announced 28 August 2020, "Quarterly Report and Business Update" announced 15 October 2020, "March Quarter Interim Business Update" announced 01 March 2021).



Simble Solutions Limited (ASX:SIS) | ASX Announcement

The parties have recently worked together to reset the business partnership culminating in the formalisation of this new agreement, in which Sylvania Lighting has confirmed that a sales & marketing rollout will begin in January 2022.

The initial agreement with Sylvania focused on the United Kingdom, France, Italy, Germany and Spain but now also includes Netherlands, Belgium, Hungary, Poland, Romania, Slovakia, Ukraine, Croatia, Slovenia, Czech Republic, Latvia, Estonia, Lithuania, Turkey, Portugal, Switzerland, Finland, Sweden, Norway, Denmark, Greece and the Middle East.

Rollout Strategy

Sylvania Lighting are preparing to launch “**SylSmart Energy**”, a solution powered by the SimbleSense platform with Sylvania Lighting’s design and branding. Collaboration between Sylvania Lighting and Simble has been focused on adapting the platform to reference Sylvania Lighting’s support and terminology, so that they are in effect, taking ownership of their own product which can be seamlessly marketed to their existing customers.

Once the rollout begins, the LED lighting packages offered to customers of Sylvania Lighting will include a SylSmart Energy subscription and a hardware component. The revenue generated for Simble will range from \$1,000 to \$1,400 per meter and is made up of software revenue recognised across 3, 5 or 7 year terms, and hardware revenues recognised upfront. Sylvania Lighting management expects that orders will commence following the formal rollout this month.

Ultimately, SylSmart Energy will be marketed as Sylvania Lighting’s product, powered by SimbleSense. Simble anticipates that this structure will result in a high level of sales focus from their team and will allow them to better engage with their clients when offering a Sylvania Lighting branded product.

Fadi Geha, Executive Director at Simble commented:

“In February 2020, we announced this strategic partnership with Sylvania Lighting, and it was a key milestone in Simble’s evolution, validating our value proposition as a leader in the provision of energy intelligence to the lighting industry. Due to COVID-19, there have been significant delays in re-launching this partnership, but we are delighted to finally get this agreement back on track and more importantly to expand both the term and the geographic coverage. We look forward to working with Sylvania Lighting to scale up the sales ecosystem across Europe and help their customers to realise energy savings and reduce their carbon footprint.”

Pierre Taing, Director Smart & Beyond Lighting at Sylvania Lighting Europe commented:

“We are excited to extend this agreement with Simble and commit to a further 5 years across Europe and the Middle East. The SylSmart Energy solution will be a strategic part of our digital solutions and services offering to complete our leading & innovative lighting products to our customers. We have a rich history of delivering innovation and Simble’s cloud-based energy Intelligence platform will allow our customers to achieve their energy efficiency targets by first understanding their energy data in real-time and bringing energy savings and decarbonisation to life.”



Simble Solutions Limited (ASX:SIS) | ASX Announcement

This announcement has been authorised by the Board of Directors.

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

Investor & Corporate enquiries:

Ronen Ghosh

Chief Executive Officer

Ph: +61 2 8208 3366

E: ronen@simble.io