



Crowd Mobile Limited (ASX:CM8)
Investor Presentation
November 2016



1. Introducing Crowd Mobile

Macro Themes | Persistent Growth Drivers



Mobile First

The mobile device is becoming the primary gateway for services and entertainment



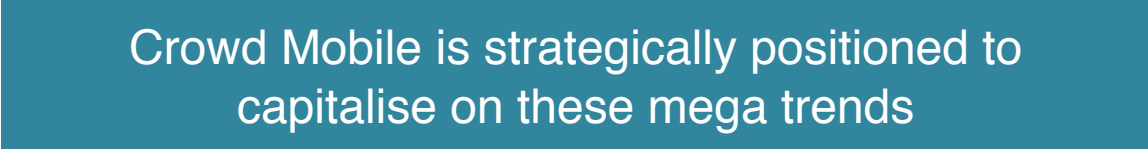
Global
Distributed
Workforce

Technology breaks down geographic barriers allowing remote work anywhere, anytime



Demand for
Personalisation

Consumers are now demanding personalised information, marketing and experiences



Crowd Mobile is strategically positioned to capitalise on these mega trends

Crowd Mobile Limited | ASX:CM8 & FWB:CM3

Crowd Mobile is a profitable mobile-first company with a world-leading Question & Answer (Q&A) platform, providing personalised expert advice, and a subscription service giving users access to games, infotainment and security products.

We operate across 54 countries and 30 languages and have partnered with more than 160 mobile carriers, allowing users to pay for products and services through their mobile phone or with Google or Apple Pay.

We have developed a diverse range of products in the mobile payment (m-payment), entertainment and infotainment space and are listed on Australian and German stock exchanges (ASX:CM8, FWB:CM3).



Crowd Mobile I Corporate Snapshot

ASX code: CM8 | FWB-XETRA code: CM3

| Ordinary Shares on Issue | Options (from 25c to 39c) | Market Cap (@ 10c - \$AUD) | Cash at Bank (\$AUD) as at 30/9/16 | Debt as at 30/9/16 | Enterprise Value (EV) |
|--------------------------|---------------------------|----------------------------|------------------------------------|--------------------|-----------------------|
| 176.6m | 49.3m | \$17.7m | \$4.74m* | \$17.24m* | \$30.2m |

| Top 5 shareholders | No. | % |
|---|--------------|--------------|
| Dominet Digital and associated entities – Director D.Carosa | 25.3m | 14.3 |
| DSAH Holdings and associated entities | 20.1m | 11.4 |
| Q Holdings BV – Track Vendor | 7.7m | 4.4 |
| Ibera BV – Track Vendor | 7.7m | 4.4 |
| National Nominees Limited | 3.7m | 2.1 |
| Total | 64.5m | 36.6% |

* 30/9/16 NET debt is \$12.5m

Board of Directors | Experienced Growth Team



Theo Hnarakis | Non Executive Chairman

Brings a wealth of experience working in the media industry and scaling Australian ASX listed technology businesses. He graduated from The University of SA with a Bachelor of Accounting and has held senior roles with News Corporation, Boral Group, PMP and was the Managing Director and CEO of Melbourne IT until 2013.



Sophie Karzis | Non-Executive Director & Company Secretary

Member of the Law Institute of Victoria and the Institute of Chartered Secretaries. She is a practising lawyer with over ten years experience as a commercial lawyer, and company secretary and in house counsel for a number of private and public companies.

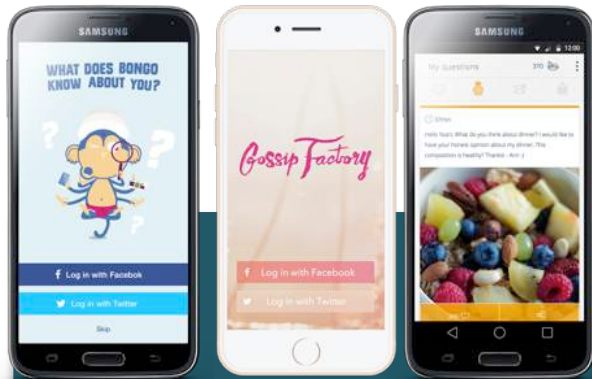


Domenic Carosa | Executive Director & Group CEO

20+ years of experience in technology and ASX-listed companies including building destra into the largest independent media & entertainment company in Australia with revenues over \$100M and led VC firm Future Capital that invested into Internet Upstarts. Domenic is past Chairman of the Internet Industry Association and holds a Masters of Entrepreneurship & Innovation from Swinburne University

Crowd Mobile | A Mobile First Company

Mobile Payments underpin Q&A and Mobile Content Subscription divisions



Question & Answer (Q&A)

Crowd Mobile develops engaging mobile products seamlessly connecting those seeking answers with experts qualified to give them



Mobile Payments

Both divisions are underpinned by a seamless m-payment process through Crowd Mobile's Telco partners/Apple/Google. Faster and more convenient than credit cards for users





Mobile Content Subscription

Crowd Mobile delivers mobile content - games, mobile security, applications, education, apps, music & video to millions of consumers across the world

Growing M-Payment Network | Global Reach

In 54 countries and connected to over 160 mobile carriers



 Our current markets
 Our office locations:
Amsterdam, Budapest,
Australia, Bogota



App Store



Google play



BT



swisscom

Crowd Mobile | Competitive Advantage

“Crowd Mobile has strong foundations in place for the ongoing expansion of its mobile business and is well positioned to deliver continued revenue growth”



Crowd Mobile CEO, Domenic Carosa

- Global growth opportunities
- Profitable business model with solid margins
- Large brand portfolio & proprietary intellectual property



2. Crowd Mobile Divisions

Question & Answer (Q&A) | How It Works

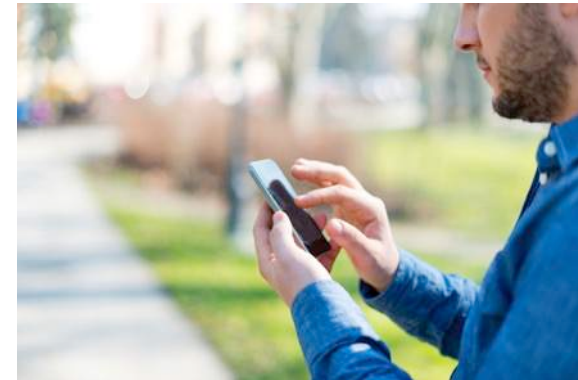
Infotainment, Entertainment and Professional Services



Crowd Mobile develops engaging mobile products that seamlessly connect those seeking answers with experts qualified to give them



From travel to fashion, our products extend across multiple verticals reaching a diverse range of consumers around the world



Uptake is driven by people seeking on-demand expert advice beyond the Google experience

Mobile Content Subscription | How It Works



Crowd Mobile promotes mobile products across targeted websites and via marketing agencies

Consumers opt-in, fill in their mobile number and receive engaging content and entertainment within seconds

Crowd Mobile then pays a fee to the marketing agency for every new subscriber acquired



We receive recurring revenue through these weekly subscribing payments and now have relationships with gateways 160 Telco's across 50+ countries



Telco operators receive payments and earn a percentage of the fee. Crowd Mobile receives between 15% and 65% depending on the country and Telco operator



Global Expansion | Momentum Building

CM8 is entering China with strategic partnerships to maximise revenues



[Click to view video of our Chinese localised service](#)

LOI with SmartTrans (ASX:SMA) to utilise their established payments platform in China

..... Gives potential access to 1 billion customers in SmartTrans network

..... Ability to launch products and quickly and easily monetise in the Chinese market

..... Crowd Mobile's Q&A products have been localised for the Chinese market

..... China ecommerce market expected to reach US\$1.1 TN by 2020*

Key Metrics | FY16 Growth

Number of countries
generating income
from **25 to 54**

Number of telco m-
payments partners
from **50 to 160**

Languages covered
from **12 to 30+**

Billed Questions
answered from **5.7m
to 9.0m (up 60%)**



3. FY16 Financial Summary

FY16 Results | Record revenue, EBITDA, NPAT & Cashflow

Revenue
**\$37.9
million**

EBITDA
**\$6.31
million**

NPAT
\$877k

Op Cashflow
\$7.0 million

Up
192%

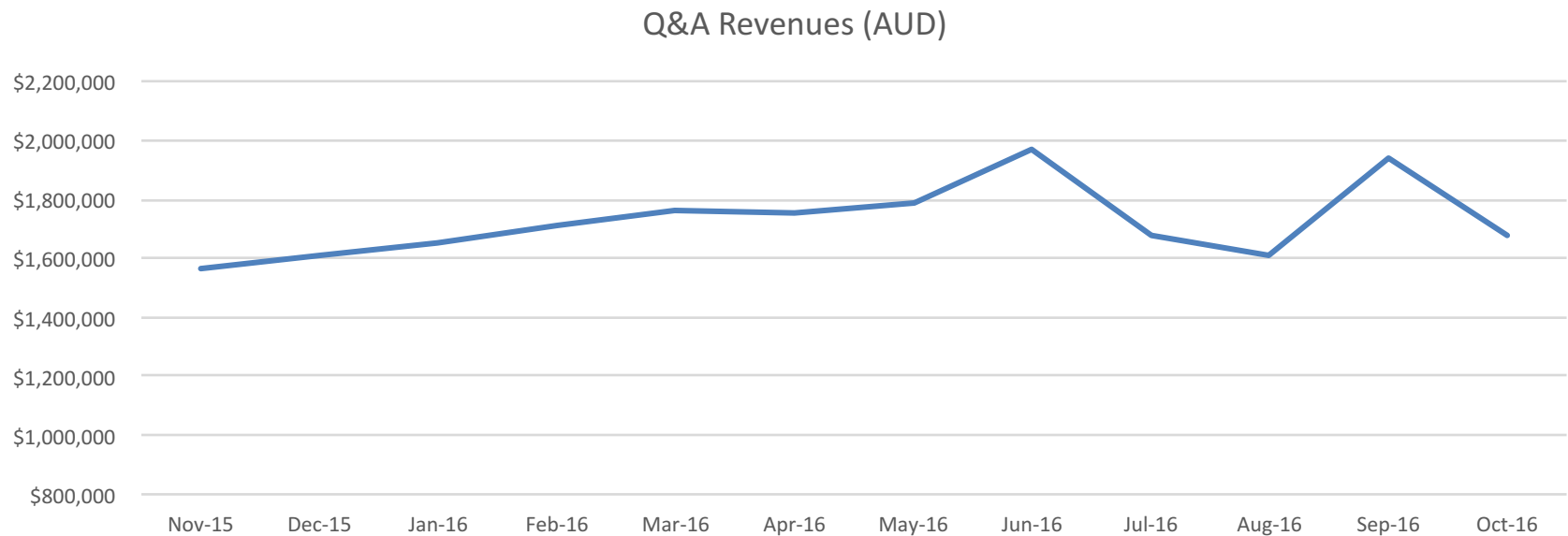
Up
328%

Up
122%

Up
729%

Q&A Revenue performance summary

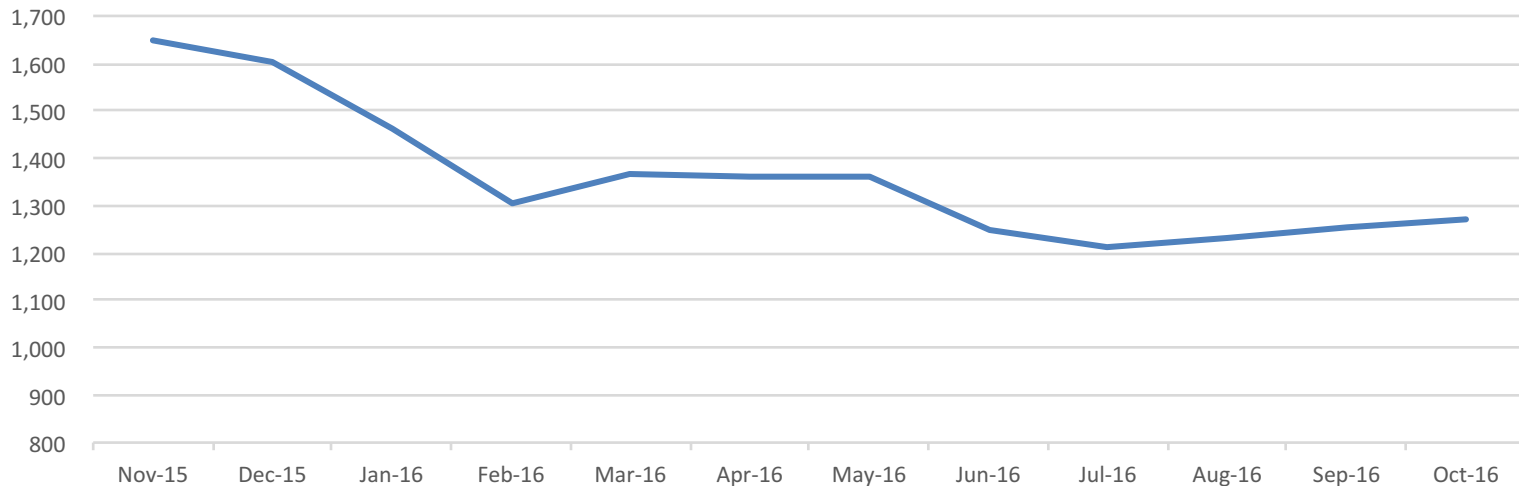
- Q&A revenues have continued to grow year on year
- Business is cyclical around the European summer (July/August)
- Continuing to launch into new markets including China & LATM and new market verticals including 'digital influencers'
- Focusing on improving margins and processes within the business in higher GP markets
- Increased innovation around AI (Artificial Intelligence) and Chat Bots to drive lower cost of customer acquisition



Subscription (Track) Revenue performance summary

- As previously stated, revenues have now '*stabilised*' and we are anticipating revenue growth in CY2017 through our Direct Media Buying desk which has recently been setup
- We under-estimated the handover and learning curve of the Subscription business
- Some of the acquisition Revenue flows were unsustainable due to regulatory changes and therefore have been cut
- We had working capital constraints that paused marketing momentum in May/June 2016 (now rectified with the new financing in place)
- We had a change in GM running the business in September 2016

Normalised Subscription (Track) Revenues (EUR)



Continued focus on cost efficiency

- Crowd Mobile has undertaken a review of all costs across the organisation
- The reduction of expenses will include headcount, streamlining of operations/corporate functions and more effective expense controls
- A minimum of \$500,000 P.A. in cost reduction is currently being initiated.



4. Global Opportunity

Crowd Mobile | Leveraging Global Media Networks

Q1 FY17 | Crowd Mobile executes a two-year strategic partnership agreement with Viacom International Media Networks (VIMN)

- The two-year strategic agreement gives Crowd Mobile a license to leverage a selection of VIMN's brands
- Crowd Mobile and VIMN's collaboration will build on the popularity of Crowd Mobile's existing products through the creation of new products.
- The joint development will focus on integrating VIMN brands and celebrities into innovative new products.
- 'Geordie Toon' is a freemium app featuring more than 500 personally curated stickers of Geordie Shore celebrities which is MTV International's top-rated program & Celebrity Q&A
- Continuing to explore opportunities with other global media groups



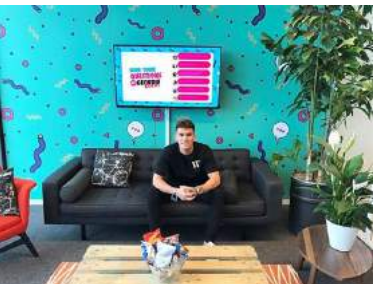
Growth Strategies | 3 Pillars of Growth in FY17

A number of growth strategies continue to be executed

Launch new products into existing countries by leveraging our existing global m-payment platform

Grow m-payments network into Asia, Africa & LATM as the larger our m-payments network, the larger our addressable market

Targeting the 'Digital Influencer' segment of the market given the growth and white space opportunities globally



The Digital Influencer growth opportunity



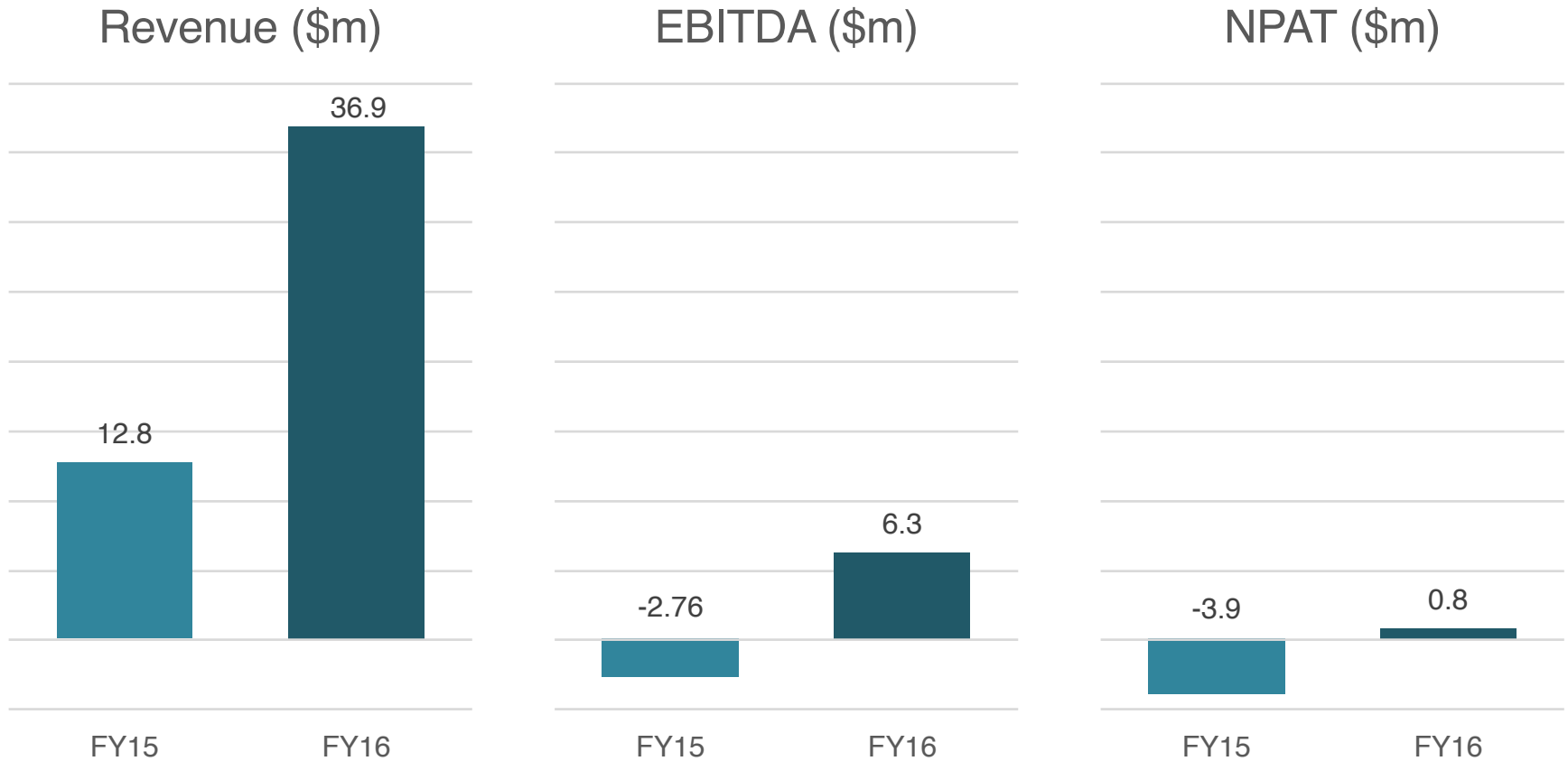
- **Setting the scene:** Digital Influencers are playing a larger and more important role in the marketing of products and services. It is expected that the Digital Influencer marketing to be a \$5-10billion dollar market in 5 years*
- **Today:** Most the revenues generated by Digital Influencers is via sponsorship/advertising
- **Problem:** How to monetise the millions of questions that are asked of Digital Influencers every day across social media. The majority of those questions go unanswered.
- **Solution:** New Crowd product (in beta) integrates directly into existing social media eco systems such as Facebook, Twitter, Youtube, Instagram and combines Crowd Mobile's Q&A technology and its global mobile payments network. Digital Influencers will earn a commission for every question asked.
- **Value Proposition:** People around the world can now have their questions answered by Digital Influencers (and their entourage) for a small fee leveraging Crowd's technology.

*Source: <http://mediakix.com/2015/12/influencer-marketing-5-10-billion-dollar-market/#gs.XCdT0So>



5. FY16 Financial Appendix

FY16 Results | Consistent growth



Results only include 8 months of results from Track acquisition

FY16 Results | Record revenue, EBITDA and NPAT

| | 2016 \$ | 2015 \$ | Increase (decrease) | % change |
|--------------------------------------|-------------------|--------------------|------------------------|-------------|
| Revenue | 36,994,826 | 12,852,420 | 24,142,406 | 188% |
| Other income | 876,463 | 118,755 | 757,708 | 638% |
| Cost of sales | 8,418,690 | 4,658,574 | 3,760,116 | 81% |
| SG&A | 23,137,160 | 11,073,850 | 12,063,310 | 109% |
| EBITDA Profit/(Loss) | 6,315,439 | (2,761,249) | 9,076,688 | 329% |
| Interest income | 40,198 | 8,271 | 31,927 | 386% |
| Depreciation and amortisation | 3,725,625 | 411,806 | 3,313,819 | 805% |
| Finance/Interest costs | 2,056,906 | 91,754 | 1,965,152 | 2142% |
| Income tax expense/(benefit) | (304,506) | 701,994 | (1,006,500) | (143%) |
| Net Profit / (Loss) After Tax | 877,612 | (3,958,532) | 4,836,144 | 122% |

FY16 Underlying EBITDA

| Underlying EBITDA | 2016 (\$) |
|--|-------------------------|
| Net profit after tax (NPAT) | 877,612 |
| Add back: tax expense/(benefit) | (304,506) |
| Add back: interest expense | 2,056,906 |
| Deduct: interest income | (40,198) |
| Add back: depreciation and amortisation | 3,725,625 |
| Earnings before interest, tax, depreciation and amortisation (EBITDA) | 6,315,439 |
| Deduct: Other income – Q Limited (RTO vehicle) entity shut downs | (756,537) |
| Add back: share-based payments expense (non-cash) | 1,393,897 |
| Add back: transaction costs – Track | 1,089,241 |
| Add back: restructure costs - European operations consolidation | 300,008 |
| <u>Underlying EBITDA</u> | <u>8,342,048</u> |
| | <i>pcp \$2.1m</i> |

FY16 | Balance Sheet | EOFY Results

| Assets | 2016 (\$) | 2015 (\$) |
|---------------------------------|-------------------|------------------|
| Current Assets | | |
| Cash and cash equivalents | 2,902,881 | 1,762,692 |
| Trade and other receivables | 11,416,618 | 3,578,085 |
| Other | 729,691 | 180,214 |
| Total Current Assets | 15,049,190 | 5,520,991 |
| Non-Current Assets | | |
| Property, plant and equipment | 423,178 | 26,737 |
| Intangibles | 32,990,769 | 1,211,586 |
| Deferred tax | 713,246 | 467,591 |
| Total Non-Current Assets | 34,127,193 | 1,705,914 |
| Total Assets | 49,176,383 | 7,226,905 |
| Liabilities | | |
| Total Current Liabilities | 16,852,432 | 4,569,120 |
| Total Non-Current Liabilities | 11,010,968 | - |
| Total Liabilities | 27,863,400 | 4,569,120 |
| Net Assets | 21,312,983 | 2,657,785 |

FY16 | Cashflows

| Statement of Cashflows | 2016 (\$) |
|--|---------------------|
| Cash flows from operating activities | |
| Receipts from customers (inclusive of GST) | 40,162,540 |
| Payments to suppliers and employees (inclusive of GST) | (30,974,670) |
| Interest received | 40,198 |
| Interest and other finance costs paid | (2,056,906) |
| Income taxes paid | (152,184) |
| Net cash flows from/(used in)/operating activities | 7,018,978 |
| Cash flows from investing activities | |
| Payment for purchase of subsidiary, net of cash acquired | (26,830,896) |
| Payments for property, plant and equipment | (240,348) |
| Proceeds from release of security deposits | 10,495 |
| Net cash flows used in investing activities | (27,060,749) |
| Cash flows from financing activities | |
| Proceeds from issue of shares | 11,612,428 |
| Share issue transaction costs | (177,498) |
| Dividends paid | (228,452) |
| Net proceeds from/(repayment of) borrowings | 10,176,907 |
| Net cash flows from financing activities | 21,383,385 |
| Net increase in cash and cash equivalents | 1,341,614 |
| Cash and cash equivalents at the beginning of the financial year | 1,762,692 |
| Effects of exchange rate changes on cash and cash equivalents | (201,425) |
| Cash and cash equivalents at the end of financial year | 2,902,881 |

Debt Restructure Summary I Flexible Terms

Re-finance of Senior Debt with a larger €10.8m Funded Value (max.) Convertible Note ('CN') from U.S.

- The new CN funding facility provides top-up working capital, commits the Company to principal and interest pay down, whilst importantly, providing capital structure flexibility as the company grows
- Crowd Mobile at its sole option has the ability to pay Principal & Interest in cash or equity on a monthly basis. It's Crowd Mobile's intention to repay a strong majority in cash and minimise shareholder dilution whilst paying down debt.

| Debt Portfolio Overview | | | |
|-------------------------|---------------------------------------|-------------------------------------|---|
| Debt Provider | Aug 2016 | Undrawn Funds | Description |
| JGB | €7.55m (AUD\$11.2m) | €3.25m (AUD\$4.8m) | CN funded value €10.8m (Face value €11.8m), 30 months, P&I repayable in cash or stock at CM8's election |
| Track Vendors | €4.90m (AUD\$7.2m) | - | Bullet repayment loan due Oct-17 |
| Total | €12.45m (AUD\$18.4m) | €3.25m (AUD\$4.8m) | Debt has reduced since August – see slide 5 |

Crowd Mobile | Independent Analyst Insights



DJ Carmichael Analyst, Michael Eidne



“Crowd Mobile is undervalued relative to its peers and we maintain a Buy Recommendation.

Catalysts include expanding in new markets, launching new Q&A products, expanding e-commerce and further acquisitions”

September 2016

Contact Crowd Mobile

Connect with us on social media



www.crowdmobile.com

Domenic Carosa

Chief Executive Officer

E dom@crowdmobile.com

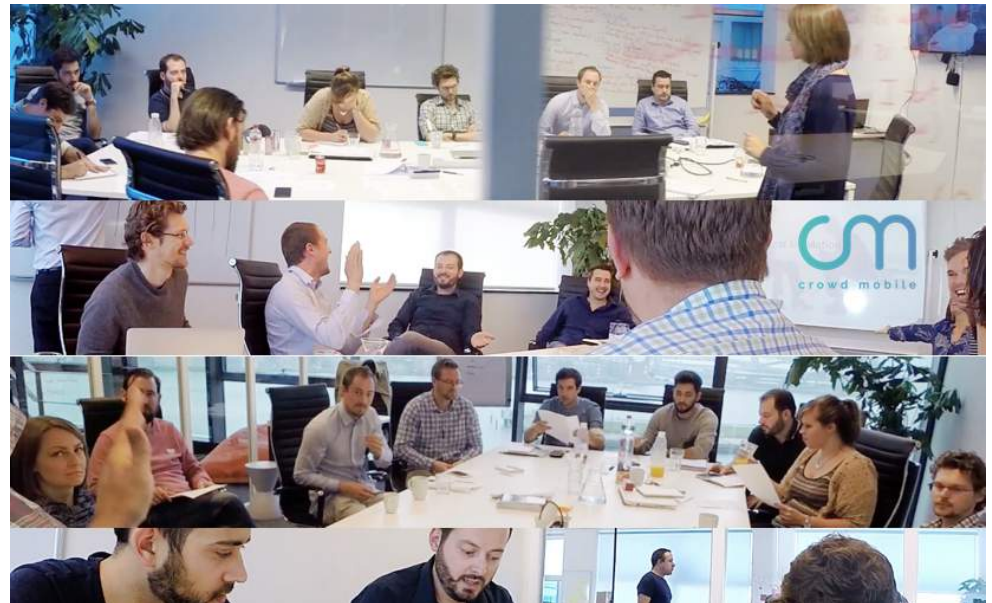
Media enquires

Julia Maguire

The Capital Network

M +61 419 815 386

E julia@thecapitalnetwork.com.au



Australia

Level 4, 44 Gwynne Street, Cremorne, VIC, Australia 3121

Netherlands

Piet Heinkade 95B 1019 GM, Amsterdam, The Netherlands

Hungary

Ferenciek Tere 2, 1053, Budapest, Hungary

ACN

083 160 909

Disclaimer & Non-IFRS Information

Disclaimer

- The material in this presentation has been prepared by Crowd Mobile Limited (ASX: CM8) ("CM8") and is general background information about CM8's activities current as at the date of this presentation. The information is given in summary form and does not purport to be complete.
- In particular you are cautioned not to place undue reliance on any forward looking statements regarding our belief, intent or expectations with respect to CM8's businesses, market conditions and/or results of operations, as although due care has been used in the preparation of such statements, actual results may vary in a material manner.
- Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities.
- Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

Non-IFRS Financial Information

- CM8's results are reported under International Financial Reporting Standards (IFRS). This presentation also includes certain non-IFRS measures including, "proforma", "underlying" and "look through". These measures are used internally by management to assess the performance of our business and our associates, make decisions on the allocation of resources and assess operational management.
- Non-IFRS measures have not been subject to audit or review. All numbers listed as reported comply with IFRS.