



First Half Results
1H-FY17 Presentation
February 2017

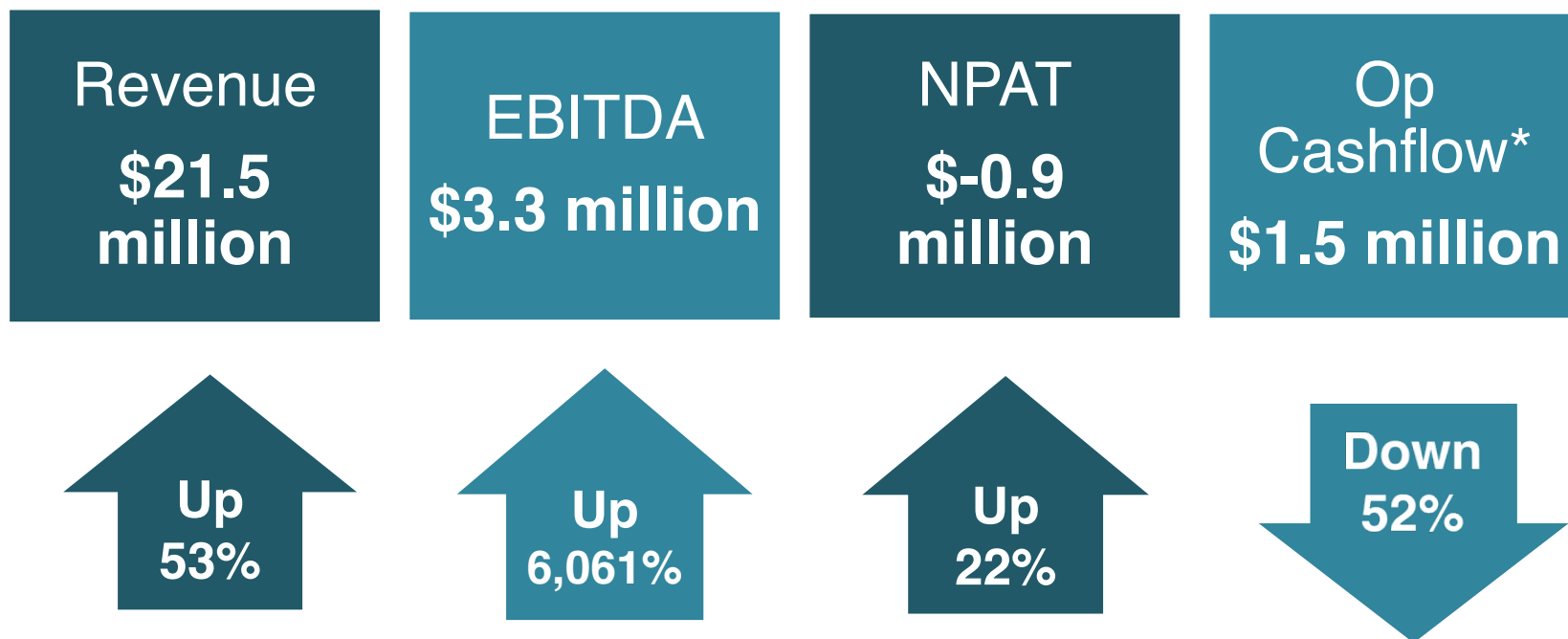
Crowd Mobile Limited | ASX:CM8 & FWB:CM3

**Crowd Mobile is a
profitable mobile-first
company**

We operate across 54 countries
and 30 languages and have
partnered with more than 160
mobile carriers



H1-FY17 Results | Record revenue, EBITDA & NPAT



Outlook: The outlook for H2-FY17 Results is an *increase in all* key financial metrics - Revenue, EBITDA, NPAT and Operating Cashflow compared to H1-FY17.

* Net Trading cash receipts were \$5.3m (up 40% Dec-15) excluding payments for Interest and tax.

Key Metrics | Growth

Billed Questions:
5.5m (up 41%)

...demand is rising fast....

Telco partners: 160+

...1Bn+ customer reach....

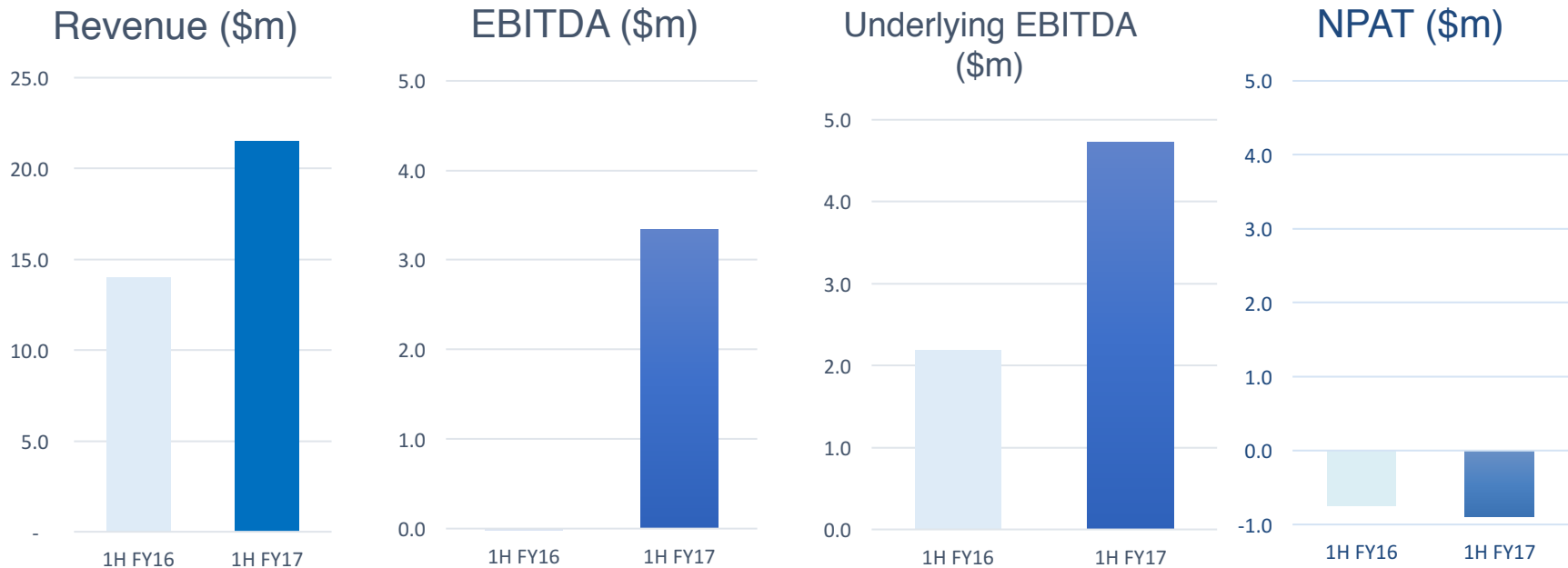
Languages covered:
from **12 to 30+**

...global approach....

Countries
monetising (**50+**)

...many more untapped....

H1-FY17 Results | Consistent growth




1H FY16 Results only include 2 months of results from Track acquisition

1H-FY17 Results | Record Revenue & EBITDA

	1H FY17 \$	1H FY16 \$	Increase (decrease)	% change
Revenue	21,509,241	14,006,937	7,502,304	54%
Other income	1,634	50,000	(48,366)	(97%)
Cost of sales	4,769,369	3,687,476	1,081,893	29%
SG&A	13,406,260	10,425,412	2,980,848	29%
EBITDA Profit/(Loss)	3,335,246	(55,951)	3,391,197	6,061%
Interest income	9,473	38,603	(29,130)	(75%)
Depreciation and amortisation	2,531,077	1,019,026	1,512,051	148%
Finance costs	1,974,477	482,514	1,491,963	309%
Income tax expense/(benefit)	(246,286)	(766,426)	520,140	(68%)
Net Profit/(Loss) After Tax	(914,549)	(752,462)	(162,087)	22%

1H-FY17 | Underlying EBITDA up 116% PCP

Underlying EBITDA	Dec-16 (\$)
Net loss after tax	(914,549)
Deduct: tax benefit	(246,286)
Add back: finance costs	1,974,477
Deduct: interest income	(9,473)
Add back: depreciation and amortisation	2,531,077
Earnings before interest, tax, depreciation and amortisation (EBITDA)	3,335,246
Add back: share-based payments expense (non-cash)	388,650
Add back: re-financing costs (convertible note)	1,009,460
<u>Underlying EBITDA</u>	<u>4,733,356</u>
	 Up 116%
<i>Dec-15:</i>	<u>2,189,543</u>

1H-FY17 | Balance Sheet: 31 Dec 16 v 30 Jun 16

Assets	Dec-16 (\$)	Jun-16 (\$)
Current Assets		
Cash and cash equivalents	4,644,201	2,902,881
Trade and other receivables	10,777,735	11,416,618
Other	925,843	729,691
Total Current Assets	16,347,779	15,049,190
Non-Current Assets		
Property, plant and equipment	417,383	423,178
Intangibles	30,036,154	32,990,769
Deferred tax	935,902	713,246
Total Non-Current Assets	31,389,439	34,127,193
Total Assets	47,737,218	49,176,383
Liabilities		
Total Current Liabilities *	12,937,161	16,852,432
Total Non-Current Liabilities *	11,382,788	11,010,968
Total Liabilities	24,319,949	27,863,400
Net Assets	23,417,269	21,312,983

* Dec-16 Debt totals \$15,379,586 (pcp: \$17,706,367) as \$7,075,180 current and \$8,304,406 non-current

1H-FY17 | Cashflows

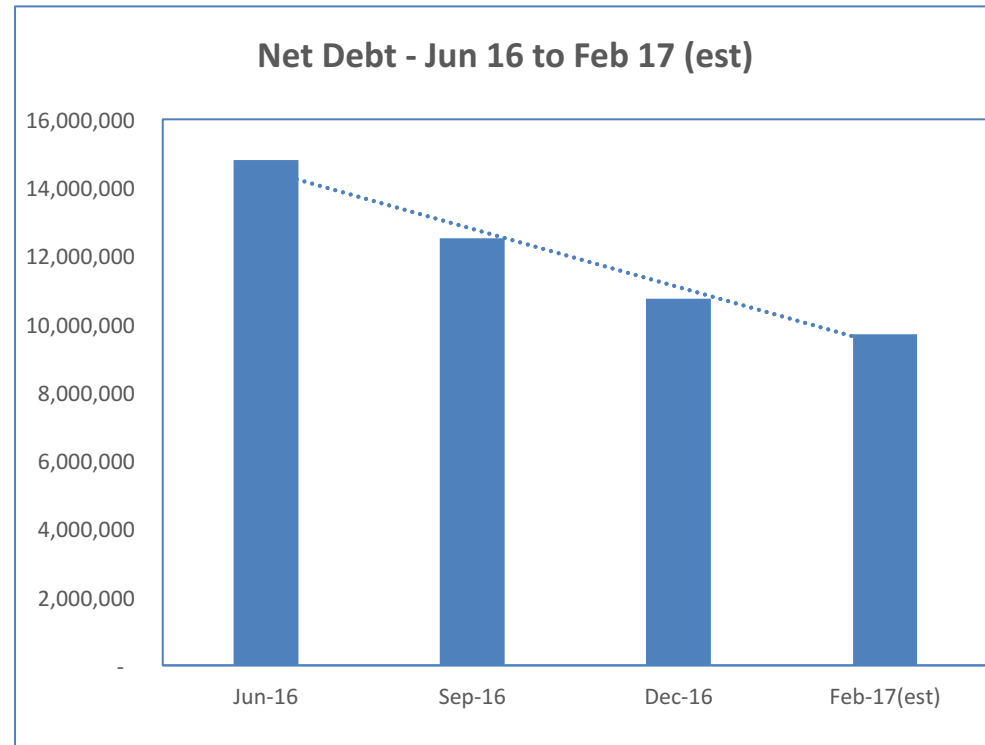
Statement of Cashflows	Dec-16 (\$)
Cash flows from operating activities	
Receipts from customers (inclusive of GST)	22,149,758
Payments to suppliers and employees (inclusive of GST)	(16,864,575)
Interest received	9,473
Interest and other finance costs paid	(1,974,477)
Income taxes paid	(1,783,305)
Net cash flows from/(used in)/operating activities	1,536,874
Cash flows from investing activities	
Payment for purchase of subsidiary, net of cash acquired	(28,963)
Payments for property, plant and equipment	(76,668)
Payment for security deposits	(14,472)
Net cash flows used in investing activities	(120,103)
Cash flows from financing activities	
Proceeds from issue of shares	3,000,000
Share issue transaction costs	(102,867)
Dividends paid	(279,217)
Net proceeds from/(repayment of) borrowings	(1,856,866)
Net cash flows from financing activities	761,050
Net increase in cash and cash equivalents	2,177,821
Cash and cash equivalents at the beginning of the financial year	2,902,881
Effects of exchange rate changes on cash and cash equivalents	(436,501)
Cash and cash equivalents at the end of financial year	4,644,201

Trading cashflows (receipts less payments) of \$5,285,183 is in line with 2H FY16. Interest and Income tax payments will reduce materially in the next 6 months.

De-leveraging via Debt Reduction | 20 months to go

Crowd Mobile is paying debt off in cash and is targeting **Gross Debt of \$7.0m** (before Cash deduction) by February 2018

Debt Portfolio Overview			
Debt Provider	Dec 2016	Feb 2017	Description
JGB	€5.63m (AUD \$8.2m)	€4.84m (AUD \$6.7m)	CN repayable in cash or stock at CM8's election. IR of 12%-15%. Note – undrawn funds exist of €3.25m (A\$4.6m).
Track Vendors	€4.90m (AUD \$7.2m)	€4.90m (AUD \$7.2m)	Bullet repayment loan due Oct-18, IR of 15% p.a.
Gross Debt	€10.53m (AUD \$15.4m)	€9.74m (AUD \$13.9m)	
Net Debt	AUD \$10.7m	AUD \$9.7m	



- CM8 Revenue is mostly in EUR and all of the debt is in EUR, so creates a natural currency hedge
- Based on a AUD/EUR exchange rate of 0.70 for Feb 2017

Macro Themes | Growth Drivers

Mobile First
Mobile
Payments

The mobile device is becoming the primary gateway for services, entertainment & payments

Global
Distributed
Workforce

Technology breaks down geographic barriers allowing remote work anywhere, anytime

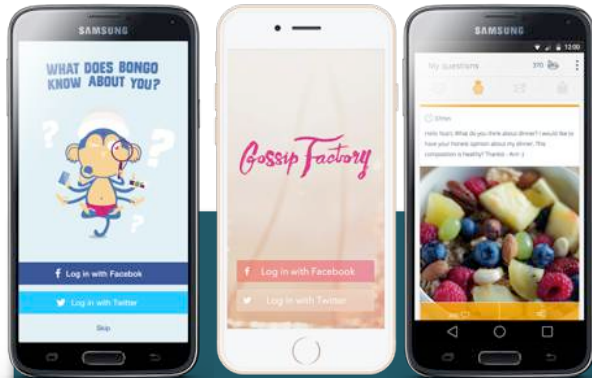
Digital
Influencers

Digital Influencers (Youtubers/Instagramers) are the new 30 second TVC for the 16-35 year olds

Crowd Mobile is strategically positioned to capitalise on these mega trends

Crowd Mobile | A Mobile First Company

Mobile Content - Q&A & Subscription divisions underpinned by m-payments



Question & Answer (Q&A)

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

\$10.65M revenue



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

\$10.86M revenue

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



swisscom

Crowd Mobile I Corporate Snapshot

ASX Code: “CM8” & FWB-XETRA: “CM3”

Ordinary Shares on Issue	Options (from 25c to 39c)	Market Cap (@ 11.0c - \$AUD)	Cash at Bank (\$AUD) as at 28/2/17 (est)	Net Debt as at 28/2/17 (est)	Enterprise Value (EV)	Enterprise Value (EV)/ Underlying EBITDA
178.9m	49.3m	\$19.7m	\$4.2m	\$9.7m	\$29.4m	3x

Top 5 shareholders	No.	%
Dominet Digital and associated entities – Executive Director/CEO D.Carosa	25.6m	14.3
DSAH Holdings and associated entities	20.0m	11.2
Mr Rene Rath (Track vendor)	8.8m	4.9
Mr Hendrikus Antonius Johannes Kusters (Track vendor)	8.8m	4.9
Australco Super Investments Pty Ltd – Chairman T. Hnarakis	2.4m	1.4
Total	65.6m	36.6%

Growth Strategies | Pillars of Growth in 2H FY17

A number of growth strategies continue to be executed

Launch new mobile products & leverage existing offers

Product & Marketing expertise combined with a proven, monetising, global addressable market

Grow Our Scale

Expand our m-payments network into Asia, Africa & LATM as smart phone penetration explodes – Distribution Wins!

Extract Revenue Synergies & Margin Improvements

Product & Customer databases, Lower cost marketing channels, AI systemisation

Launch Digital Influencer Network

Tap into the growth of the digital influencer market place by launching a network and agency



Crowd Mobile | Digital Influencers Are A Growing Trend

Google Trends Show The Growth of Influencer Marketing Over Traditional Marketing Strategies

influencer marketing
Search term

print advertising
Search term

video advertising
Search term

+ Add comparison

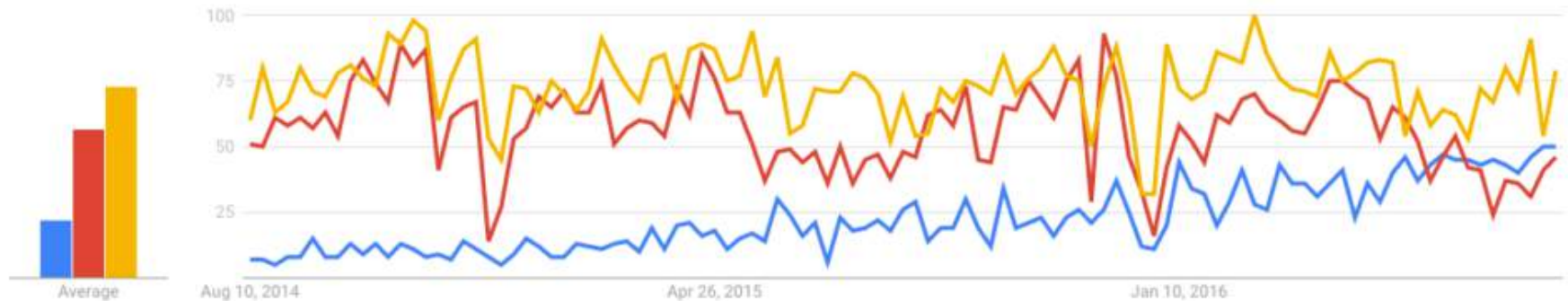
United States ▾

8/7/14 - 8/7/16 ▾

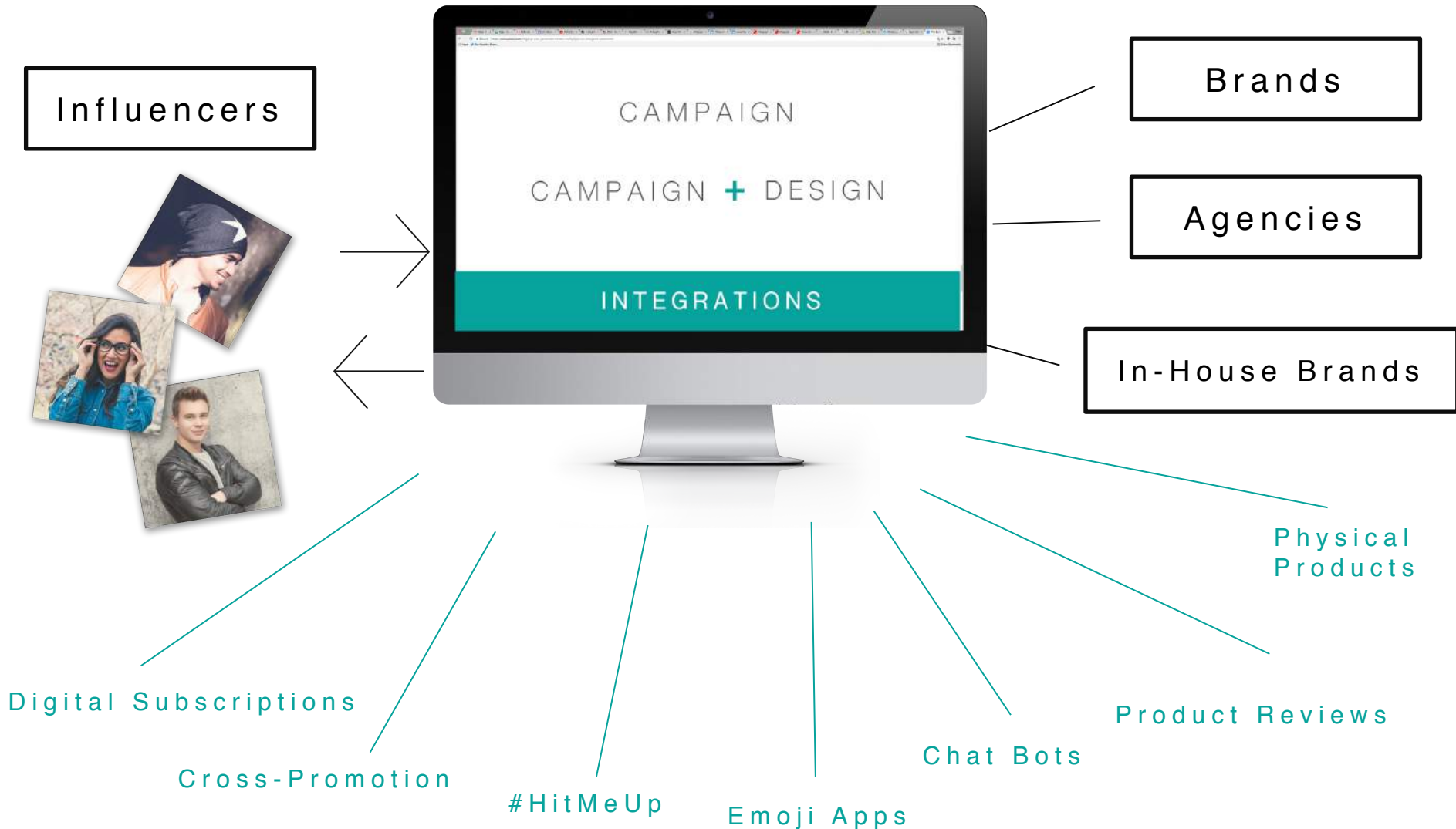
All categories ▾

Web Search ▾

Interest over time ?



Digital Influencer | Network of the future



Crowd Mobile | Leveraging Global Media Networks

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



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 I Summary

1. **Profitable** Mobile First Company
2. Significant global growth opportunities including **Digital Influencer** market place
3. Balance Sheet **Strengthening**
4. Outlook for second half is growth across key **financial metrics**

Crowd Mobile I Video Results Presentation



Crowd Mobile CEO Domenic Carosa and CFO/COO Christian Shaw present the December half results via a video presentation – Click link below:

https://youtu.be/M0_ekroZao4

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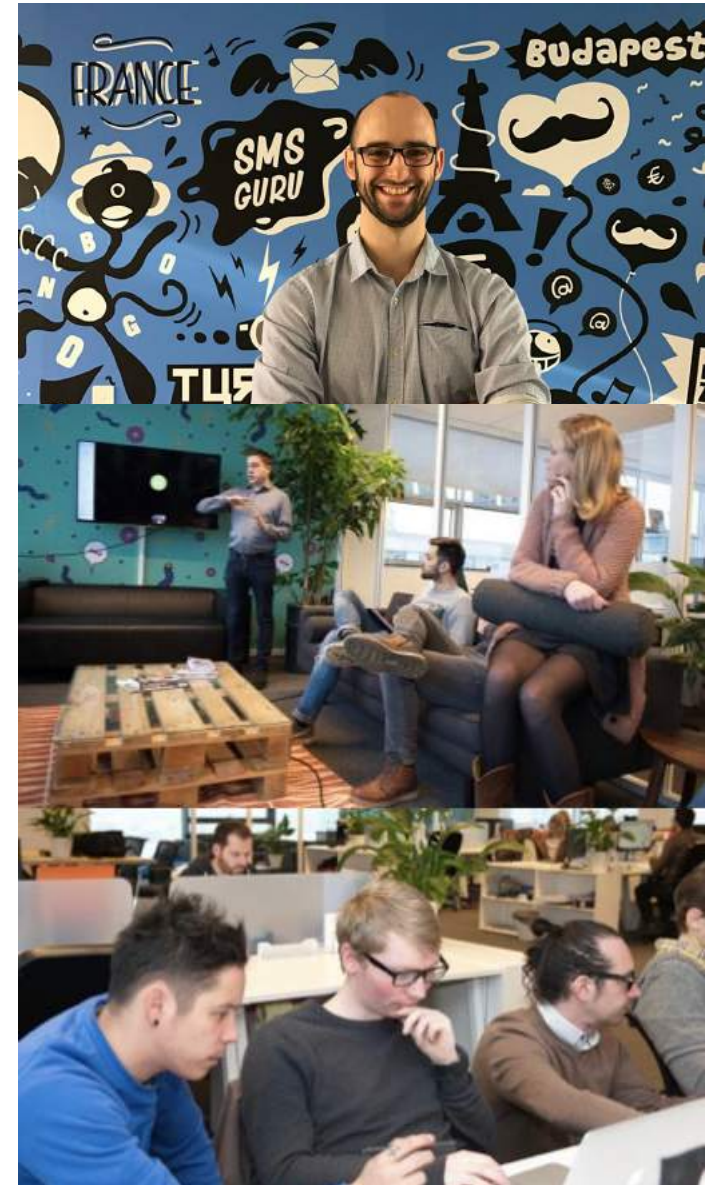
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