

A long-exposure photograph of a beach at night with several large rock formations in the background. A bright yellow-green light has been used to paint the number '2017' in the sky, with the '2' and '0' being smaller and the '1' and '7' being larger. The light trail starts from the left and ends on the right, with the '7' extending towards the bottom right corner of the frame.

RXP Annual General Meeting  
16 October 2017

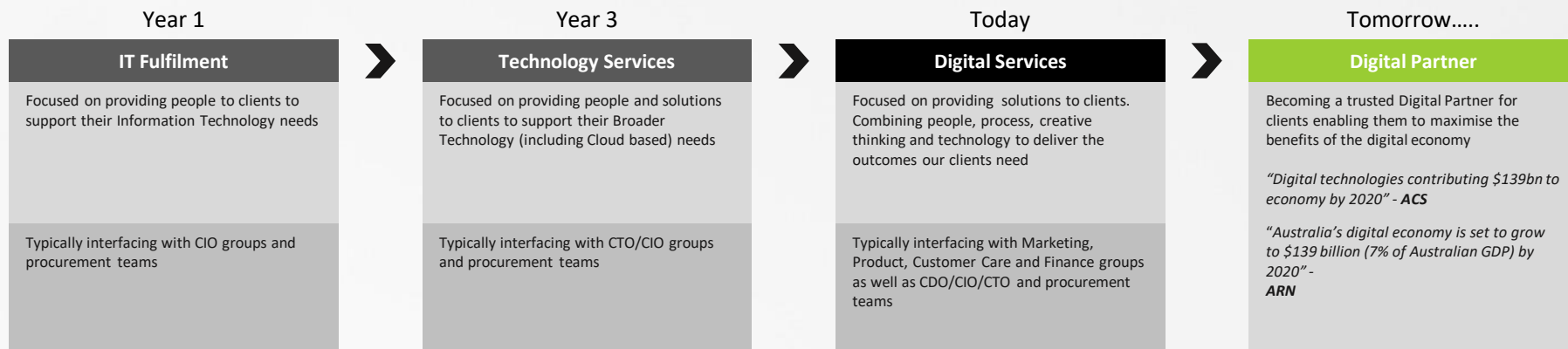
## Agenda

- A. Chairman and CEO Presentations**
  - 1. Discussion of Financial Statements and Reports**
  - 2. Consideration of Remuneration Report**
  - 3. Consideration Re-election of Director**

# Continuing the evolution into a leading digital consultancy businesses

## Moving left to right..... Constantly evolving

Working with clients to increase efficiencies, introduce new revenue streams and leverage insights to drive connection with people and grow their businesses through the combination of creativity, user centred design, people, process and technology



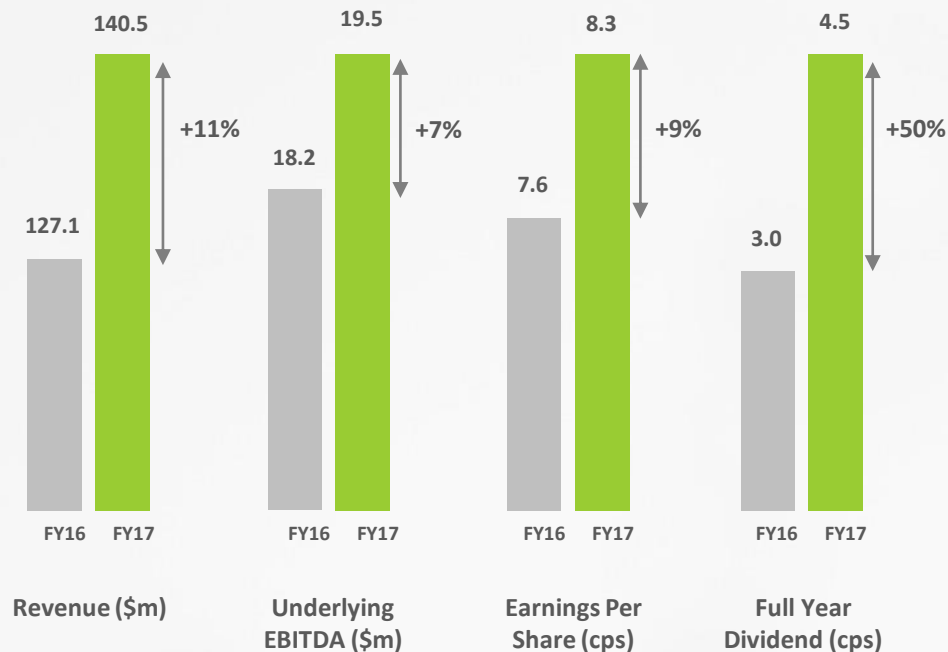
Driving an increased level of revenue from project based/outcomes based digital solutions

Constantly evolving to ensure we have the right mix of commoditised and higher value work = "Price-to-Value"

Deepening our client relationships; partnering rather than providing

## FY17 delivered strong results across all key metrics

- Revenue up \$13.4m (+11%) to \$140.5m
- Underlying EBITDA up \$1.3m (+7%) to \$19.5m
- Underlying EBITDA margin 13.8%
- EPS increase to 8.3 cents (9%)
- Operating cashflow up 23% to \$18.1m
- Cash conversion 99%
- Declared a full year dividend of 4.5 cps fully franked
- Strong balance in place that provides significant flexibility





**We bring together creativity, design, insights and technology to help our clients build products and digital solutions.**

**Our team is made up of some of the most talented designers, researchers, technologists and delivery people in the business.**

**We use agile ways of working and modern tools to deliver value quickly to your employees and customers.**

**The Works is part of the RXP group of companies and is currently AdNews Australian CX Agency of the Year.**

**We use innovative research techniques, data analytics and fresh creative thinking to deliver exceptional customer experiences.**

**Our agency structure removes unnecessary layers and puts senior creative thinkers at the forefront of the client relationship and the needs of the target audience.**

**Our combined skills and experience enable excellence across digital transformation**



Ross Fielding  
Chief Executive Officer



# The Works is accelerating our evolution and strengthens our offering



Focused on accelerating the push into Innovative Digital Consulting – creative/UCD/UX/UI and data/information/insight

Client diversity

Location diversity

Profitability

Capability & Capacity

Cultural Fit

**We imagine**



**The Works**

We use data to uncover emotional and behavioural insights that deliver better, more creative customer experiences. Powerful ideas and getting a result are at the centre of everything we do.

**We create**



**rxpcollective**

We deliver the optimal experience based on the behaviour and needs of the people who interact with your services and products.

**We transform**



**rxpengage**

We advise and support clients through significant transformation.

**We build**



**rxpdevelop**

We develop software solutions to improve experiences and processes for clients.

**We discover**



**rxpinsight**

We provide data centric solutions to unlock business insight, through governed visualisations, trusted analytics and API connectivity to support evidence based decisions in the digital evolution.

**We improve**



**rxpoptimise**

We improve our clients' processes and integration to lift performance and customer satisfaction.

**We support**



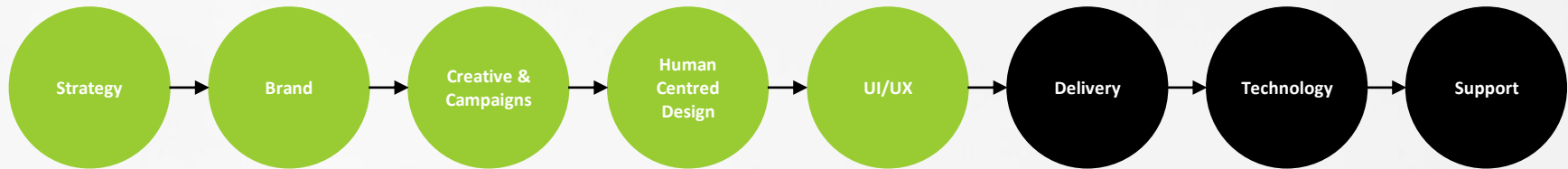
**rxpoperate**

We support our clients' mission critical applications and infrastructure.

## The addition of The Works adds to our digital capability

RXP is committed to combining the best people, innovative technologies, creative design and methodologies to help our clients achieve their vision

We group our capabilities in a way that optimises engagement with clients and drives teamwork. Our practices are underpinned by a suite of shared methodologies which allow them to integrate and support optimal delivery for our clients



We continue to evolve our capabilities and services to deliver greater value to clients to help them increase efficiencies, tap into new revenue streams, drive connection/engagement with people and ultimately grow their businesses



# The Works - 2.5 months in, already adding value

Performing in line with expectations

Integration is occurring

- Clients are providing the drive for integration, with RXP & The Works jointly “pitching” for new client work (5 overall, 2 imminent)
- Integration has occurred at the leadership level
- Strong cultural alignment clearly evident through seamless joint working teams (also evident through the “happier humans” initiative across RXP & The Works)

Has significantly enhanced our “go to market pitch” and capabilities

- Has increased our end-to-end digital services delivery capability  
(Strategy - Brand - Creative/Campaigns - Human Centred Design - UX/UI – Technology - Delivery - Support)

Seeing revenue opportunities resulting from cross selling across current client bases

Driving deeper client engagement

- “at the table” earlier in the value chain, becoming a strategic partner for clients
- Increasing value of work, moving further away from commoditisation

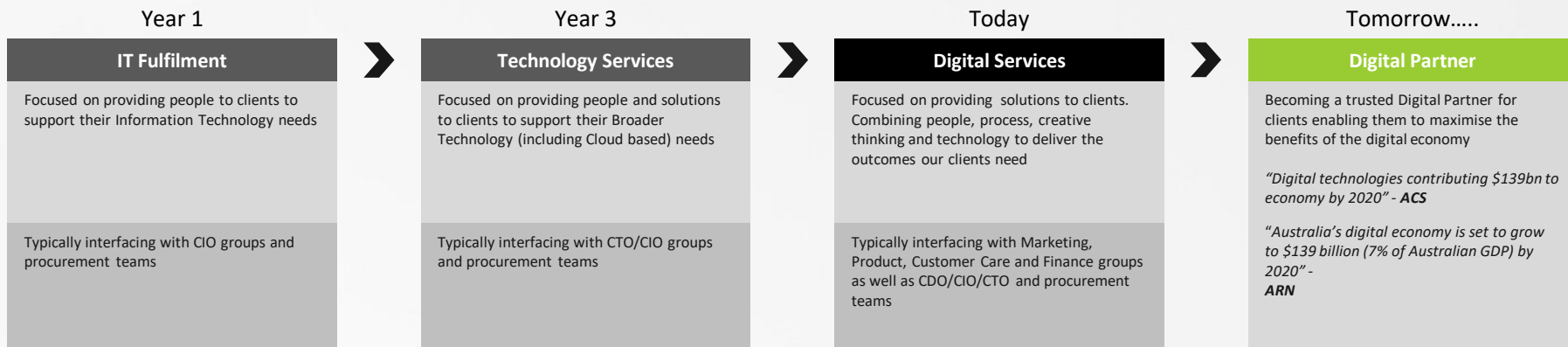
Will “open” The Works Melbourne office by Xmas

The Outlook

# Our strategy guiding the our evolution

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# Our priorities driving our plan



The evolution to becoming a trusted Digital Partner built around 6 core areas of focus

<b>People &amp; Talent</b> <i>Engage and Develop</i>	<b>Sales &amp; Marketing</b> <i>Clients</i>	<b>Digital Delivery</b> <i>Solutions Outcomes</i>	<b>Our Practices</b> <i>Capabilities &amp; Expertise</i>	<b>IP &amp; Productisation</b> <i>Saleable Products, Repeatable Services</i>	<b>Financial Results</b> <i>Growth</i>
Creating happier humans	Strengthening sales capabilities	Partnering rather than providing	Constantly evolving our capabilities based on emerging trends and client needs	RXP Incubator accelerating productisation	Delivering sustainable growth

## Evolving our workforce mix

We will continue to manage the commoditisation risk as the procurement landscape changes

- Managing the mix of “project/outcomes/solutions/digital” based work and “augmentation/commoditised” work

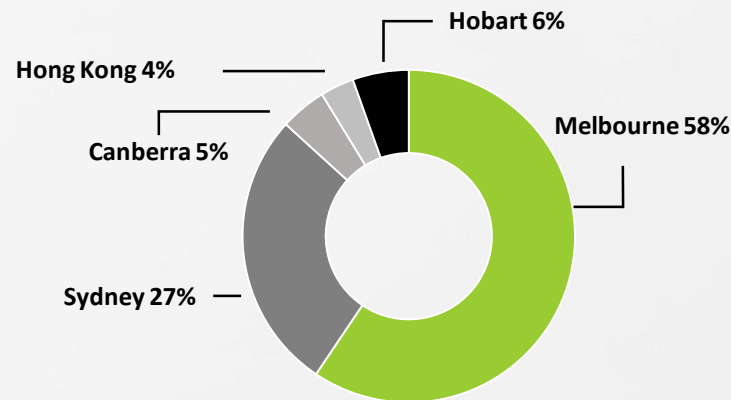
We maintain our focus on “partnering” and digital delivery rather than simply “providing”

We have expanded and enhanced our sales capabilities to help drive the increased focus on digital services

- Driving “sales” capability to reflect our strategy and evolution

We maintain our focus on the ‘employee experience’ and our continuous improvement agenda

- Values and Culture; Engagement; Development; Performance; Diversity
- “happier humans” campaign



### Continued management of revenue mix

- scaling back on commoditised work in Banking & Finance and Telco & Media
- remain confident of a good full year result based on solid pipeline and significant project work “pitches” in progress

### Continue to focus on building Digital Services/Digital Solutions capabilities

### Continue to drive growth by leveraging The Works and overall “cross-practice” capabilities

(Strategy - Brand - Creative/Campaigns - Human Centred Design - UX/UI – Technology - Delivery - Support)

### Maintain focus on building “partnering” as compared to “provider” relationships

### Enhanced debt facility now finalised, providing:

- operational flexibility
- headroom for acquisitions

### Maintain conservative gearing and have the flexibility to fund future opportunities

### Maintain our progressive dividend policy

## In summary

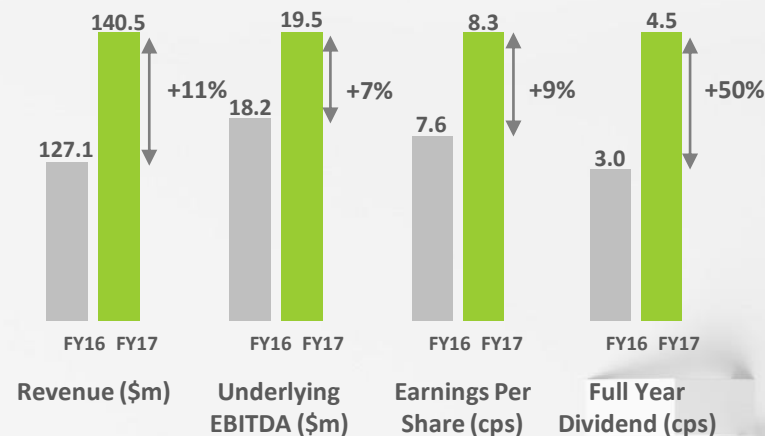
### Another strong year:

Demonstrated our delivery capability based on teamwork across specialist verticals

Increased cash-flow generation – 99% cash conversion

Declared full year FY17 final dividend of 4.5 cps

Maintained a very healthy balance sheet that provides flexibility



### The outlook:

Sector remains strong with digital solutions/services driving convergence (consultancies <-> digital agencies) and therefore new opportunities

The Works acquisition is supporting our growth objectives

Expect growth in Digital Services revenue to continue, with overall blended EBITDA margin target of 15%

Maintain progressive dividend policy



A. Chairman and CEO Presentations

1. Discussion of Financial Statements and Reports

2. Consideration of Remuneration Report

3. Consideration Re-election of Director

Items of Business

A. Chairman and CEO Presentations

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Items of Business

## Ordinary Resolution 1: Consideration of Remuneration Report

“That, the Remuneration Report forming part of the Directors Report for the year ended 30 June 2017 is adopted.”

### Voting Summary

<b>For</b>	39,997,776	68.47%
<b>Against</b>	406,891	0.70%
<b>Open usable</b>	18,004,155	30.83%
<b>Excluded</b>	250,000	NA

17,912,155 OPEN USABLE PROXY VOTES ARE AVAILABLE TO THE CHAIRMAN

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## Ordinary Resolution 2: Re-election of Director – Mr John Pittard

“That, Mr John Pittard, who retires by rotation as a Director pursuant to the Company’s Constitution, be re-elected as a Director of the Company.”

### Voting Summary

<b>For</b>	40,553,071	69.06%
<b>Against</b>	165,723	0.28%
<b>Open usable</b>	18,004,155	30.66%
<b>Excluded</b>	0	NA

17,912,155 OPEN USABLE PROXY VOTES ARE AVAILABLE TO THE CHAIRMAN



Questions?



Thank you!



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