



# AGM 2017

**AGM 2017 Presentation**  
**November 2017**



# CROWD MOBILE LIMITED

ASX:CM8 & FWB:CM3

**Crowd Mobile is a global technology company creating digital platforms and products that leverage digital influencers.**



## Q/A

Connects those seeking answers with qualified experts



## Subscription

Delivers mobile content including games, apps, music and video



## Crowd Media

Works with digital influencers including an Agency & influencer commerce platform

- Underpinned by its mobile payments network
- Strengthened by partnerships with hundreds of mobile carriers
- Active with some of the world's largest agencies, brands and media companies

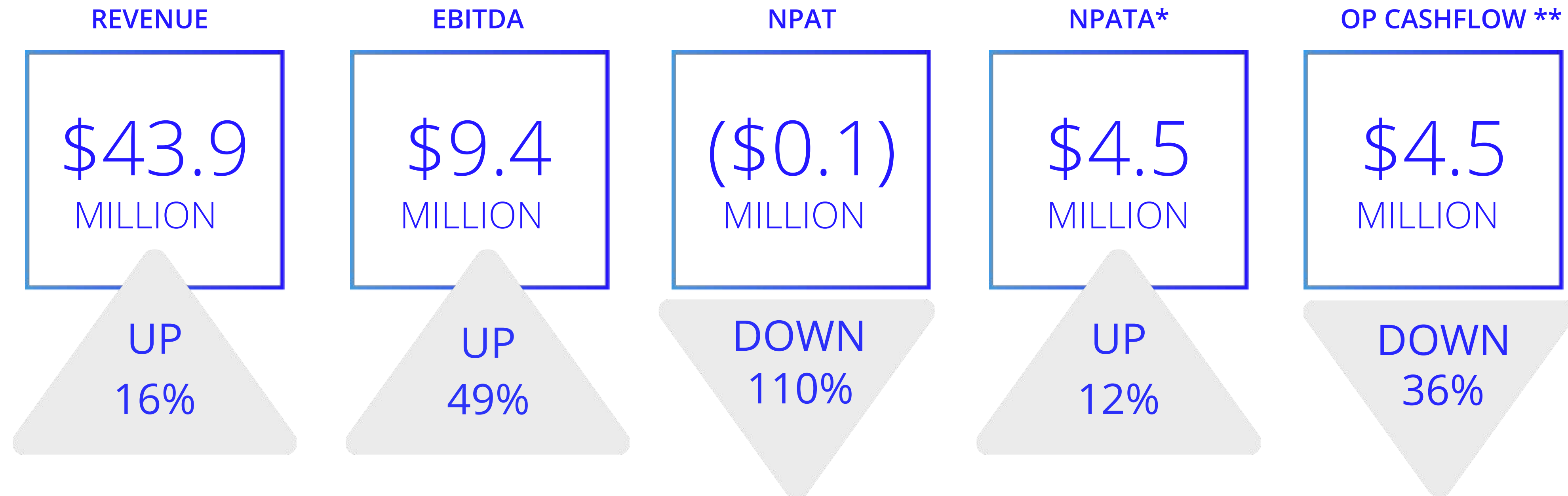
All product and company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them



crowd mobile Ltd

# FY17 RESULTS

## RECORD REVENUE & EBITDA

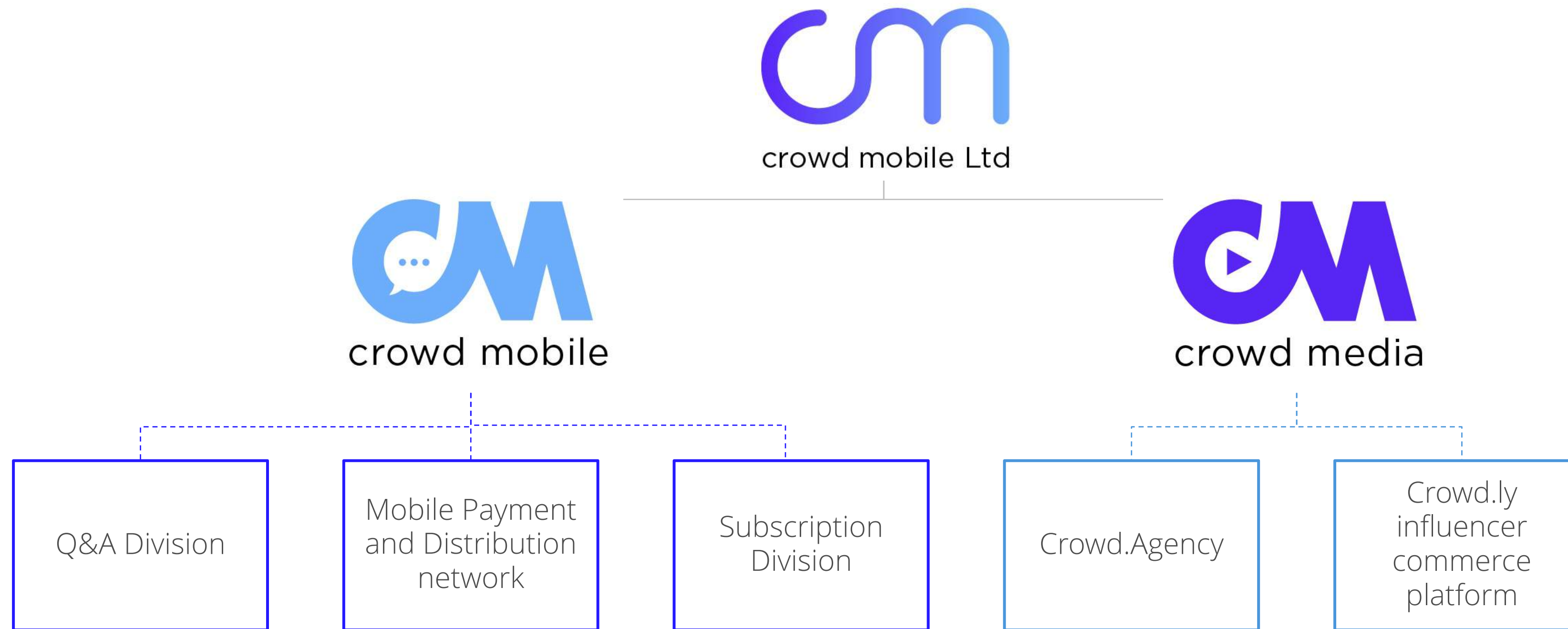


\* Calculation is \$43.4m / \$4.5m (-\$85,524+\$4,549,699)

\*\* Net Trading cash receipts (excl. Interest and Tax payments) were \$10.9m (UP 19% to FY16)

# CORPORATE STRUCTURE

INCORPORATING NEW CROWD MEDIA INVESTMENT



**Crowd Technology Platform & Mobile Distribution Network For Sustainability**

Leveraging Crowd Mobile's digital influencer expertise to launch the Crowd Media division

Incubating Crowd Media within Q&A division in FY17/18



# FINANCIAL PERFORMANCE SNAPSHOT

## OCTOBER YTD (4 MONTHS) UNAUDITED RESULTS

Group (\$m)	Oct-17 YTD	Oct-16 YTD	Change
<b>Revenue</b>	<b>14.34</b>	14.20	1%
<b>U.EBITDA</b>	<b>1.99*</b>	2.81	(29%)
<b>U.OP CF</b>	<b>2.12</b>	0.78	171%
<b>Net debt</b>	<b>(1.41)</b>	(12.30)	(89%)
Cash	7.24	4.00	81%
Debt	(8.65)	(16.30)	(47%)

<b>Q&amp;A</b>			
Revenue	8.51	6.91	23%
U. EBITDA	2.12	1.38	53%
<b>Subscription</b>			
Revenue	5.83	7.30	(20%)
U. EBITDA	1.42	2.33	(39%)
<b>Crowd Media</b>	(0.80)*	0.00	n/a
<b>Corporate</b>	(0.78)	(0.90)	(13%)

\* includes the Oct-17 YTD \$0.8m of expenses on CrowdMedia

- U.EBITDA (Underlying EBITDA) excludes Share Based expenses and Re-financing costs in Oct-16

- U.OP CF (Underlying Operating Cashflow) excludes payments for Re-financing costs in Oct-16



Strong operating cashflow



Strong performance while investing in Crowd Media



Low net debt



Q&A outperforming PCP



Subscription lower PCP yet stable and higher than 2H FY17



crowd mobile Ltd

# CROWD TECHNOLOGY PLATFORMS

INCORPORATING ARTIFICIAL INTELLIGENCE (AI) + BUSINESS INTELLIGENCE (BI)



## Q&A and Mobile Subscription Technology

Leveraging Artificial Intelligence (AI) & Business Intelligence (BI) technology



## Global Mobile Payments & Distribution Technology

Global distribution network that facilitates sale of digital & physical products



## Digital Influencer Commerce Technology

Digital influencer advertising and commerce platform with over **1.2 million** influencers on our platform and growing

The new TV for 16-40 year olds



Generating sustainable revenues with Technology across Mobile & Digital Influencers



## A PROFITABLE, GLOBAL, MOBILE ENTERTAINMENT COMPANY



### Q/A Division

Crowd Mobile entertains and informs customers by developing engaging mobile products that connects those seeking answers with qualified experts. Works mainly across the entertainment infotainment sectors.

**FY17 Revenue: \$24.9m**



### Mobile payment and distribution network

Crowd Mobile's payments and distribution are underpinned by a seamless process through partnerships with telcos, Apple and Google. Faster and more convenient than credit card payments.

**Leveraged by both divisions**



### Subscription Division

Crowd Mobile delivers mobile content including games, mobile security, applications, education, music and videos to millions of consumers worldwide. It's mobile products are promoted across targeted websites and marketing agencies.

**FY17 Revenue: \$19.0m**



# MOBILE PAYMENT & SOCIAL DISTRIBUTION NETWORK

MOBILE DISTRIBUTION AND PAYMENT NETWORK =  
EASIER CUSTOMER PAYMENTS



64 Countries (up from 54)



212 Mobile Carriers (up from 160)



15 years to build



No single carrier represents more than 7.5% of group revenues

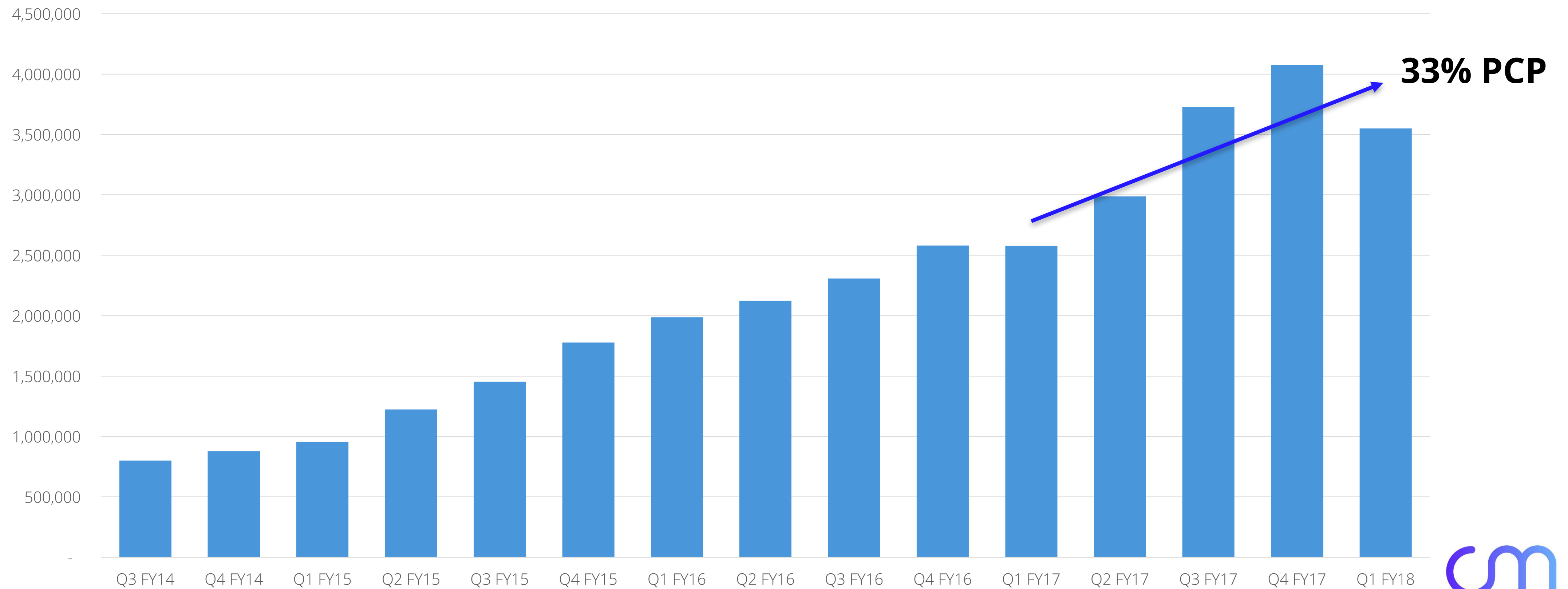




# KEY METRIC: BILLED Q&A MESSAGE GROWTH

STRONG QUARTER ON QUARTER GROWTH IN Q&A DIVISION

Total Messages (Q3 FY14 – Q1 FY18)



# Q&A & SUBSCRIPTION COMMENTARY

## STRONG PCP GROWTH IN Q&A DIVISION

### Q&A | PCP growth

---

Record billed message volumes of 3.4 million in the September quarter

---

Increase of 33% compares with the same quarter of FY16

---

September quarter is the softest each fiscal year due to European summer

---

Investing in AI and machine learning for further improvements

### Subscription | Stable

---

Customer volumes, revenue and profit performance stable in the September quarter

---

Materially level with the previous quarter, lower PCP as previously reported

---

Focused on lifting performance through refreshing fundamentals, improved innovation & diversification



## A SIGNIFICANT DIGITAL INFLUENCER GROWTH OPPORTUNITY



### **Influencer Agency**

Crowd has an expert team executing 200+ campaigns every month. Crowd has worked with over 6,000 influencers to deliver highly engaging and profitable digital marketing campaigns.



### **Influencer Commerce**

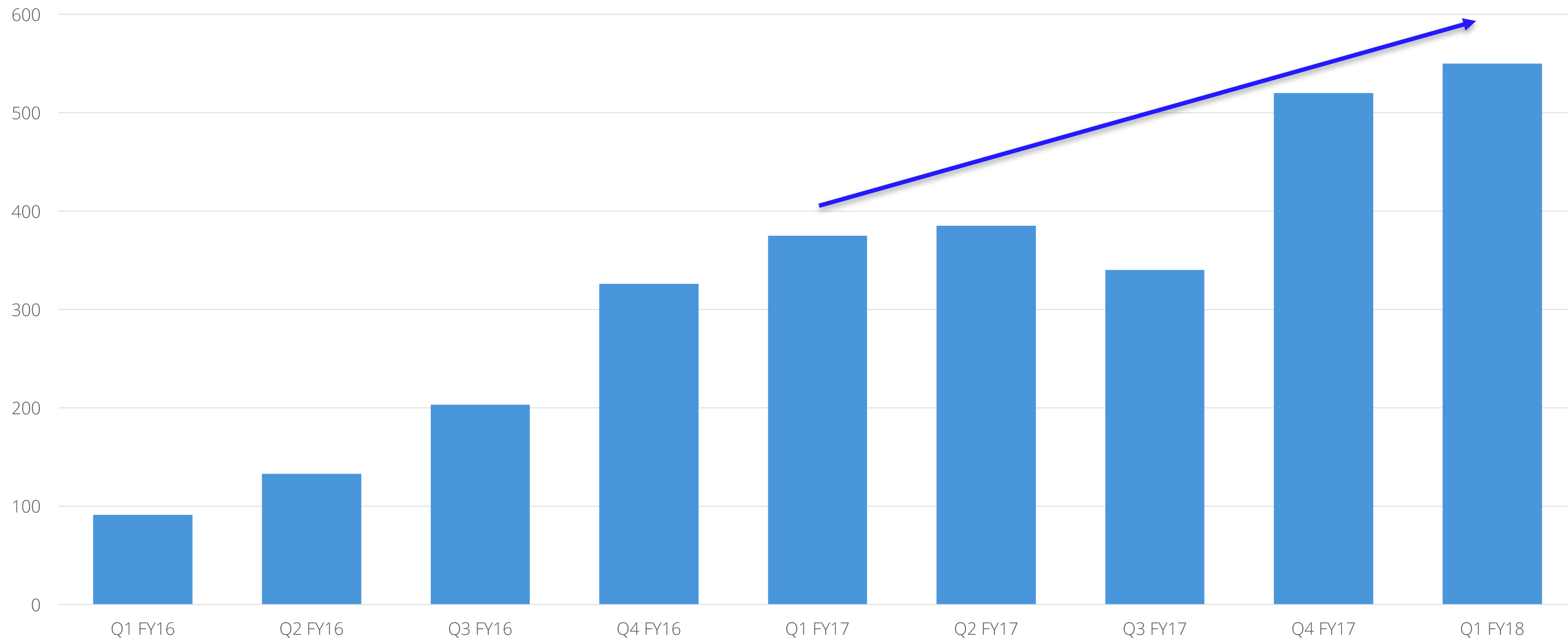
Crowd Media's Digital Influencer Commerce platform drives monetisation via advertising and personalised digital and physical products.



# CROWD MEDIA

## GROWTH IN NUMBER OF DIGITAL INFLUENCER CAMPAIGNS ACROSS CROWD

Number of Digital Influencer Promotions



**47% PCP**



# CROWD MEDIA

## INTRODUCING CROWD MEDIA DIVISION | BUILDING FOR THE FUTURE

- Incubating within Crowd Mobile's profitable Q&A division.
- \$0.8 million invested during the quarter on the launch and promotion of **CROWD.agency** and the influencer technology **CROWD.ly**.

# CROWD.

### **CROWD.agency**

- A data driven digital influencer business
- Created to service surging demand from third-party brands and agencies
- Utilises Crowd Mobile's deep experience and technology within the influencer space

### **CROWD.ly**

- An internal CRM created to help manage increasing number of influencer campaigns
- Open to the 1.2 million digital influencers in CROWD.ly's database in CY18

Crowd Mobile sees the Crowd Media division as an important strategic opportunity for the Company in FY18 and beyond



# CROWD MEDIA

## INTERNAL CRM – FOR GREATER EFFICIENCY

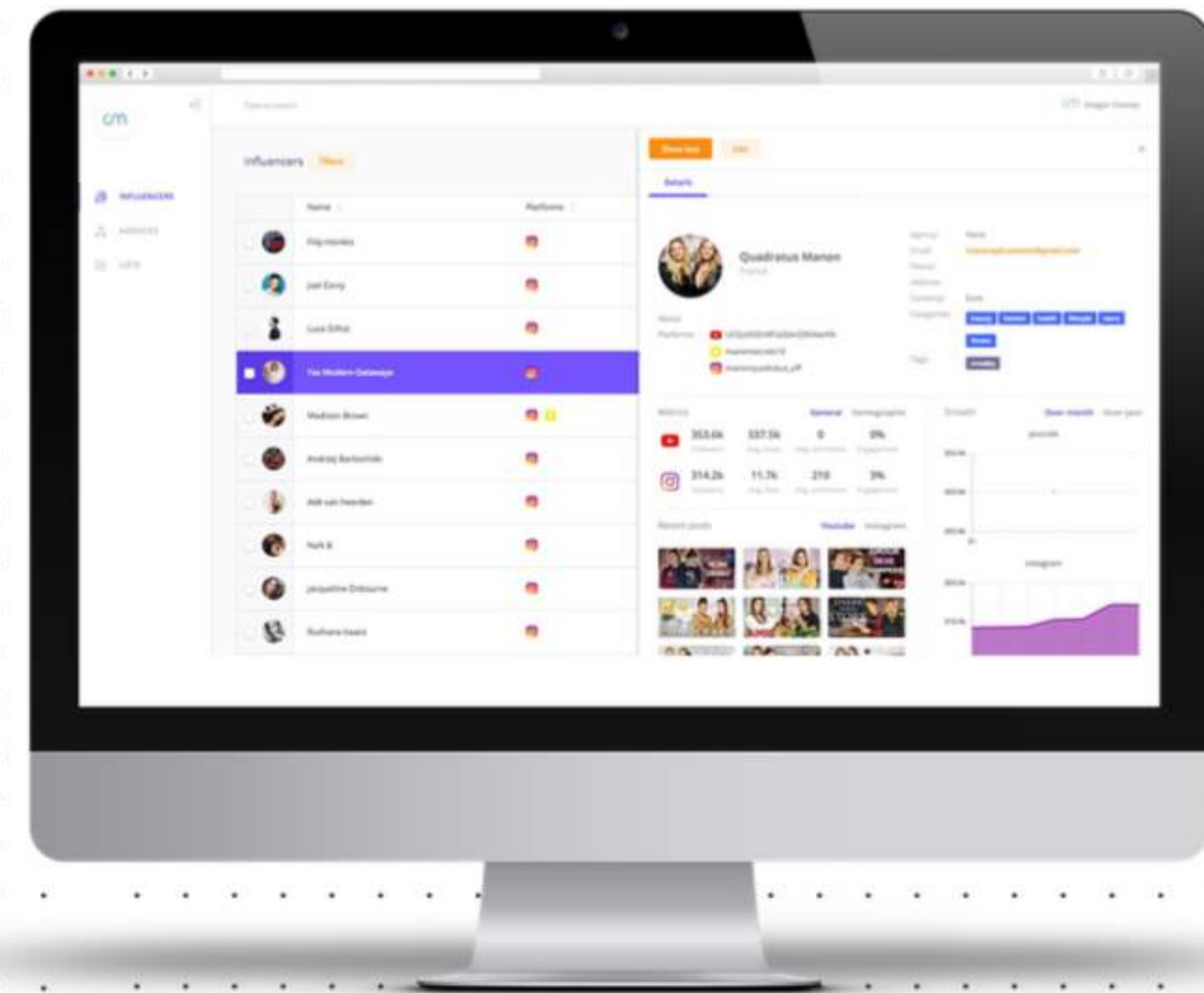
### CROWD.ly - An internal CRM for greater efficiency

Data plays a key role for us in making the right decisions for internal and external brands in 3 ways

- 1 Real-time monitoring and reporting measures **reach**
- 2 In-depth audience data and influencer search provides **audience insights**
- 3 Historical data, negotiation and communication streams reveal **engagement**

Crowd Media has a database of **1.2 million influencers** and counting.

We offer in-depth influencer data on gender split, location, brand affinity and content preference



# CROWD MEDIA

BRANDS WE WORK WITH



N A - K D

NESCAFÉ

OASIS

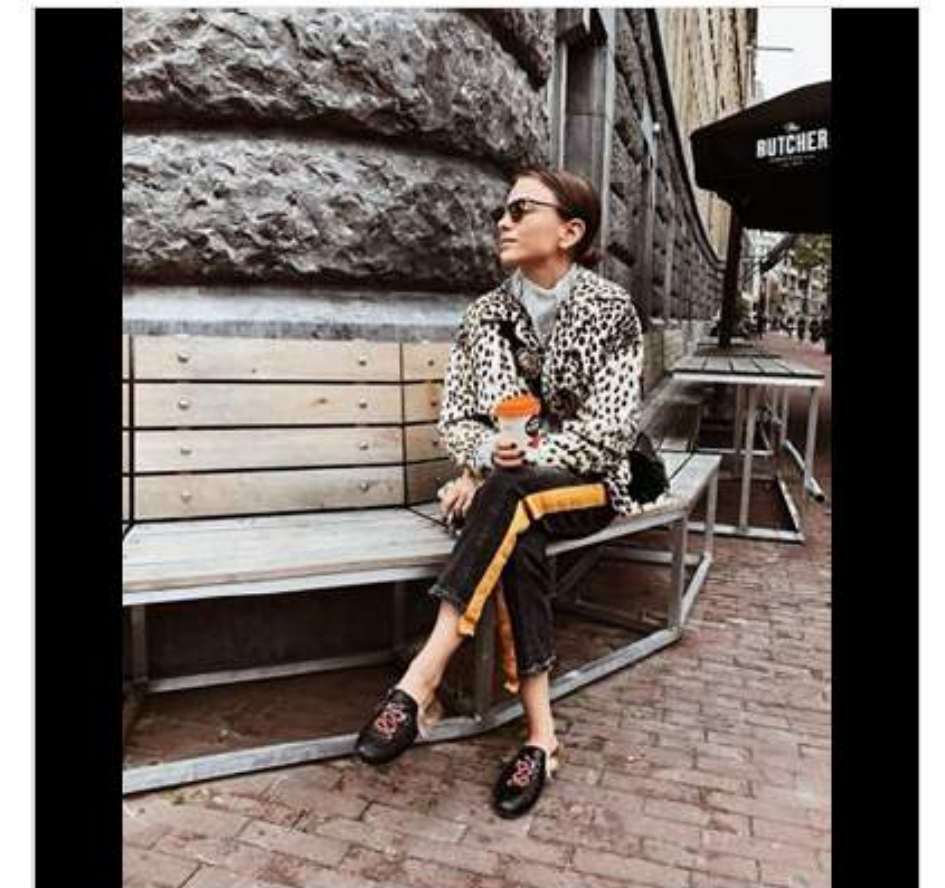


MANDARINE  
NAPOLÉON



KAYA  
TEA

C O T Y



Exploring the neighborhood around my new office with some coffee to go! @nescafenl #baristastyleespresso #nescafeazera









by @lizzyvdligt

Likes 11,637  
Comments 161



# CROWD MEDIA

8 INFLUENCERS THAT DELIVER RESULTS: 8 MILLION PEOPLE COMBINED REACH

 <p><b>Collyer Twins</b> Music</p> <p>TOTAL REACH 50K+</p>	 <p><b>Gaz Beadle</b> Entertainment</p> <p>TOTAL REACH 3M+</p>	 <p><b>Denni Elias</b> Travel</p> <p>TOTAL REACH 150K+</p>	 <p><b>Helen Anderson</b> Beauty</p> <p>TOTAL REACH 1M+</p>
 <p><b>Anais</b> Fashion</p> <p>TOTAL REACH 1.7M+</p>	 <p><b>Vivian Hoorn</b> Fashion</p> <p>TOTAL REACH 100K+</p>	 <p><b>Steffy's Pros &amp; Cons</b> Parenting</p> <p>TOTAL REACH 150K+</p>	 <p><b>Jon Olsson</b> Sports</p> <p>TOTAL REACH 2M+</p>



# GROWTH STRATEGIES

## PILLARS OF GROWTH IN FY18

### Leveraging social media channels – creating next generation media & entertainment

#### Grow digital influencer commerce network

Product & advertising monetisation for influencers worldwide. Database has grown to over 1.2 million influencers to date.

#### Expand our mobile payments and distribution

Launch a new payment method called *content locking* (ie. consumer doing an action like watching a video without paying) – especially useful for millennial market.

#### API & Blockchain Strategy

Increase global scalability by exposing our technology via APIs (Q&A API currently in beta) and currently conducting R&D into the Blockchain and an ICO.

#### Create Brand funded content and digital personalities

Grow brand funded content across social media, live streaming and Digital Influencers. New platforms for a new generation.

Focus on growing influencers, expanding payment and distribution networks, technology edge with brand funded content – next generation media & entertainment



# CROWD MOBILE

## SUMMARY

**Profitable** technology company

**Increasing** global growth opportunities including the **Digital Influencer** market space

**Strengthening** Balance Sheet



# CONTACT

[WWW.CROWDMOBILE.COM](http://WWW.CROWDMOBILE.COM)



Domenic Carosa  
CEO  
**E** [dom@crowdmobile.com](mailto:dom@crowdmobile.com)

Christian Shaw  
CFO  
**E** [christian@crowdmobile.com](mailto:christian@crowdmobile.com)

Media enquires  
Julia Maguire  
The Capital Network  
**M** +61 419 815 386  
**E** [julia@thecapitalnetwork.com.au](mailto:julia@thecapitalnetwork.com.au)

Connect with us on social media



Influencers we are working with

# 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", "look through" and "NPATA" (defined as net profit after tax before acquired amortization, after tax). These measures are used internally by management to assess the underlying earnings 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.

# CROWD MOBILE YouTube TV CHANNEL

Visit the Crowd Mobile YouTube TV channel - <https://www.youtube.com/crowdmobileTV>



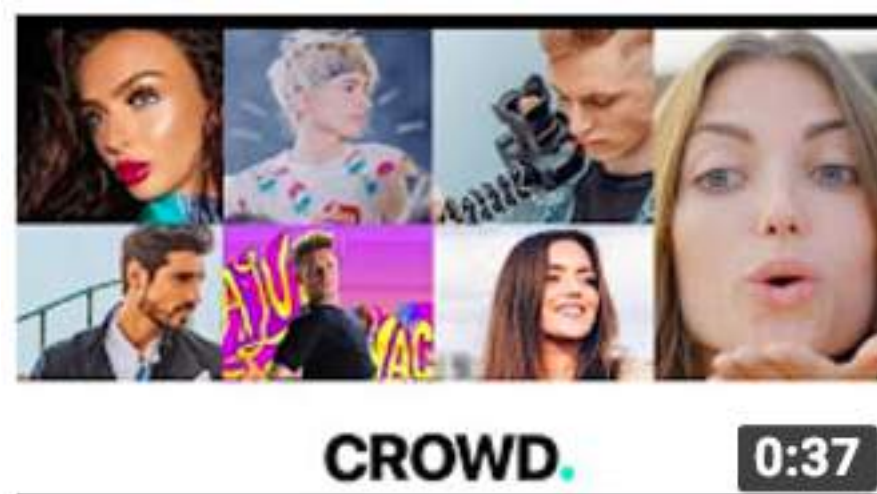
Crowd Mobile (CM8) Q4 FY17 & Digital Influencer Update



Crowd Mobile (CM8) on CommSec: Digital Influencers



Crowd Mobile: Why digital influencers are the future



Crowd Mobile (CM8) Launches Crowd Agency



Take a look inside Crowd Mobile's Amsterdam office!



Crowd Mobile: How can you get closer to your digital



