

Australia

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ASX: RHP

6 March 2018

Rhipe Limited Investor Briefing

Rhipe Limited today is hosting an investor briefing in Sydney. Attached for immediate release are the presentation materials. These are also available on the company website: www.rhipe.com/about/investors/.

Yours Faithfully

Maggie Niewidok

Company Secretary

For more information, contact:

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RHIPE INVESTOR DAY

Thipe The Cloud Channel Page Company*

ASX: RHP

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AGENDA

- Dominic O'Hanlon & Mark McLellan MD and CEO / CFO of rhipe
 - Welcome and introduction
 - 1H FY18 results summary
- Mark Leigh Director of Commercial Partner Lead for Microsoft Australia • Microsoft's strategy for cloud transformation
- Phil Meyer Partner Technology Strategist, Hosting and Cloud at Microsoft • The shift to consumption economics
 - The need for Partners
- Athena Thompson Chief Marketing Officer at rhipe • Finding and converting resellers • Helping resellers with Marketing As A Service

- Warren Nolan Chief Commercial Officer at rhipe
 - Go To Market
 - Strategy and Enablement
 - ANZ, SEA and South Korea
 - Chris Sharp Chief Strategy Officer at rhipe
 - Thinking about new vendors
 - Consulting and Support As A Service
 - Cameron McFie Chief Technology Officer at rhipe
 - Platform for Recurring Subscription Management ("PRISM") Demo
- Dominic O'Hanlon MD and CEO of rhipe
 - Conclusion and questions

PRESENTERS

DOMINIC O'HANLON

MARK MCLELLAN

CHIEF EXECUTIVE OFFICER

CHIEF FINANCIAL OFFICER



WHO IS RHIPE?

THE CLOUD CHANNEL COMPANY



RHIPE: THE CLOUD CHANNEL COMPANY







Marketing, training, consulting, 24/7 support, cloud provisioning and billing as a service to a channel of 2500+ resellers in APAC

RHIPE BUSINESS MODEL



Software Licenses

















Value Add Services



24/7 Service





IT Service Providers

MSP'S

ISV'S

SI/VAR'S

TELCO'S

SAAS

Enterprise Clients

PUBLIC CLOUD

PRIVATE CLOUD USERS

HYBRID CLOUD USERS

SMB CLIENTS

RHIPE'S SUBSCRIPTION OFFERINGS

Rhipe's Unique Partner Value



INTELLECTUAL PROPERTY TO DRIVE CLOUD CONSUMPTION

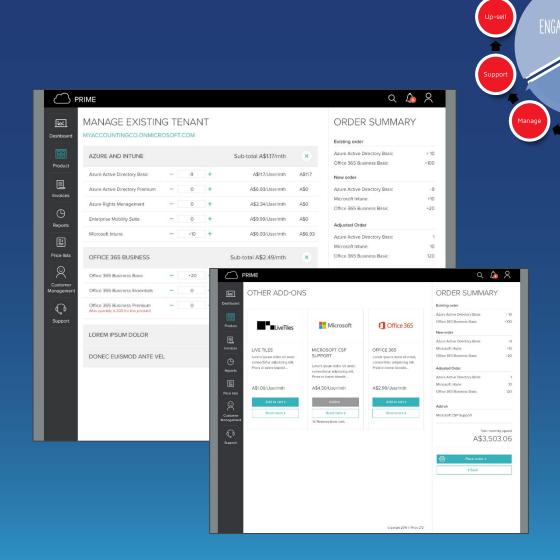
PRISM provides vendor usage reporting, provisioning and subscription billing services

Significant value – add to service providers but also to vendors in driving the consumption and billing of their services

An extensive API set – allowing partners to integrate rhipe's platform with their own systems:

- Access to products and pricing
- o Provision new tenants
- Manage existing tenants
- Transition existing O365 customer from another program into Microsoft CSP
- Purchase Add-ons for CSP customers

THE RHIPE PRISM PLATFORM >



ONBOARD

STRATEGIC OPERATING DIVISIONS

CLOUD LICENSING

- +95% of Group revenues via channel B2B
- Software sold and implemented by service providers. Users pay based on usage

CLOUD SOLUTIONS

- •~5% of Group revenues from direct end user B2B customers
- Professional services and support people to help Service Providers with technical needs

CLOUD OPERATIONS

- Support IT and IP support Licensing and Solutions
- Cloud first, digital first marketing transformation to drive demand For channel partners
 - Billing, software-asset management license optimization

LICENSING

Build and expand on cloud licensing programs. Multi-vendor and multi region.

SUPPORT

Services and support to position offerings for new licensing programs.

VALUE

Add value with systems & ease of trade for Cloud Service Providers.

THE LEADING CLOUD LICENSE PARTNER OF MICROSOFT IN ASIA PACIFIC

A GLOBALLY MANAGED MICROSOFT LICENSE PARTNER

One of Only 11 Licensing Partners Managed out of Seattle
Only One Headquartered in Asia Pacific.
Only One Laser focused on Digital & Cloud Technology

rhipe is the "Innovative Partner of the Future" with a proven ability to drive recurring cloud consumption via a channel of 2500+ resellers

10

2.

1H FY 18 OPERATING HIGHLIGHTS



OPERATIONAL HIGHLIGHTS

Licensing Regional Revenue Split

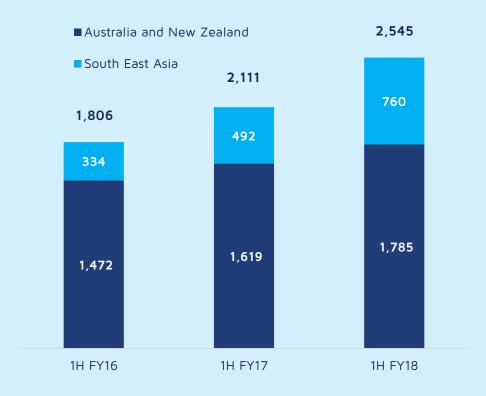




1. 1H FY16 numbers restated following change in accounting treatment of rebates. Rebates now offset against cost of sales and not part of revenue.

PARTNER ECOSYSTEM

Partner Numbers Regional Split



rhipe awarded MS SPLA and CSP licences in South Korea in 2H 2017 South Korea is second only to Australia in size in APEJ

OPERATIONAL HIGHLIGHTS

STRONG GROWTH IN PUBLIC CLOUD



+196,600

Seats up +128% vs PCP

Annual recurring revenue \$31m at 31 December 2017

CSP now +186,400 seats as at 31 December 2017

Market transition from private to public cloud delivers strong CSP growth at expense of larger private data centres

Partner Stats: as at 31 December 17

1,351 SIGNED PARTNERS

(923 at 31-Dec-16)

983 SIGNED & NOW TRANSACTING

(624 at 31-Dec-16)

65% NET-NEW PARTNERS TO RHIPE

(57% at 31-Dec-16)

Rhipe's combined cloud business continues to grow in all countries.

#1 PLATFORM IN APAC FOR WHOLESALE AZURE CONSUMPTION



Annual recurring revenue \$5.3m at 31st December 2017



65% NET-NEW PARTNERS TO RHIPE

(63% at 18-Aug-17)

3.

TH FY18 FINANCIAL RESULTS



1H FY18 HIGHLIGHTS













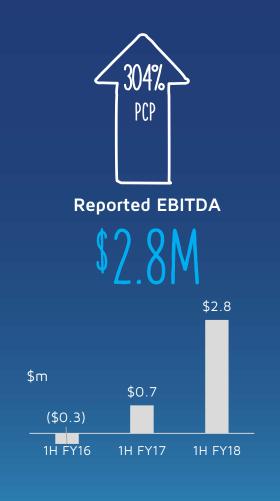


2%

^{1.} Prior Corresponding Period "PCP"

^{2.} Operating Profit represents Reported EBITDA excluding non-cash share based expenses, erational gains or losses

1H FY18 HIGHLIGHTS CONTINUED











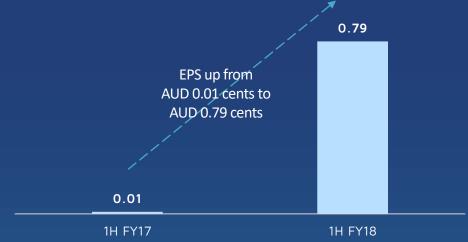
CASHFLOW STATEMENT

		1H FY18
Cash flows from operating activities		
Receipts from customers	67.2	91.2
Payments to suppliers and employees	(69.1)	(89.9)
Income tax paid	(0.3)	(0.7)
Net cash provided/(used) in operating activities	(2.1)	0.6
Cash flows from investing activities		
Purchase of property, plant and equipment	(0.1)	(0.4)
Proceeds from sale of investment	-	0.7
Payment for intangibles	(0.7)	(1.3)
Net cash (used) in investing activities	(0.7)	(0.9)
Cash flows from financing activities		
Proceeds from issue of shares	0.4	0.09
Buy back of shares		(2.3)
Net cash provided by financing activities	0.4	(2.2)
Net decrease in cash and cash equivalents	(2.4)	(2.5)
Opening cash	13.8	19.8
Closing cash	11.4	17.3



SHAREHOLDERS RETURNS





EPS accretion enhanced by strong profit growth and share buy-back

Board will maintain share buy-back program



Maiden fully franked interim dividend of AUD 0.5 cents per share

1 March 2018

Record Date
2 March 2018

Payment Date
23 March 2018

Ex Date

OUTLOOK 2H FY18



OUTLOOK

1H FY18 CONTINUES TO SUPPORT CONFIDENCE IN GUIDANCE



Accelerated transition to public cloud will drive revenue growth

Solutions revenue expected to increase driven by expansion in support activities



Mix of margin to change as public cloud activities increase and private cloud incentives reduce

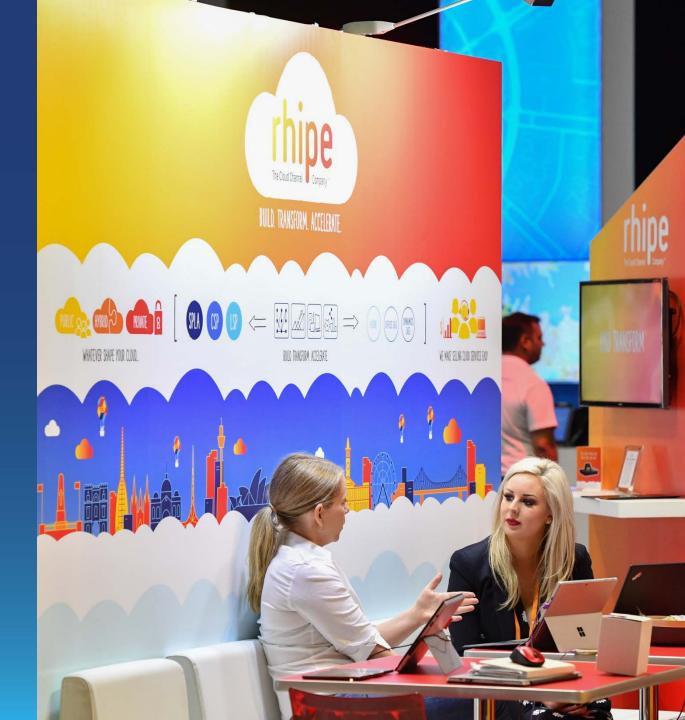
Expected to be broadly similar to FY17



Operating profit target for FY18 \$7m+

Stretch target for executive performance rights set at ~\$9m over a 12 month period by Dec 31 2018

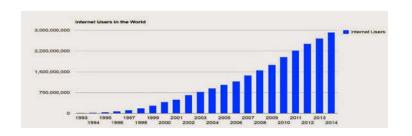
5. QUESTIONS



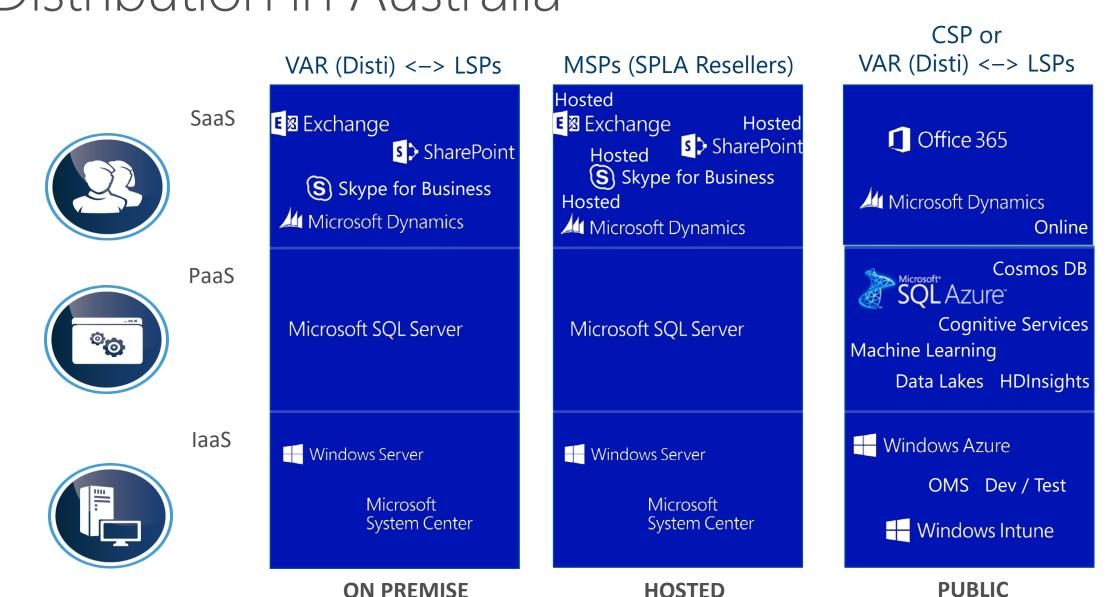


Evolution of Microsoft Licensing

	Distribution	Licensing	
1982	Diskette	OEM (pre-installed to PC) and Full Package Product (FPP) in a shrink wrapped box. Unique product key for each disk set.	
1992	Diskette, DVD	Select: upfront payment for mid to large size. One product key / product for each customer. ISV-R: for ISVs to bundle Microsoft with their application for on-premise install	
1997	Download	Open: upfront payment for small businesses (10-250) Enterprise Agreement (EA): upfront for large (250+)	
2002	Shared Services	SPLA: monthly subscription for Web and App Hosting with 3 rd party usage rights Enterprise Agreement Subscription: annual payment with True Up / Down at anniversary for large business and government Open Volume: annual payment for small businesses	
2008	ISV Hosting	Self-Hosted Apps extension to EA: for ISV offering SaaS	
2010	License Mobility	License Mobility to agreements with Software Assurance (SA): ability to place certain Application Server products on 3 rd party shared servers (laaS)	
2015	Microsoft Cloud	Cloud Solution Provider (CSP): monthly model for Microsoft Cloud products including Office 365, Azure, Dynamics with Partner as Service Provider	



Distribution in Australia

















Going digital

1 million/hour new devices coming online by 2020 12 years average age of S&P 500 corporations by 2020 60% computing in the public cloud by 2025













Digital Transformation



Empower employees



Engage customers



Optimize operations



Transform products

Enabling Digital Transformation



Modern workplace



Business applications



Applications & infrastructure



Data & Al



Empower employees



Engage customers



Optimize operations



Transform products

Enabling Digital Transformation



Modern workplace



Business applications



Applications & infrastructure



Data & Al







Engage customers



Optimize operations



Transform products

Solution Map

Modern Workplace		
Practice/ Solutions	Practice building blocks	
Collaboration	Modern Business Processes and Content Management	
	Migration and Change Management	
	Frontline Workers	
	Organizational Effectiveness	
Modern Desktop	Modern Desktop Deployment	
	Modern Desktop Managed Services	
Security and Compliance	Enterprise-level Identity protection	
	Control and protect information	
	Regulatory compliance	
	Proactive attack detection and prevention	
Cloud Voice	Meetings with PSTN dial-in	
	Cloud PBX enablement	

Business Applications		
Practice/ Solutions	Building Blocks	
Customer Engagement	Customer Service	
	Field Service	
	Project Service Automation	
	Sales	
Operations	Talent Management	
	Retail	
	Finance and Operations	
Business Apps	Finance and Operations	
	Sales	
	Marketing	

Apps &	Infrastructure
Practice/ Solutions	Building Blocks
Cloud Infrastructure and Management	Hybrid Networking Hybrid Storage High Performance Computing Data Center Transformation Windows Server Apps on Azure Extending Azure with Azure Stack Development and Test + DevOps SAP on Azure Red Hat on Azure Hybrid Infrastructure Security and Management Backup, Archive, and DR
Application Innovation	DevOps Customer Facing – Digital Marketing Customer Facing – Mobile Customer Facing – Transactional Apps/eCommerce Customer Facing – Gaming Customer Facing – Media App Modernization and Integration

Data & Al		
Practice/ Solutions	Building Blocks	
Data Platform and Analytics	Data Platform Modernization and Mission Critical Applications	
	Oracle Migration to SQL/Azure	
	Data Warehousing and Big Data	
	Business Analytics and Al	
	Modern Business Intelligence	
	IoT PaaS Solutions	
	IoT SaaS Solutions	

Channel Strategy



<Speaker > | Microsoft WPG

Boost customer ROI

Shift the conversation

Business solutions for business needs

Business impact versus feature/ function

Targeting new customer needs

Offer Expertise

Leverage your channels specialized seller expertise

Bring in managed services from other partners

Accelerate consumption= Customer ROI

Solutions aligned to business priorities.

User adoption and consumption means better ROI for customer

Grow business while meeting customer need of the common state of t



Offer business-ready solutions

Give customers what they need today, whether they want to go all-in with the cloud or use a hybrid model.

Reduce timeto-value Leverage massive Microsoft investment in marketing, technology, training, and support to grow your business faster.

Increase profit potential

Deliver high-margin solutions and services by working with other Microsoft ISV partners and Systems Integrators.

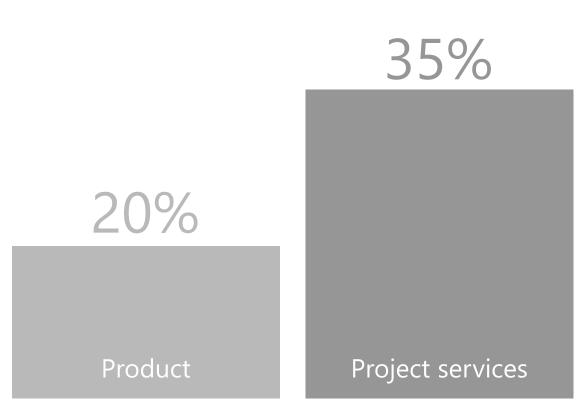
Azure solutions Big data & data Internal business warehouse () apps 2 High performance computing RedHat Dev/Test on Azure 200 SAP Customer Backup, Archive, DR SAP on facing Azure apps BI + Internet of analytics **Things**

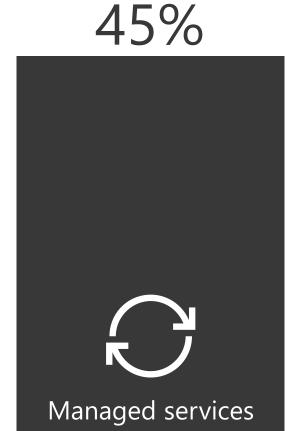
Trend Report: Why Businesses are Moving to the Cloud

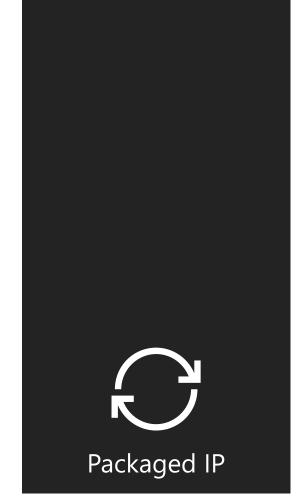
- Increase productivity with trusted software like Microsoft Word, Excel, PowerPoint and Outlook—with better features, automatic updates, availability on any OS, and built-in security and compliance.
- Subscription-based model cost savings are more cost-effective than buying individual licenses. Office 365 also reduces infrastructure costs and eliminates the need for time-consuming implementation, licensing headaches and software support.
- Automatic upgrades, patches and updates on every device are at no additional cost.
- Easy-to-use Web-based admin tools simplify IT management and are accessible from anywhere, with services that are always on and always up-to-date.

Not all revenue streams are created equal

65%







Four ways Microsoft is supporting customer and partner success in FY18:



Shift investments to cloud

Incent cloud and modern via CSP and EA; emphasize Azure, O365, and Dynamics



Increase rewards for strategic products and services

Differentiate rates to favor premium cloud SKUs; focus on usage and Azure consumption



Prioritize growth and customer acquisition

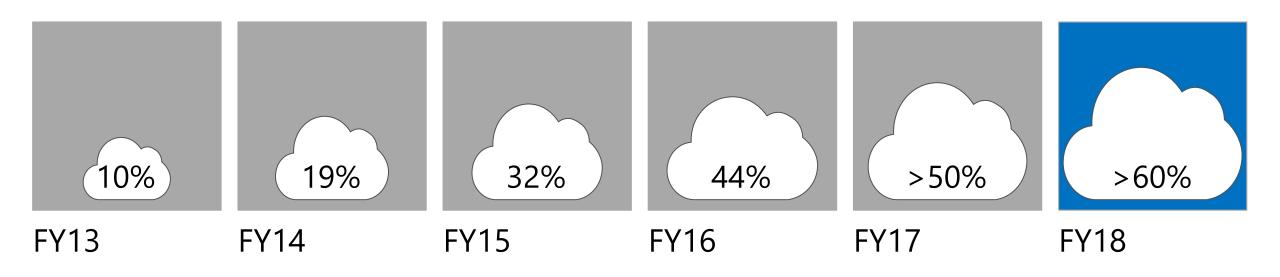
Increase rewards for net growth, customer adds, and strategic workloads



Continue to accelerate Consumption & Active Usage

Adding Dynamics, AIP and increasing funding for Azure growth

Multi-year strategy accelerates cloud Our cloud focus is clear and increasing every year



Cloud incentives growth from 10% to >60% of total incentives budget

Cloud Partners Outperform Peers

"Leading-partners" are making the move first and gaining the benefits of their vision

Cloud-oriented partners are outperforming their peers

Cloud-oriented partners are winning deals from other partners, selling into white space, and driving hybrid solutions

1.6X

Gross profit

Gross profit %

Cloud partner = 52.3% Others = 31.8%

2.4X

Higher new customer mix*

% new customers in last 12 months

Cloud partner = 57.7%

Others = 23.6%

2.4X

Faster growth*

Growth

Cloud partner = 26.9%

Others = 11.1%

Enabling Digital Transformation



Modern workplace



Business applications



Applications & infrastructure



Data & Al







Engage customers



Optimize operations



Transform products



FLY IN CLOUDS WITH RHIPE - VIDEO



MARKETING & RESELLER RECRUITMENT

ATHENA THOMPSON, CHIEF MARKETING OFFICER



OUR VALUE PROPOSITION

DIGITAL TRANSFORMATION & CUSTOMERS TODAY

RESELLER RECRUITMENT MARKETING

ENGAGEMENT, ENABLEMENT & ACTIVATION

rhipe: the Cloud Channel Company

CLOUD FIRST

CHANNEL FIRST

Subscription management tools and services to drive recurring Cloud Consumption: marketing, training, consulting, 24/7 support, cloud provisioning and billing as a service.



Digital Transformation & Customers Today

"The customer buying journey has shifted online. 65% of B2B buyers usually engage a sales' rep after they've already made a purchase decision"

- IDC 2016

"Customer Experience is the source of differentiation" - GARTNER 2015

50%.

Engaged customers buy 50% more frequently

200%.

Engaged customers spend 200% more per year

5 X

Engaged customers are more likely to indicate brand loyalty



Marketing Mix: Recruitment, Revenue & Relationship

BRAND

- Who we are and why we love what we do
- We are the Cloud Innovators & trailblazers
- Cloud innovation:DisruptiveDifferentiatedDefensible

DIGITAL MARKETING

- Drive digital brand and value awareness
- Drive scale, recruit and retention across geos
- Scale content marketing assets; videos; webinars; How Tos

PR, SOCIAL & TESTIMONIALS

- Partner success stories with demonstrable ROI
- Showcase the value of our partnership with testimonials and referrals
- Industry and Vendor Awards and social amplification

EVENTS PROGRAM

- Innovative in-person event experiences
- Deliver brand engagement and thought leadership
- Deliver expert enablement – in-person and online

CONTENT MARKETING

- Scale our Cloud expertise with content marketing
- High-value assets: videos, whitepapers, research decks, event content & internal experts
- Marketing As A Service packages to/for Partners

MARKETING & SALES INFRASTRUCTURE: MARKETO, DYNAMICS CRM & TELE QUALIFICATION

Marketing As A Service & Competitive Advantage



 Digital & Social First Marketing mix to drive scale and reach - and activation - for our partners



2. rhipe's marketing as a service program delivers digital & telemarketing capability to drive Cloud reach & consumption



3. Value proposition workshops & demand generation





Marketing As A Service: Digital & Tele Campaigns











► CAMPAIGN SET UP ► DIGITAL CAMPAIGN ► TELE-MARKETING

► REPORTING

rhipe targets potential Partners to join the programme.

Partners receive confirmation and link to register.

Secure web interface for Partners to add their unique user profile, upload company logo and data .csv file.

Campaign features a set of 3 eDMs featuring 6 product bundles. The content links to a micro site featuring further content for each product.

Each eDM is branded to Partners identity and sent to their data list.

Based on engagement levels the contacts who score accordingly to a pre agreed criteria are telephoned by DG CRM Agents to arrange Partner sales representative to follow up appointment.

Opportunities are emailed to Partner with relevant contact details and business intel.

Please see example at back of document

Sales interface utilised to gain Partner feedback and intel.

Analysis and reporting on pipeline: leads to Partner including nurtures.

Visibility on Partner performance and engagement.



©Demand Generator Group 2016



Marketing As A Service: Viatek EDM & Lead Capture



Hello (First Name)

Your data needs are as unique as your business. Your backup solution for your data is no different. "One size fits all" solutions are really "one size fits none."

Viatek provides you with a simple and costeffective backup as a service (BaaS) solution, that gives you trusted tools on-premises with rich and powerful tools in the cloud.

Based on industry-leading technologies from Microsoft and StorageCraft, it delivers strong protection for data wherever it resides - in your data center, in data centers we provide for you, or the public cloud. Coupled with ViaFly high-speed and cost-effective connectivity, Viatek brings the cloud to you - when and how you need it.

Keeping your data safe across devices has never been more important, so talk to us today to see how simple it can be with Viatek's BaaS solution - you can rely on us to keep your data safe and secure.

Sincerely, {Partner name}



Transparency. Elasticity. Flexibility.

And no-nonsense solutions that span your environment, to our data centers, to the cloud. Backup as a Service solutions from Viatek have one goal in mind -positive outcomes that empower your success.

Read more





Data protection made simple

Unsubscribe



See how Viatek can help protect and grow your business



ls	vour	bus	iness c	lata
			cure?	

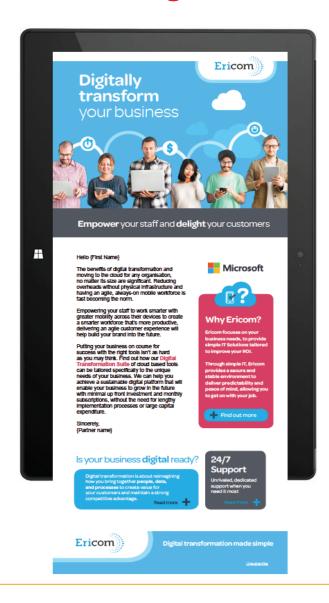
We can help you achieve a sustainable digital platform with our backup as a service (Bas5) solution. By utilising a subscription based model (pay monthly) your IT infrastructure can grow with your business.

Safeguard your business today, simply fill in your details to receive a callback from one of our BaaS solutions experts.

	Viatek	
Name		11
Surname		
Company		
Email		
Phone		
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Marketing As A Service: Ericom EDM



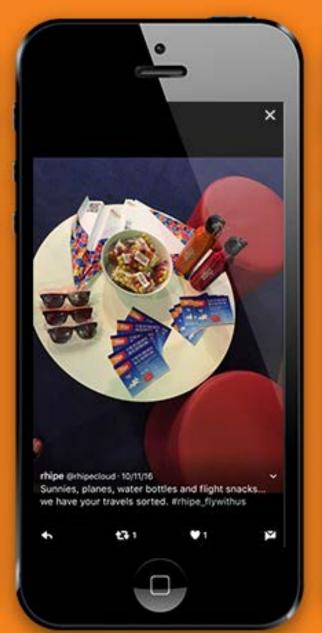


MARKETING MIX



Disruptive
Differentiated
Defensible









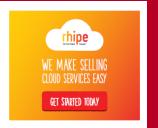




















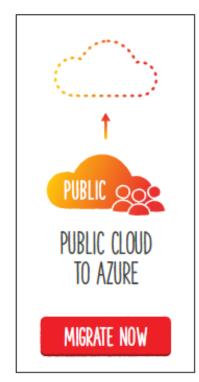


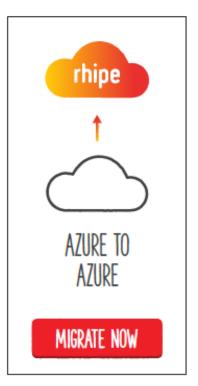


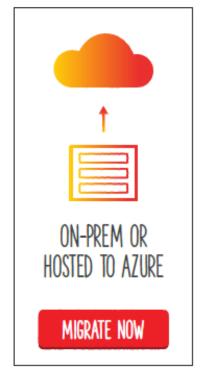














Digital Scale: Webinars & Expert Videos



Trend Micro Webinar - Deep Security

35 views · 3 weeks ago



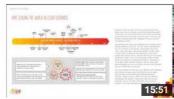
rhipe INTELLIGENCE: Mix and Match for the Ultimate Hyrbid...

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vCloud Air Network Product Portfolio

19 views • 2 months ago



rhipe vCloud Air Network **Enablement Resources**

2 views • 2 months ago



Office 365 Migration Made Easy with SkyKick

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Acronis Backup Cloud - How to Start a 30 Day Trial

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CRM Kickstart brought to you by rhipe and Beyond

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Licensing non compliance -**Usual Suspects** 56 views • 5 months ago



Whats new in Red Hat Satellite 6? Licensing a Hosted Office 67 views • 5 months ago



solution under SPLA 69 views • 6 months ago



Microsoft CSP - Get Delegated Admin Permission 260 views · 6 months ago

Thipe The Cloud Channel Prompany.

Education, Enablement & Activation







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RHIPE Enablement

Aust Azure Tech Knight MVP Community /



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- 1. Azure Tech Knights Event Examples
- Capital Cities monthly and quarterly
- Deep technical expertise delivered by the Strategy & Enablement pre-sales specialists



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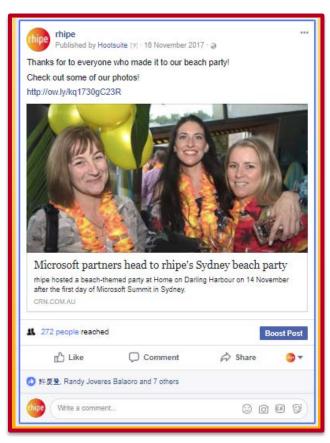


MS Summit Experience & Social Media Amplification

























THANK YOU



RHIPE CSP VIDEO

RHIPE ENGAGEMENT

WARREN NOLAN CCO

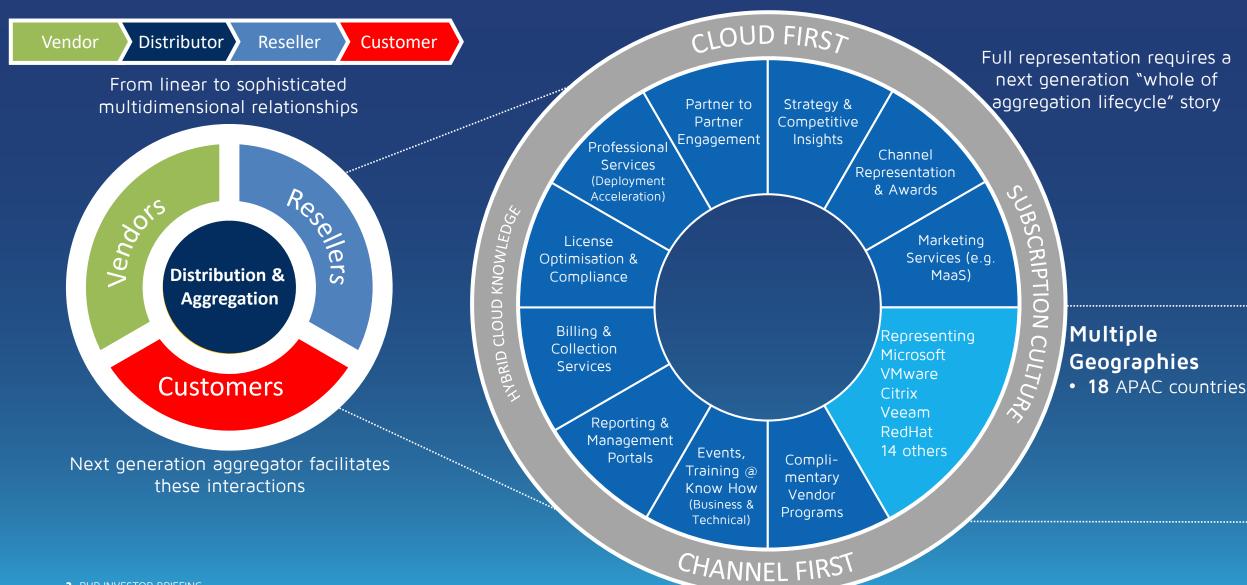




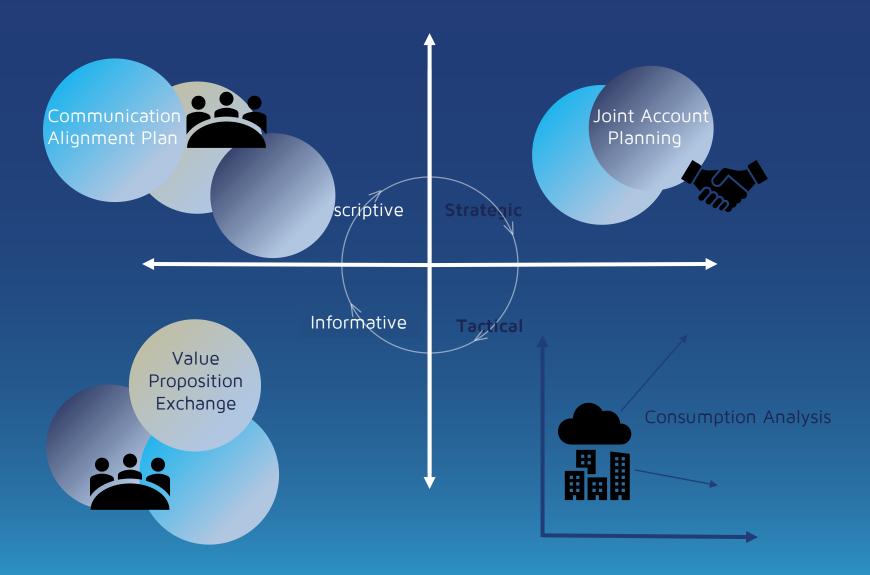
Rhipe Engagement Reach



Strong Value Add & Differentiator



PARTNER MANAGEMENT EXECUTION QUADRANT



QUESTIONS





EVOLVING OUR PORTFOLIO



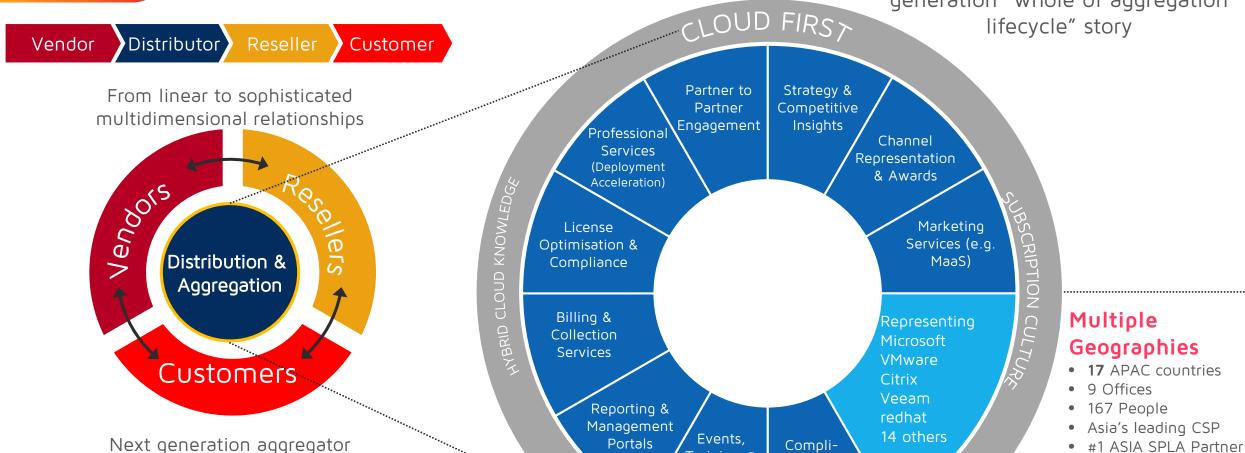
MARCH 2018



facilitates these interactions

The role of the Aggregator in the Cloud

Full representation requires a next generation "whole of aggregation lifecycle" story



CHANNEL FIRST

mentary

Vendor

Programs

Training @

Know How

(Business &

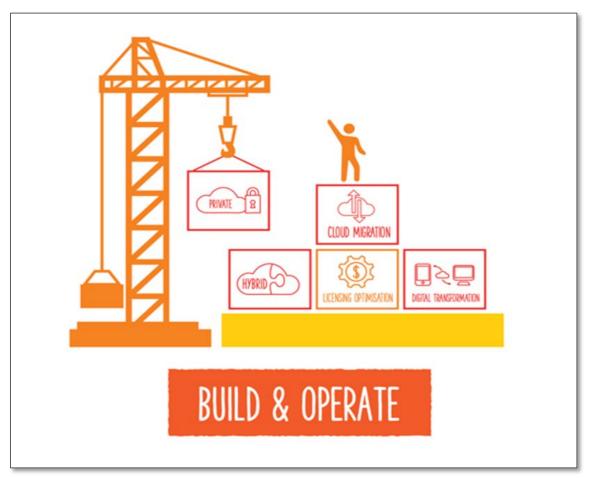
Technical)

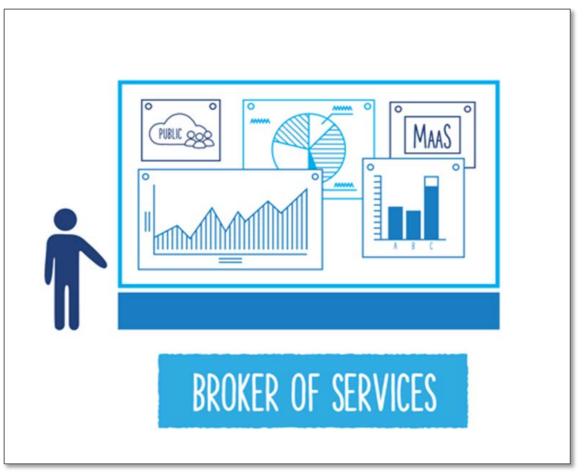
Top 10 WW Data Plat

• #1 Indirect Azure CSP



Partner Landscape – nearing 2600 partners the story evolves





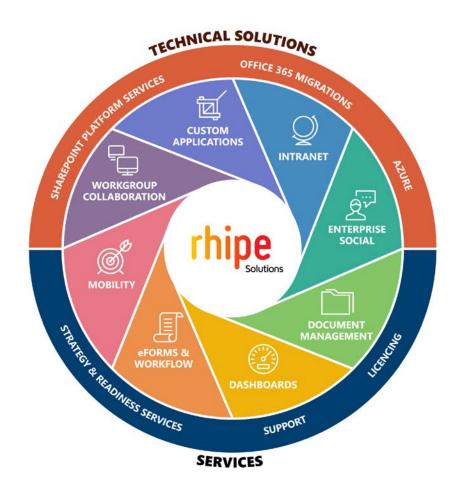
RHIPE'S SUBSCRIPTION OFFERINGS

Rhipe's Unique Partner Value





Rhipe Extended Services







QUESTIONS