

## ONLINE CLASSIFIEDS IN FRONTIER AND EMERGING MARKETS

FY18 FULL YEAR RESULTS PRESENTATION | FEBRUARY 2019

## Results and strategy highlights



#### **SECTION 1**

FY18 results

Refer to pages 3 - 7

• FDV has established a track record of delivering on guidance, with FY18 actual revenue of A\$41.7m exceeding revenue guidance provided in July 2018 of A\$40m

- Rapid revenue growth over the last two years as FDV moves towards profitability at a portfolio level
- 4 operating companies traded profitably during 4Q FY18
- Strong growth in key operating metrics across the portfolio (key focus on number of advertisers and total leads)

#### **SECTION 2**

Strategy execution update

- **Continued portfolio optimisation** based on progression towards portfolio level profitability and diversification to mitigate risks associated with emerging markets
- FDV's portfolio has grown meaningfully since IPO revenues ex. Zameen have surpassed total group revenues (incl. Zameen) at the time of IPO
- FDV is focused on **delivering strong shareholder returns** in FY19 through the **pursuit of portfolio profitability** and potential operating company monetisations
- **Significant value has been created within FDV's portfolio** which does not appear to be reflected in the share price performance

#### Refer to pages 8 - 14

#### **SECTION 3**

Focus for FY19

- Key focus for FY19 is to progress towards profitability at a portfolio level
  - Profitability at a portfolio level expected to optimise the platform for FDV to then pursue monetisation opportunities
  - FDV is **focused on delivering strong shareholder returns** in FY19 through continued operational excellence
  - FDV is seeing increasing levels of activity across the global online classifieds sector, as well as a focus from the major ASX-listed online classifieds companies on their high growth international operations

Refer to pages 15 - 17

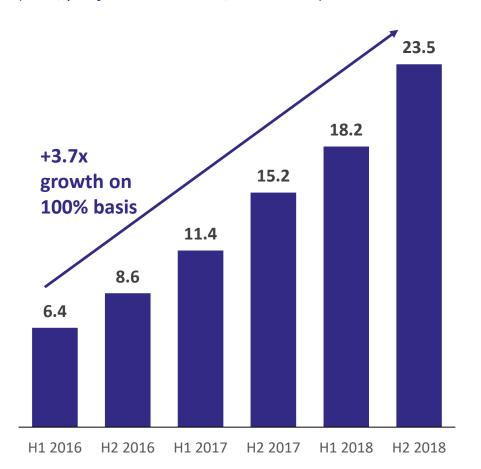


## FY18 results update



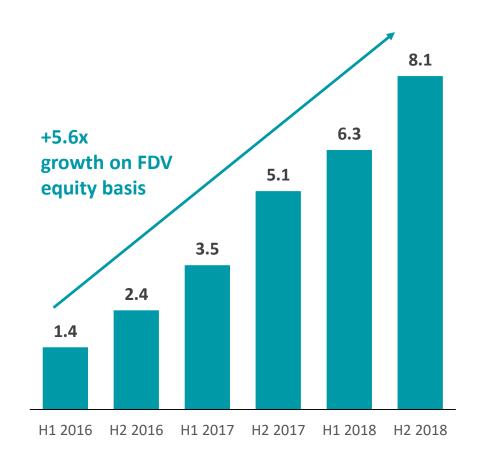
#### Portfolio revenue since IPO

(A\$m, pro-forma unaudited; 100% basis)



#### Portfolio revenue since IPO

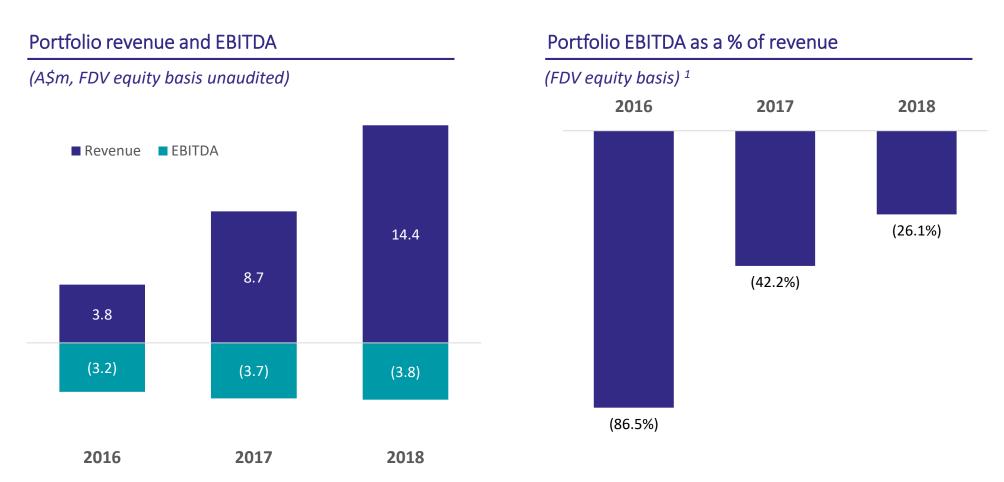
(A\$m, pro-forma unaudited; FDV equity basis)



## Rapid revenue growth



Strong and consistent revenue growth over the last two years as portfolio progresses towards profitability



#### Note:

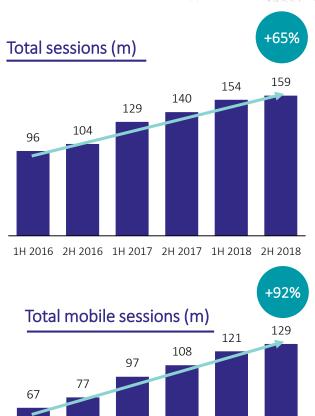
L. EBITDA as a % of revenue based on pro-forma unaudited figures for entities with continuing operations

## Strong growth in key operating metrics









1H 2016 2H 2016 1H 2017 2H 2017 1H 2018 2H 2018

## Continued growth across the portfolio in FY18



## Portfolio deliberately skewed towards property classifieds as a result of stronger adjacency opportunities

Operating company	Current interest	Classifieds type	Target markets	Population <sup>1</sup>		Total website sessions for FY18 (k)		Revenue (100% basis, A\$k)		Revenue (FDV basis, A\$k)	
Zameen	30%	Property	Pakistan	197m	58,445	+23%	22,405	+81%	6,722	+81%	
Encuentra24	42%	General	Central America	24m²	83,233	-8%	7,474	+13%	3,144	+17%	
Infocasas	31%	Property	Uruguay, Paraguay, Bolivia	24m	13,181	+4%	2,812	+107%	881	+394%	
Pakwheels	37%	Automotive	Pakistan	197m	84,021	+19%	2,035	+10%	750	+10%	
iMyanmarHouse	43%	Property	Myanmar	53m	7,282	+11%	1,378	+48%	588	+48%	
Propzy	20%	Property	Vietnam	95m	3,500	+121%	1,287	+39%	271	+77%	
AutoDeal	37%	Automotive	Philippines	105m	28,131	(7%)	1,064	+20%	381	+110%	
Hoppler	40%	Property	Philippines	105m	1,250	+24%	868	+124%	203	+1,589%	
CarsDB	65%	Automotive	Myanmar	53m	8,142	+15%	721	+142%	550	+142%	
LankaPropertyWeb	48%	Property	Sri Lanka	21m	4,666	(17%)	466	+64%	223	+70%	
ToLet	39%	Property	Nigeria	191m	4,547	+45%	451	+29%	178	+29%	
Moteur	56%	Automotive	Morocco	36m	14,186	+16%	374	+87%	200	+106%	
meQasa	86%	Property	Ghana	29m	1,332	+34%	201	+132%	173	+185%	
AngoCasa, AngolaCarro	75%	General	Angola	30m	751	+60%	141	+7,037%	106	+7,037%	
Total				1,160m	313	+12%	41,677	+57%	14,370	+66%	
Property (subtotal)				715m	94	+21%	29,869	+79%	9,238	+93%	
Automotive (subtotal)				391m	134	+18%	4,192	+30%	1,881	+58%	
General (subtotal)				54m	84	(7%)	7,616	+15%	3,250	+20%	

#### Notes:

<sup>1</sup> World Bank 2018

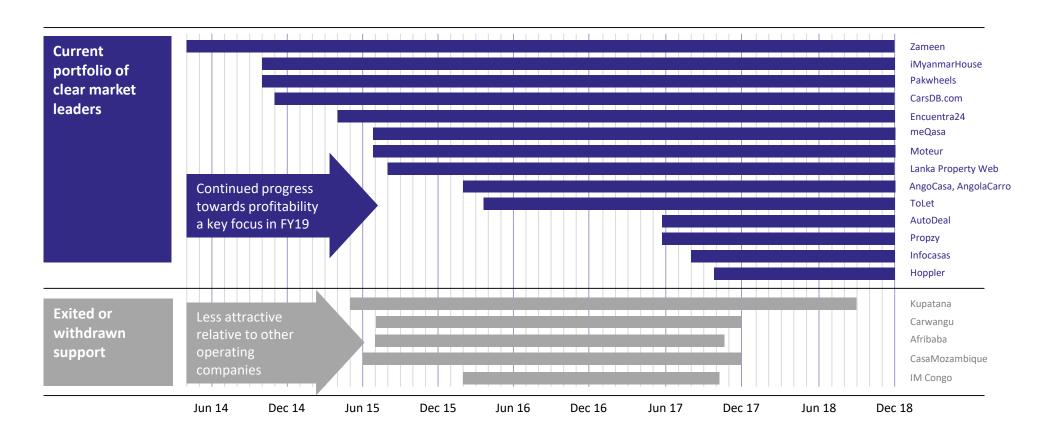
<sup>2</sup> Population in Encuentra24 target markets include Panama, Costa Rica, Nicaragua and Honduras

# **SECTION 2**STRATEGY EXECUTION UPDATE

## Portfolio optimisation continues



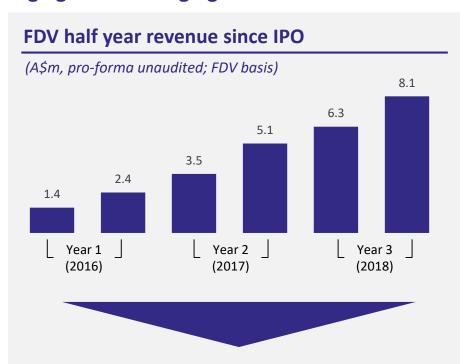
2018 saw continued maturation of some of FDV's leading operating companies, with a portfolio comprised of businesses that have a clear path to profitability



## Portfolio approach optimises risk-return trade-off



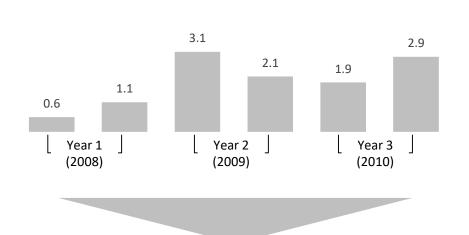
FDV's portfolio approach is designed to minimise single market risk while maintaining exposure to high growth emerging markets



- Smoother, more consistent revenue growth
- Portfolio diversification works to minimise single-market risk
- Creates a lower risk approach while maintaining exposure to frontier and emerging markets

#### Comparative revenue period at iProperty

(A\$m, half year)



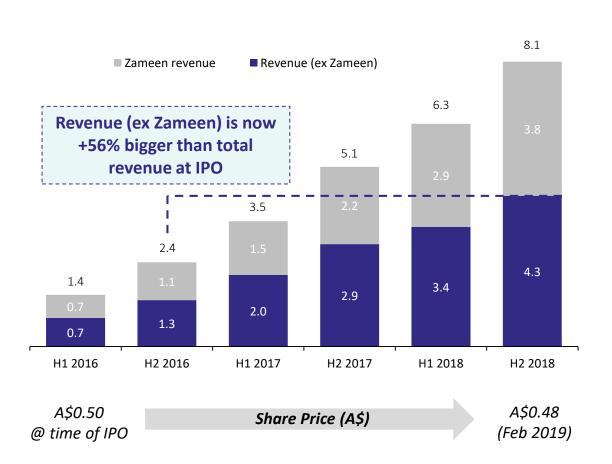
- More volatile revenue growth due to portfolio concentration and fewer markets
- Focused on emerging markets in Asia (ex.China)
- Business expanded until ultimately sold to REA Group for A\$750m

## Strong revenue growth across the entire portfolio since IPO with FDV (ex. Zameen) now contributing over half of total revenue and sessions



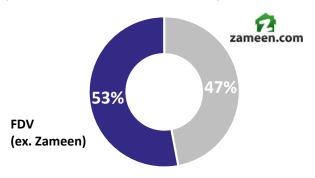
#### Portfolio revenue since IPO

(A\$m, pro-forma unaudited; FDV basis)



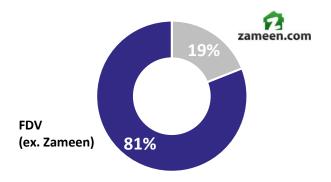
#### Revenue breakdown

(2H18, unaudited FDV share)



#### **Website sessions**

(2H18, unaudited FDV share)



## Several outstanding businesses emerging in the broader FDV portfolio, closely following the successful Zameen blueprint





Established property portal market leader in Uruguay and Paraguay

**A\$2.8m** revenue (2018)

**+107%** growth (yoy)

- Location: Paraguay, Uruguay and Bolivia
- Business: Online property classified (#1 and #2 platform) across the jurisdiction in which it operates
- Revenue: +107% yoy growth in revenue to A\$2.8m in 2018
- Key Metrics: +74% growth from pcp (Dec 18) in registered users and +41% growth from pcp (Dec 18) in mobile users
- Rationale: Strategic investment in the South American online classifieds market into less competitive geographies, with it already the #1 property portal in both Uruguay and Paraguay
- Frontier invested: US\$0.95m
  - Option to increase ownership to 51% through the acquisition of vendor shares
- Frontier's ownership: 31.3%



Targeting a market which is experiencing a surge in internet users

**A\$721k** revenue (2018)

**+142%** growth (yoy)

- Location: Myanmar
- Business: The #1 online auto classifieds portal in Myanmar that connects buyers and sellers on an easy to use platform
- Revenue: A\$721k up +142% from the pcp
- Key Metrics: +36% growth from pcp (Dec 18) in users to 290k and +43% growth from pcp (Dec 18) in page views
- Rationale: Targeted investment into a developing internet market with increasing mobile penetration rates as well government polices that are evolving to reduce regulatory hurdles for new car imports
- Valuation: Pre-money valuation of US\$8.0m in Nov 18
  - Valuation represents 6x increase on FDV's initial investment
- Frontier's ownership: 64.8%



Highly strategic investment into a software platform that is digitizing real estate broking

**A\$868k** revenue (2018)

+124% growth (yoy)

- Location: Philippines
- Business: #1 property platform in the Philippines used by vendors, buyers and real estate agents
- Revenue: A\$868k up +124% from the pcp
- Key Metrics: +117% increase from pcp in advertisers from Dec 18
- Rationale: Unique investment into a digital real estate agency that evolved organically in the Philippines market due to localized issues with the inefficient broking model
- Frontier invested: US\$1.73m
  - Investment payable in 2 cash tranches (US\$0.7m and US\$1.03m)
  - Revenue target achieved leading to second tranche being triggered with the last payment of US\$400k to be paid April 2019
- Frontier's ownership: 40.2%

## Continued progression to profitability



Focus on progressing towards portfolio-wide profitability over FY19

#### **Consistent revenue growth**



- Unlock ancillary revenue opportunities across operating companies
- Leverage market leadership in regions where the shift to digital classifieds is well underway
- Growth through opportunitistic competitor acquisition to further increase market share

#### **Prudent expense management**

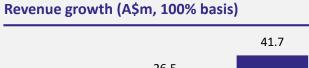
- Increasingly less reliance on paid traffic / advertising
- Operational scalabilityleading to the reduction of employment fixed cost proportion of individual businesses
- Improved efficiency of opex as it relates to generating revenue growth

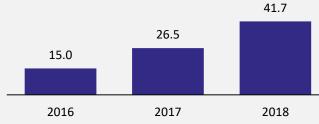
Strong revenue growth provides a clear path to profitability to optimise FDV's position ahead of any future potential monetisation events

## Significant value has been created within FDV's portfolio which does not appear to be reflected in share price performance



Consistent execution delivering strong revenue growth

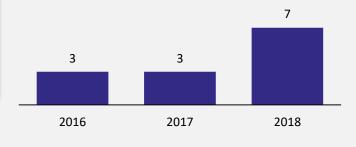




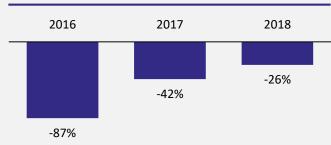
Revenue milestones highlight the success of the Zameen blueprint

Substantial progress made towards profitability at a portfolio level





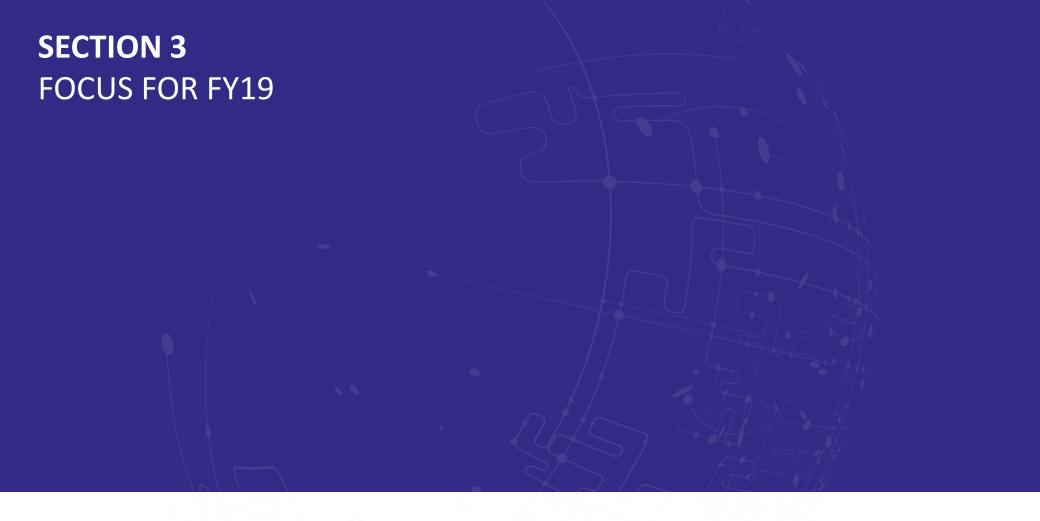
**EBITDA loss % of revenue (%)** 



...yet recent share price performance does not appear to reflect the consistent strategy execution

#### **Share price (A\$)**





## FDV strategy evolution



<2016 2017 2018 2019 onwards

## **ESTABLISH PORTFOLIO**

- ✓ Restructured portfolio around Zameen blueprint
- ✓ Listed on ASX
- ✓ Established portfolio of 15 businesses

## **PORTFOLIO OPTIMISATION**

- ✓ Acquired 4 market leading classifieds
- ✓ Exited 4 less attractive businesses
- √ A\$10m invested across 8 assets (includes new and follow-on)

#### **OPERATIONAL GROWTH**

- ✓ Revenue increased by +57% to A\$42m
- √ A\$4m invested across portfolio
- ✓ Fxited 2 less attractive businesses
- ✓ Raised A\$14.4m to support growth

## **PROGRESS TO PROFITABILITY**

## **DRIVE** SHAREHOLDER VALUE

- ✓ Target sustainable revenue growth
- √ 7 companies recorded >A\$1.0m annual revenue in 2018
- ✓ Progress towards profitability on a portfolio-wide basis

- ✓ Consider monetisation opportunities

profitability

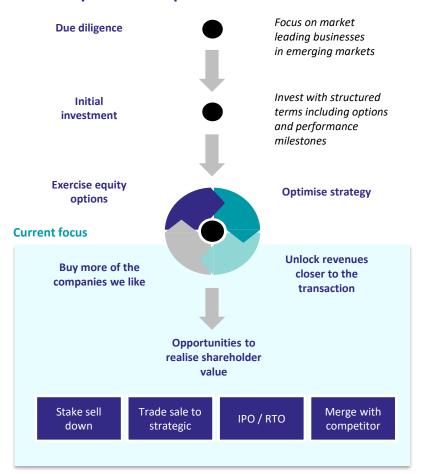
✓ Expand

✓ Leverage market leadership positions

## FDV is well positioned to capitalise on the increasing levels of activity across the online classifieds sector



Certain operating companies nearing the end of FDV's optimisation process...



Source: Company filings; press articles

...with the market seeing some recent monetisation activity (particularly involving financial sponsors)









December 2018

Unsolicited NZ\$2.5bn proposal to acquire 100% of Trade Me

November 2018

Invested US\$120m into Dubai's PropertyFinder.ae





LIFULL Mitula •

17

October 2018

Invested SGD\$200m into PropertyGuru funding round May 2018

Acquired ASX-listed Mitula Group for A\$140m

... and a focus from the major ASX-listed online classfied companies on their high growth international operations





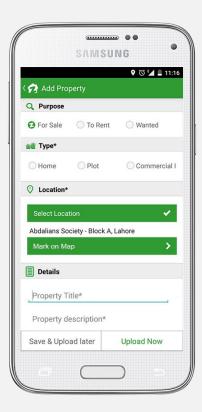
# **APPENDIX**ADDITIONAL INFORMATION

## **ZAMEEN: TRADING UPDATE**



The #1 property classifieds in Pakistan and FDV's most advanced stage investment





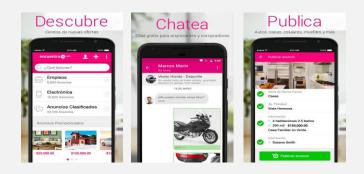
#### **Business update**

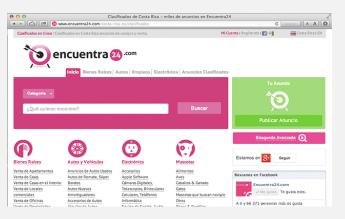
- Zameen is the #1 property portal in Pakistan and was FDV's first investment
- Continues to leverage its market leading position reported a A\$22.4m
   result for the full year 2018 up +81% vs the pcp
- 2018 was a year of focused expansion for Zameen, with key highlights:
  - +81% yoy growth in revenues
  - +23% growth in sessions from pcp to 4.9m in December 2018
  - +31% growth in mobile users from pcp to 1.7m in December 2018
- Despite the political uncertainty, the property market remains strong with many Pakistani expatriates taking advantage of the weaker PKR driving an increase in property volumes





- Encuentra24.com is the leading general classifieds platform in the key Central
- American markets of Panama, Costa Rica, Nicaragua and Honduras





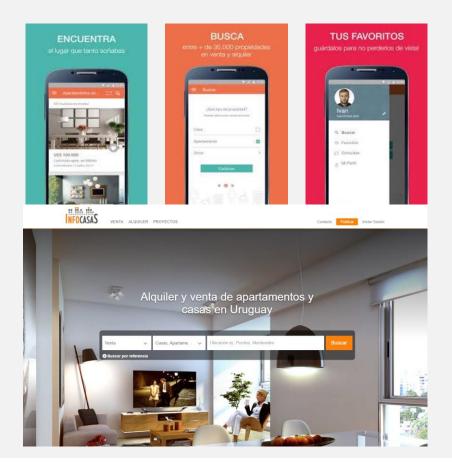
#### **Business update**

- Encuentra24.com successfully expanded their leadership position in each of their core markets over the last 12 months
- Encuentra24.com continues to extend its #1 position by increasing the difference in sessions to its closest vertical and horizontal competitors in all core markets
- Reported a A\$7.5m result for the full year 2018 up +13.0% vs the pcp
- Encuentra24.com continues to improve its position of market leadership across 2018 with key highlights:
  - +23% growth from pcp in registered users to 1.8m in December 2018
  - +10% growth from pcp in mobile page views to 88.8m in December 2018
  - +8% growth from pcp in paying advertisers to 7.6k in December 2018
- The results highlights the clear progress that the business has made in re-focusing its strategy and restructuring its execution capabilities to target the vertical categories in property, automotive and employment.

## **INFOCASAS: TRADING UPDATE**



- Infocasas is the #1 property online classifieds platform in Uruguay and Paraguay and a
- leading operator in Bolivia



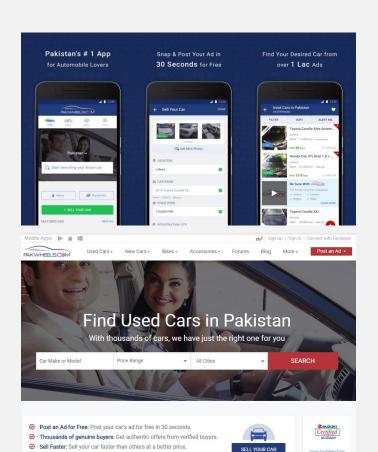
#### **Business update**

- Established property portal market leader in Uruguay and Paraguay, now focused on revenue growth
  - #1 property portal in both Uruguay and Paraguay and is the #2 property portal in Bolivia
- Highly strategic investment in the South American online classifieds market into less competitive geographies
- Infocasas continues to demonstrate strong revenue growth as it implements best-practice strategies in conjunction with FDV's management team
  - +107% yoy growth in revenue to A\$2.8m in 2018
- Strong operational growth since January 2018 including
  - +74% increase from pcp in registered users to 357k in December 2018
  - +41% increase from pcp in mobile users to 402k in December 2018
  - +15% increase from pcp in mobile sessions to 783k in December 2018

## PAKWHEELS: TRADING UPDATE



- The leading auto classifieds platform in Pakistan and one of the best examples of
- the successful roll-out of ancillary revenue streams across FDV's portfolio



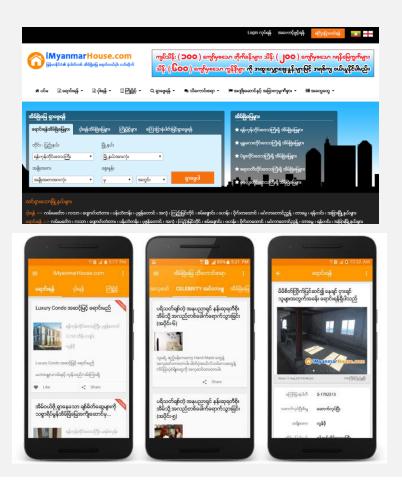
#### **Business update**

- The #1 online auto classifieds platform in Pakistan
- Pakwheels has a position of strong brand awareness and market leadership
- Pakwheels successfully launched car inspection services with strong increases in CarSure revenue across 2018
  - This has lead to the extension of the automotive value chain with the launch of a car certification product
- Revenue increased by +10% yoy in 2018
  - Improvement has been driven by improved sales process + product enhancements
- Substantial monetisation progress has been made given the strong growth in monthly revenues over the last 12 months
- Continued improvement across key metrics over 2018 include:
  - +4% growth from pcp in mobile users to 1.8m in December 2018
  - +26% growth from pcp in mobile sessions to 6.1m in December 2018
  - +61% growth from pcp in mobile page views to 104.6m in December
     2018
  - +40% growth from pcp in registered users to 1.4m in December 2018





- #1 property platform in Myanmar with a significant market opportunity to capture growing
- market with increasing rates of internet penetration

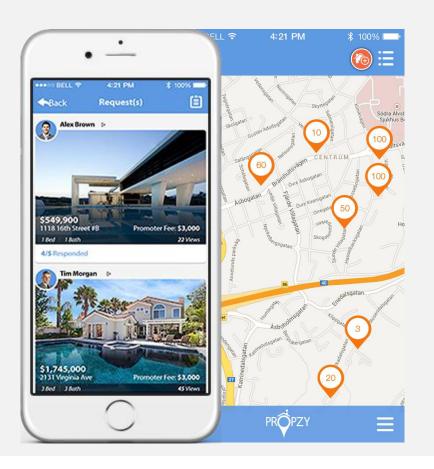


#### **Business update**

- The #1 property portal in Myanmar with a clear market leadership position
  - Significant opportunity with total population of 53m
- Focus has been on optimising revenue generation and optimising session and lead quality
  - +48% yoy growth in revenue to A\$1.38m in 2018
  - +64% growth from pcp in active listings to 59k in December 2018
  - +28% growth from pcp in number of users to 264k in December 2018
  - +11% growth from pcp in sessions to 595k in December 2018
- Focus for next 12 months:
  - Increasing revenue growth from online classifieds through premium listings and 'bump' products
  - Increase conversion rates from offline to online advertising
  - Continue to improve traffic mix and engagement metrics with a site restructure and SEO optimisation

## PROPZY: TRADING UPDATE

- FRONT: ER
- Propzy continues its track record of strong revenue growth across 2018 as it significantly
- increases traction with its focus on facilitating property transactions



#### **Business update**

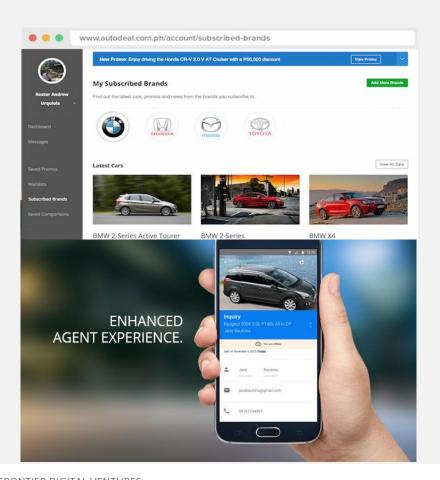
- Propzy is an online classifieds platform that originates and facilitates property sales and leasing transactions in Vietnam
- In late 2017, FDV increased its stake in Propzy, an example of FDV's deliberate strategy to increase exposure to its preferred operating companies
- Propzy continues to achieve strong revenue and operational growth:
  - +39% yoy growth in revenue in 2018
  - +85% growth from pcp in monthly users to 236k in December 2018
  - +121% growth from pcp in monthly sessions to 493k in December 2018
- Propzy continues to focus on increasing transaction volumes through its online platform
- Focus for next 12 months:
  - Increase transaction volumes through its online platform
  - Increase its sales team and expand across select targeted cities in Vietnam

## **AUTODEAL: TRADING UPDATE**



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#### Autodeal is the #1 online auto classifieds platform in the Philippines



#### **Business update**

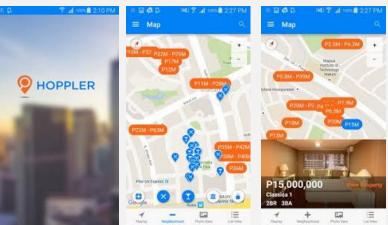
- AutoDeal is the #1 auto website in the Philippines
  - Currently focused on the highly valuable new car market and aims to achieve market leadership in the used car market in 2018
  - In FY18, increased their stake from 33.33% to 36.84% following a revenue milestone payment
- Strong revenue growth driven by expanding transactional revenue streams, including car financing through its portal
  - Revenue in 2018 +20% yoy, generating A\$1.1m in FY18
- Strong operational growth since January 2018 including
  - +98% growth from pcp in advertisers to 424 in December 2018
  - +13% from pcp in active listings to 2,038 in December 2018
- Autodeal will continue to focus on expanding its used car business in 2019

## **HOPPLER: TRADING UPDATE**



- Highly scalable and innovative online platform that is aimed at facilitating property
- transactions: potential to disrupt the traditional brokering model in the Philippines





#### **Business update**

- Innovative online platform used by vendors, buyers and real estate agents in the Philippines to facilitate property transactions
  - FDV has increased its equity ownership from 20.6% to 40.2% after triggering a milestone payment
- Aligns with FDV's strategy of evolving its revenue mix to be closer to the transaction and investing in market leadership
- Revenue of A\$868k up +124% from the pcp
- Focus for CarsDB across 2018 was to improve its leadership position with some of the key highlights being:
  - +18% growth from pcp in sessions to 79k in December 2018
  - +36% growth from pcp in mobile sessions to 50k in December
     2018
  - +60% growth from pcp in page views to 185k in December 2018
- Hoppler's results highlight the strong traction that the business has made in the region as the business continues to roll-out its transaction focussed model.

## **CARSDB: TRADING UPDATE**

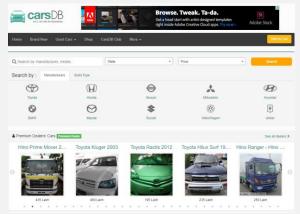


- The #1 automotive classifieds platform in Myanmar operating in a market which is
- experiencing a surge in internet users









#### **Business update**

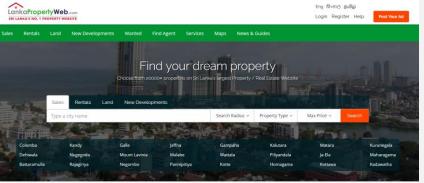
- CarsDB is the #1 online auto classifieds portal in Myanmar
  - FDV currently has 65% equity ownership of CarsDB down from 77% in the prior year
- The business has grown rapidly on the back of a surge in the number of internet users in Myanmar and also due to recent changes in the way consumers are buying cars in Myanmar
- Revenue of A\$721k up +142% from the pcp
- Focus for CarsDB across 2018 was to improve its leadership position with some of the key highlights being:
  - +36% growth from pcp in users to 290k in December 2018
  - +43% growth from pcp in page views to 9.3m in December 2018
  - +15% growth from pcp in sessions to 730k in 2018
- CarsDB also is realising the benefits from evolving government policies which have reduced regulatory hurdles for new car imports and increasing mobile penetration rates
- In Nov 18, attracted external investment in the company valuing the business at a pre-money valuation of US\$8.0m representing a 6x increase on FDV's initial investment





- Strong growth in listings + site visits over the last 12 months has seen LankaPropertyWeb
- consolidate its position as the leading online real estate portal in Sri Lanka





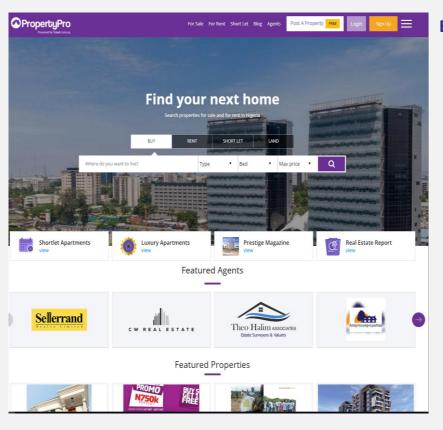
#### **Business update**

- LankaPropertyWeb is #1 online real estate portal in Sri Lanka
- Recently acquired Lamudi.lk, the second largest property portfolio in Sri Lanka. The acquisition further consolidates LankaPropertyWeb's position as the leading real estate platform in Sri Lanka
- Strong revenue recorded in 2018, up +64% yoy to A\$466k
- Continued improvement across key metrics over 2018 include:
  - +22% growth from pcp in registered users to 108k users in December 2018
  - +55% growth from pcp in advertises to 37k in December 2018
- Key priorities for LankaPropertyWeb in 2019 include driving increased consumer penetration and brand awareness across the platform focusing on growing its core business revenues through increased origination across both agents and developers as well as launching new advertising products online and offline

## **TOLET: TRADING UPDATE**



- ToLet is the #1 online property classifieds business in Nigeria and is currently integrating
- revenue, traffic, listings and customers from its acquisition of Jumia House Nigeria



#### **Business update**

- Operator of #1 online property classifieds portal for rentals and sales
  - FDV has an equity ownership of 39%
- A clear market leader in Nigeria following the acquisition of Jumia House in November 2017
  - Creating an increase in traffic, listings, agents, advertisers and revenues
  - Significantly improves position to drive rapid monetisation
- Significant revenue growth of 29% yoy to A\$451k in 2018
- ToLet is well positioned to drive its revenue growth following key improvements in 2018 including:
  - +45% increase from pcp in sessions to 363k in December 2018
  - +55% increase from pcp in mobile sessions to 288k in December 2018
  - +28% increase from pcp in users to 167k in December 2018

## **MOTEUR: TRADING UPDATE**



- Moteur is the #1 automobile online classifieds platform in Morocco
- Guide d'achat des voitures d'occasion et neuves au Maroc 66 028 annonces

  Occasion Neuf Forum OFFRES OFEL O MCM SMOERO F Showrooms Pro Déposer annonce F OCCASION NEUF

  OCCASION NEUF

  Marque

  Ville Carburant Dépôt d'annonces gratuit pour vendre tout type de voitures au maroc

  Recherche supposée d'occasion plus récentes



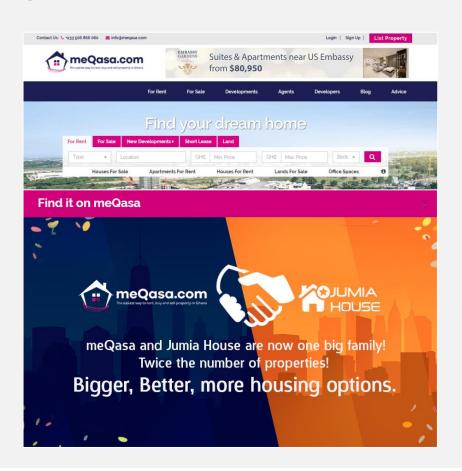
#### **Business update**

- AutoDeal is the #1 auto website in the Morocco
  - FDV has a current equity ownership of 56.6% after increasing their stake from 48.7% in July 2018
  - Currently focused on the highly valuable new car market and aims to achieve market leadership in the used car market in 2018
- Strong revenue growth driven by expanding transactional revenue streams, including car financing through its portal
  - Revenue in 2018 +87% yoy, generating A\$374k in FY18
- Continued growth and focus on securing now OEM partners across FY18
- Strong operational growth since January 2018 including
  - +75% increase from pcp in mobile sessions to 1.6m in December 2018
  - +60% increase from pcp in users to 856k in December 2018
  - +23% in leads increase from pcp to 110k in December 2018

## **MEQASA: TRADING UPDATE**

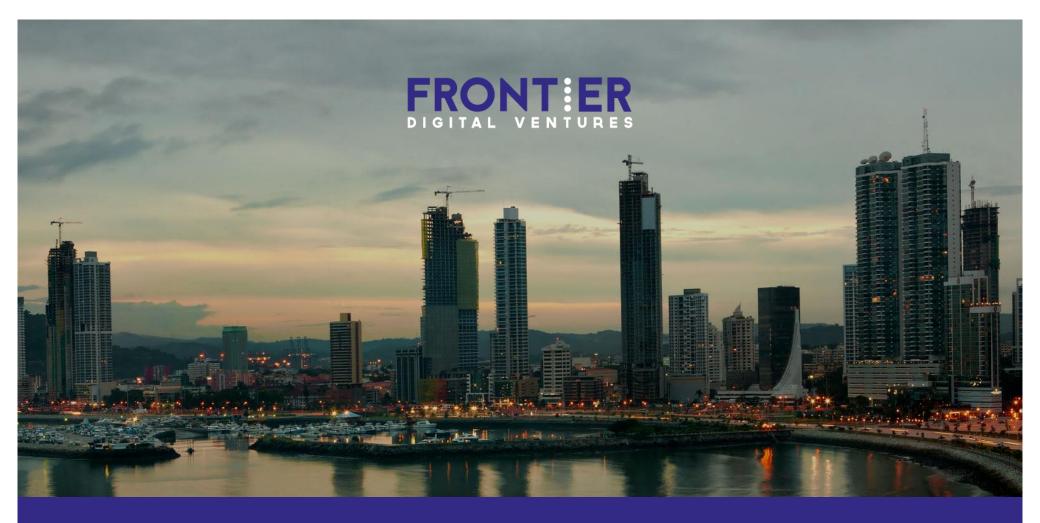


- The #1 property portal in Ghana; currently in the process of acquiring its former
- competitor Jumia House Ghana which is expected to further extend its market leadership



#### **Business update**

- meQasa is the leading property portal in Ghana, accessing a market of approximately 29m people. Founded in 2013, Meqasa has since established the premier network of real estate agencies and developers in Ghana
- meQasa continues to establish itself as the clear market leader in 2018
  - +132% growth from pcp in revenue to A\$201k in December 2018
  - +32% growth from pcp in users to 55k in December 2018
  - +29% growth from pcp in page views to 555k in December 2018
  - +35% growth from pcp in mobile sessions to 72k in December
     2018
- Focus for next 12 months:
  - Increase the number of paid advertisers
  - Grow site visits and consumer engagement
  - Investigate the potential for facilitating property transactions



## Contact details

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