



dataglobal^{XX}
empowering your digital business

Prospectus Roadshow July 2019



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who we are

a leader in software solutions for enterprise-wide content services, digital workplace and archiving

HQ – Heilbronn, Germany

what we do

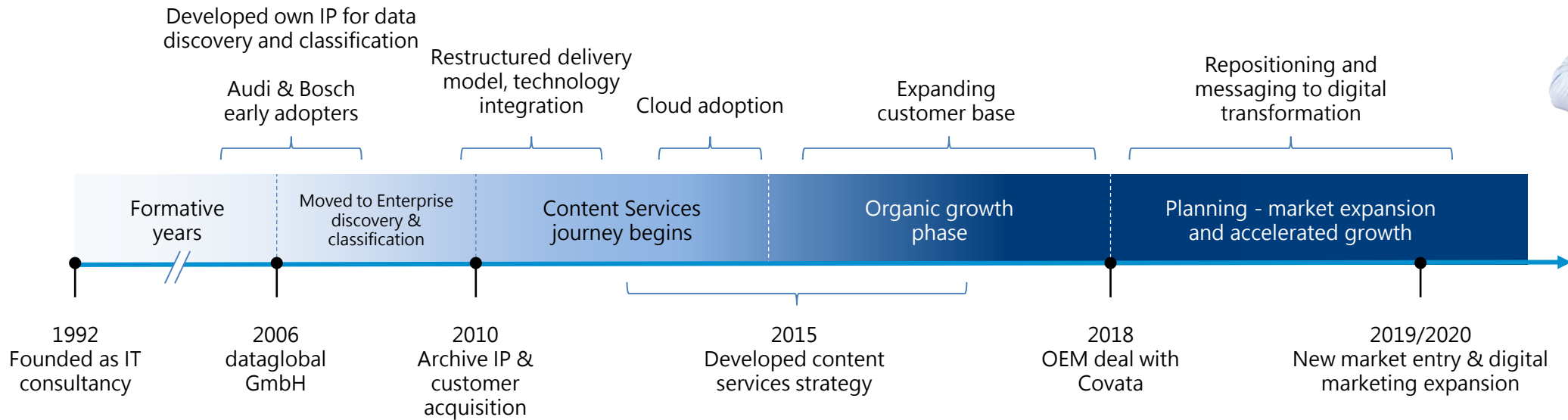
we manage the most important data and information for over 450 enterprise customers, empower their digital business as well as support governance and risk management

how we make money

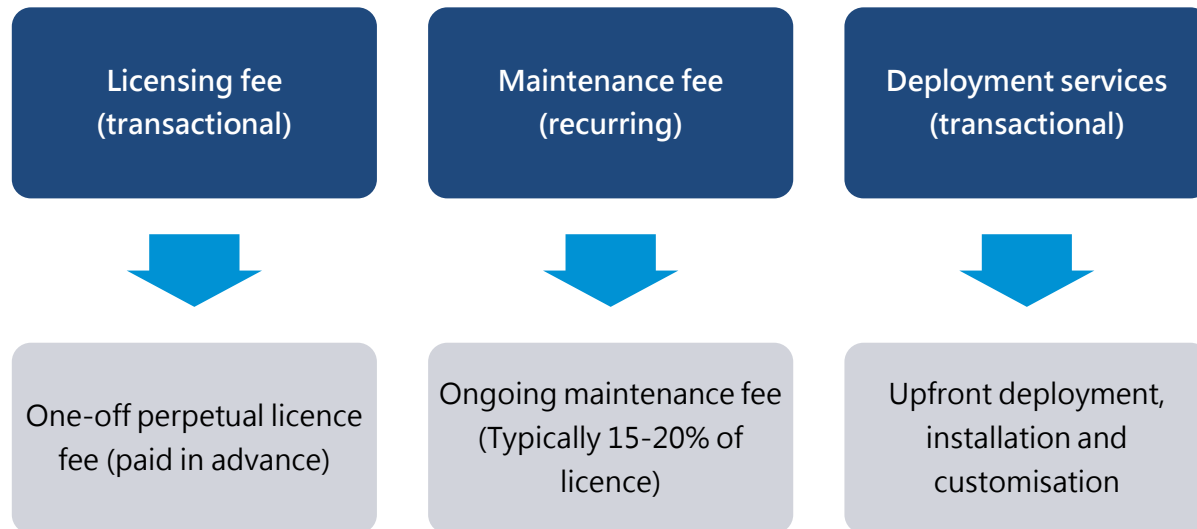
our business model is perpetual licensing with long term maintenance and service

our objective is to build an ASX-listed global leader in Content Services

dataglobal – timeline



dataglobal Revenue Model



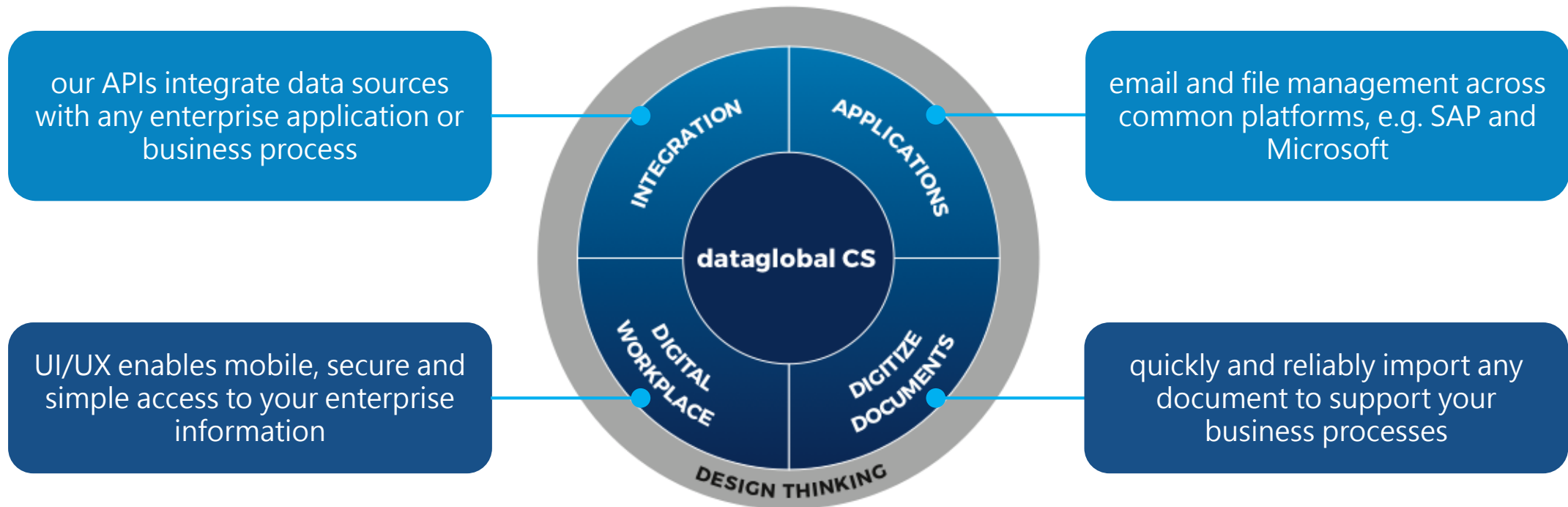
Operating Metrics

Licence growth	dataglobal has identified opportunities to accelerate growth by investing in sales and marketing, channel development and customer success teams.
Percentage of recurring revenue	Recurring revenue is income generated by dataglobal that comes in regularly, and is considered stable. Recurring revenue can be counted on coming in with a high degree of certainty. dataglobal receives ongoing revenue from its maintenance fees that can be classified as recurring revenue. For the year to 31 March 2019, 62% of dataglobal revenues are maintenance fees. Growth in licences typically has a direct correlation with growth in maintenance fees.
Lifetime term value (LTV)	Post-Transaction, the Company intends to implement a regime of tracking and comparing results on a periodic basis. Customer LTV is a metric that indicates the total revenue a business can reasonably expect from a single customer account. The two primary drivers of LTV are the: <ul style="list-style-type: none">• cost of customer acquisition (CAC); and• duration customers stay as paid customers (tenure).

dataglobal^{XX}

Content Services

(Management, Processes, Productivity)



dataglobal – high quality customers

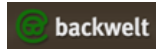
Service/Media



Hosting partner



Consumer/Retail



Logistics



Manufacturing



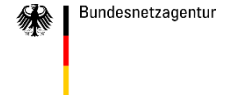
Finance



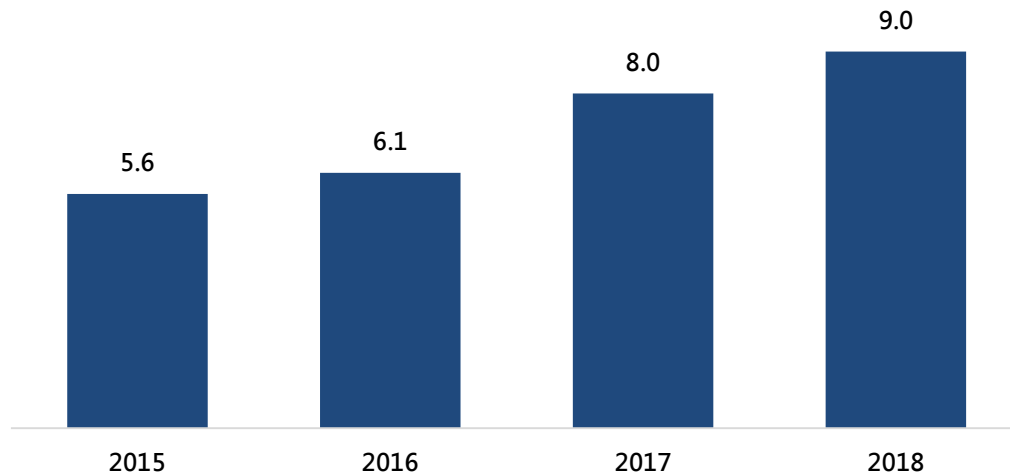
Deutsche Bank



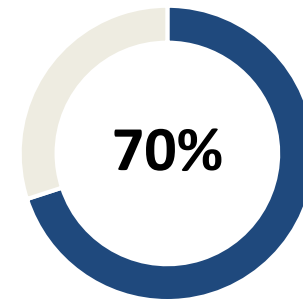
Public/NGO



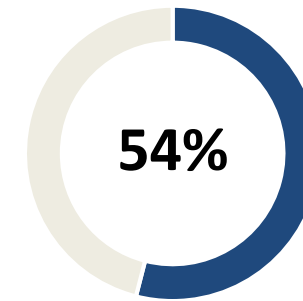
Estimated Content Services Worldwide Market Size (US\$ billion)



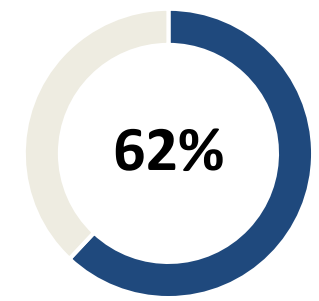
Demand for Content Services



70% of organisations polled see a need to get rid of the monolithic ECM and have a desire to consume content capabilities as needed



Industry analysis indicates that 54% of unstructured content is saved somewhere else than in their content management system, and is not accessible through it



From the organisations polled up to 62% believe some of their information streams are 'chaotic' or 'somewhat unmanaged'


Market trends, drivers and multiples


Trends

Digital transformation is driving customer spend 

Heightened focus on information governance and compliance 

Drivers

 Content services and the digital workplace are key to digital transformation

 Regulation (GDPR) and corporate accountability

Relevant Multiples

Company	Ticker	Revenue / EV
Objective	ASX:OCL	5.1
Mimecast	NAS:MIME	9.7
BigTinCan	ASX:BTH	5.0
OpenText	NAS:OTEX	3.79
Box	NYSE:BOX	4.5

4 growth pillars

1

Expand within existing customers

- ❑ Invest in customer success teams
- ❑ Target larger deal sizes
- ❑ Leverage pricing opportunity
- ❑ Build out existing key market verticals

2

Ramp digital marketing and sales

- ❑ Intensify focus on new digital lead generation, SEO
- ❑ Launch targeted campaigns
- ❑ Reengineer sales process

3

Accelerate targeted customer acquisition

- ❑ Leverage existing use cases
- ❑ Exploit success across industry verticals
- ❑ Faster close of existing pipeline

4

Access new regions

- ❑ Expand into adjacent markets, e.g. France, Benelux, the Nordics
- ❑ Leverage growth in APAC
- ❑ Expand partnerships

dataglobal investment case – leveraged for growth

Strong fundamentals ✓

Mission critical Applications

Large emerging market

Established market position

Profitable underlying base

Defensible business ✓

Low churn
Strong LTV

62% Recurring revenues (FY18)

Blue chip customers

Global brands

Readily Scalable ✓

One version of software

Stable and robust

Add users easily

Lower cost to service

Leveraged to growth ✓

Lead generation opportunities

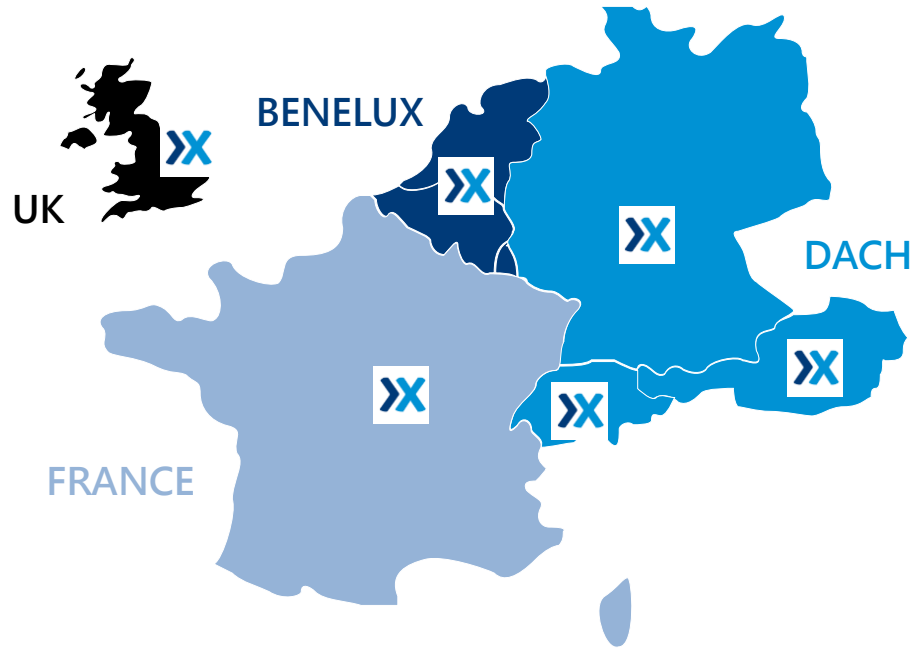
Pricing upside

SaaS optionality

Growth catalysts

3-4 year market growth plan

Europe/UK



Asia Pacific



US/North America



Scale up DACH sales and marketing and cross sell A/PAC , enter Benelux

Scale up A/PAC, Benelux, enter Nordic, scope North America

Scale up Nordic, scope and enter North America

dataglobal software standalone

\$'000	FY2017 ¹	FY2018 ²	9M2018 ³	9M2019 ⁴
Revenue	5,975	6,778	5,094	6,733
EBITDA	(304)	983	1,046	1,847
EBIT	1,593	1,096	1,136	1,909
NPBT	1,565	1,085	1,132	1,899
NPAT for the year	1,005	695	785	1,318

For further detail refer to Section 6.4.5 of the Prospectus

¹ FY2017 is the 12 months from 1 April 2016 to 31 March 2017

² FY2018 is the 12 months from 1 April 2017 to 31 March 2018

³ 9M2018 is the 9 months from 1 April 2017 to 31 December 2017

⁴ 9M2019 is the 9 months from 1 April 2018 to 31 December 2018

⁵ The consolidated view eliminates inter-company transactions

dataglobal GmbH is profitable on a standalone basis

'dataglobal Limited' pro forma consolidated

\$'000	FY2017 ¹	FY2018 ²	9M2018 ³	9M2019 ⁴
Revenue	5,975	7,234	5,434	5,292 ⁵
EBITDA	(865)	(185)	505	(1,176)
EBIT	1,031	(336)	603	(2,353)
NPBT	1,028	(349)	597	(2,365)
NPAT for the year	468	(739)	250	(2,387)

The consolidated pro forma income statement includes combined revenues, expenses and the overheads of the listed Group
For further detail refer to Section 6.4.1 of the Prospectus

Consolidated view discloses a modest EBITDA loss

Key offer information

Ordinary shares	\$13.7 million Capital Raising	
	Number	Ownership % at relisting
Existing Shares	39,146,780	32.74%
Total New Shares offered under Equity Offer (at an issue price of \$0.30 per share, raising \$13.7 million before costs)	45,666,667	38.20%
Total New Shares issued under the Vendor Offer	34,666,667	29.00%
Total New Shares under the Employee and Advisor Offer	66,667	0.06%
Total number of Shares at relisting	119,546,781	100%
Indicative market capitalisation at the Equity Offer price of \$0.30	\$35,864,034	

For further detail refer to the Key Statistics of the Offers on page 8 of the Prospectus

Growth capital will be deployed into sales, marketing and customer success teams to drive new revenues

Source of Funds

Disposal of SafeShare	2,000,000
dataglobal opening working capital	1,280,000
Vendor note	1,000,000
Funds raised under the Offer	13,700,000
Total	17,980,000

Use of Funds

Cash consideration to dataglobal Vendors	10,400,000
Growth funding (comprising the next three points)	3,385,000
<i>Marketing and market entry</i>	<i>1,130,000</i>
<i>Sales and account management resources teams</i>	<i>1,604,000</i>
<i>Support and Customer Success teams</i>	<i>651,000</i>
Working capital (administration costs)	1,594,000
Working capital (platform and integration costs)	574,280
Working capital (Cocoon contribution)	150,000
Costs of the Transaction	1,876,720
Total	17,980,000

For further detail refer to the Investment Overview on page 15 of the Prospectus



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