



Bringing Asian Technology Opportunities to Australian Investors

June 2015 Roadshow: The Sprooki Investment

Stanfield Funds
Management
ASX: SFN

Please note Disclaimer on last slide.

- Direct investment in specific Asian technology and service industries
- Provide management services to complement strategic investment
- Leverage off new board's experience and established relationships in Asia
- Create ASX listed exposure to Asian technologies for Australian investors

- Capital Structure

- | | |
|-------------------------------------|-------------------|
| ○ Market Cap | A\$3.55M |
| ○ Shares on Issue | 16.2 M |
| ○ Options (Ex. 25c, Expiry 30/4/18) | 9.4 M |
| ○ Funds Raised Under Prospectus | A\$1.2 M |
| ○ 12 Month Trading Range | A\$0.12 – A\$0.28 |

- Key Shareholders

- | | |
|---------------------------------|---------|
| ○ Directors | ~13.23% |
| ○ Loosemore Super Fund | 9.18% |
| ○ R. Farris Family Fund | 5.24% |
| ○ Skyline Entertainment Holding | 4.10% |

- Funding History

- October - March 2015 - raised \$1.18m through Convertible Notes converted at 25 cents/share
- April 2015 - Rights Issue raised \$1.18m at 25 cents/share

Stanfield's new board members



Carlyle Clump
Non-Executive Chairman

- Founder and CEO Retail Decisions, Card Clear, Harpur Group, TEPAR
- Multiple Advisory Boards internationally



Paul Doropoulos
Executive Director

- Executive Consultant and CFO – Metaliko Resources Limited & Kinetiko Energy Limited
- ASX Listing, Capital Raising and Due Diligence



Xavier Kris
Non-Executive Director

- CEO Tri-Nation Holdings, PLUS 8 Group
- Global M&A (e-commerce) across USA, Asia, Europe, Africa and Australia



James Pearson
Non-Executive Director

- 30+ years capital markets advisory in London, Hong Kong and Australia

Tom Sargent and **William Ng** remain as Non-Executive Directors

The Sprooki Investment Opportunity



- On 21 May Stanfield Funds Management announced an initial \$300,000 investment in Sprooki to expedite the company's region development and growth strategy.
- Sprooki is a geo-targeted, mCommerce engagement platform, encompassing GPS, Wi-Fi and beacon-based technology that allows retailers to engage with shoppers more effectively.

"The question for any brand today is how do you stay relevant outside of four walls?"

Howard Schulz - Starbucks Chairman & CEO

The Sprooki Team

Board headquartered in Singapore, led by Australian Executives



Claire Mula

- Executive Director & Co-founder



Michael Gethen

- Managing Director and Co-founder



Sprooki Advisory Board

- **Carl Clump:** Founder and former Chairman, ReD Worldwide (UK, Singapore)
- **Daniel Roberts:** CEO SKUvantage and Former Head of Online, Woolworths (Australia)
- **Steven Greenway:** Head of Commercial, SCOOT (Singapore)





Sprooki – Key Achievements to Date

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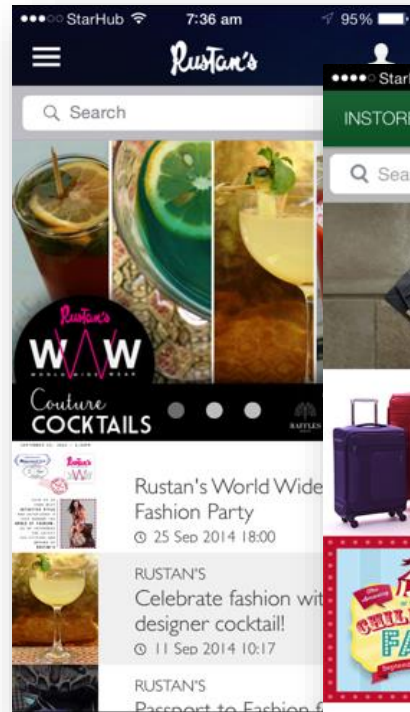
- Launched in Singapore by Australian Executives in 2013
- Backed by the Prime Minister's National Research Foundation of Singapore
- Winner of two 2014 Mob-Ex awards
 - Best location based marketing (gold)
 - Best mCommerce solution (bronze)
- Existing clients include Lend Lease Asia Pacific, Asia Malls and SSI Group, Gap, Payless, Old Navy, Zara, Marks & Spencer, Samsonite
- Marketing operations now established in Australia and Indonesia
- Significant client pipeline already established



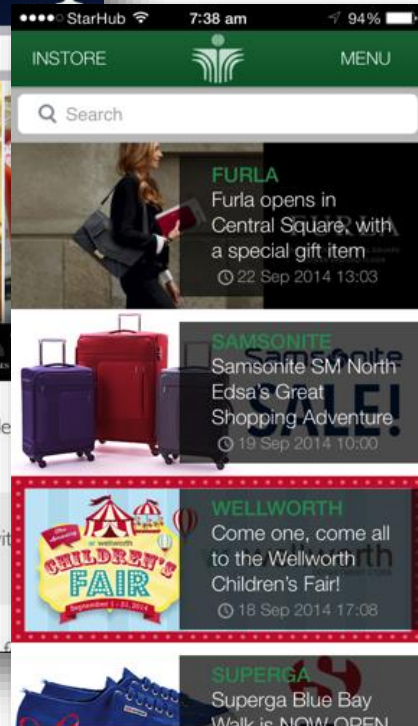
Sprooki – Key Achievements to Date

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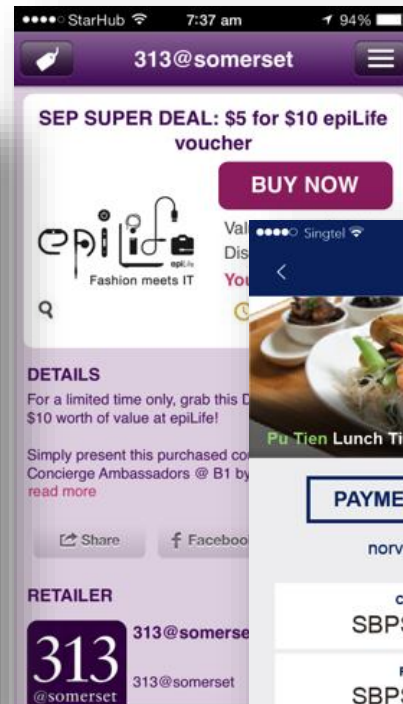
Sprooki works with leading corporates across APAC: 4,000+ stores, 1,500+ brands



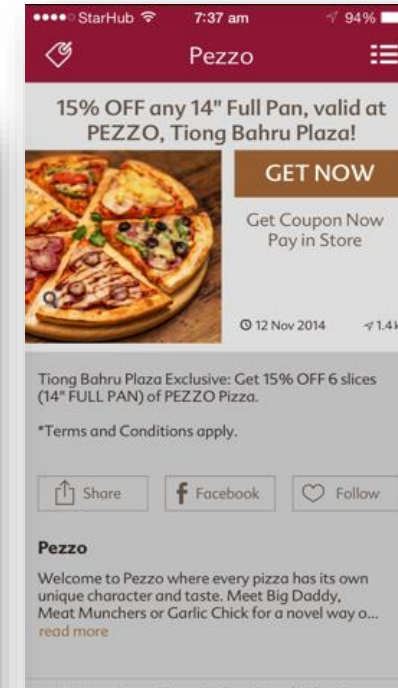
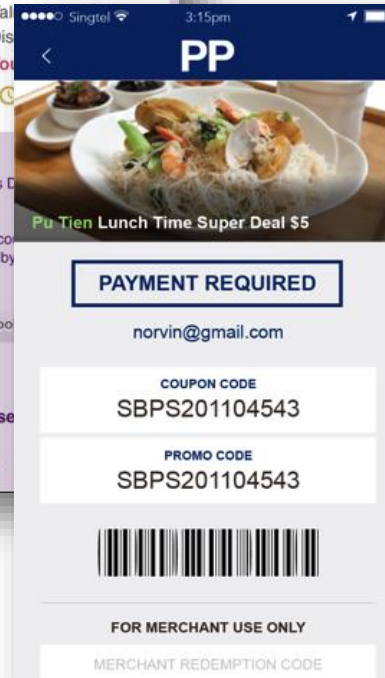
Rustan's Group of Companies



SSI Group



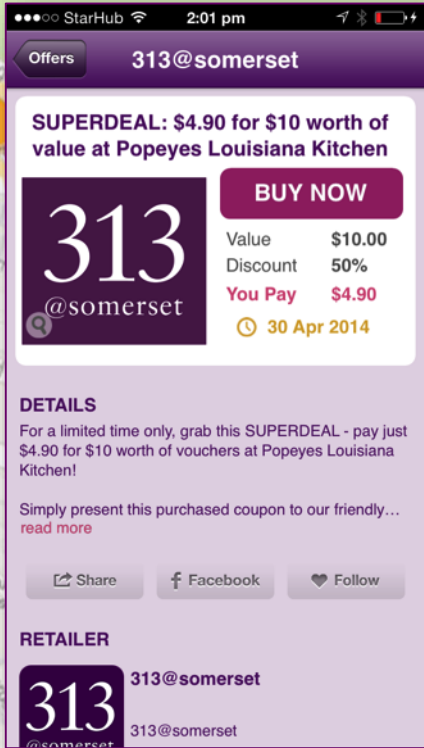
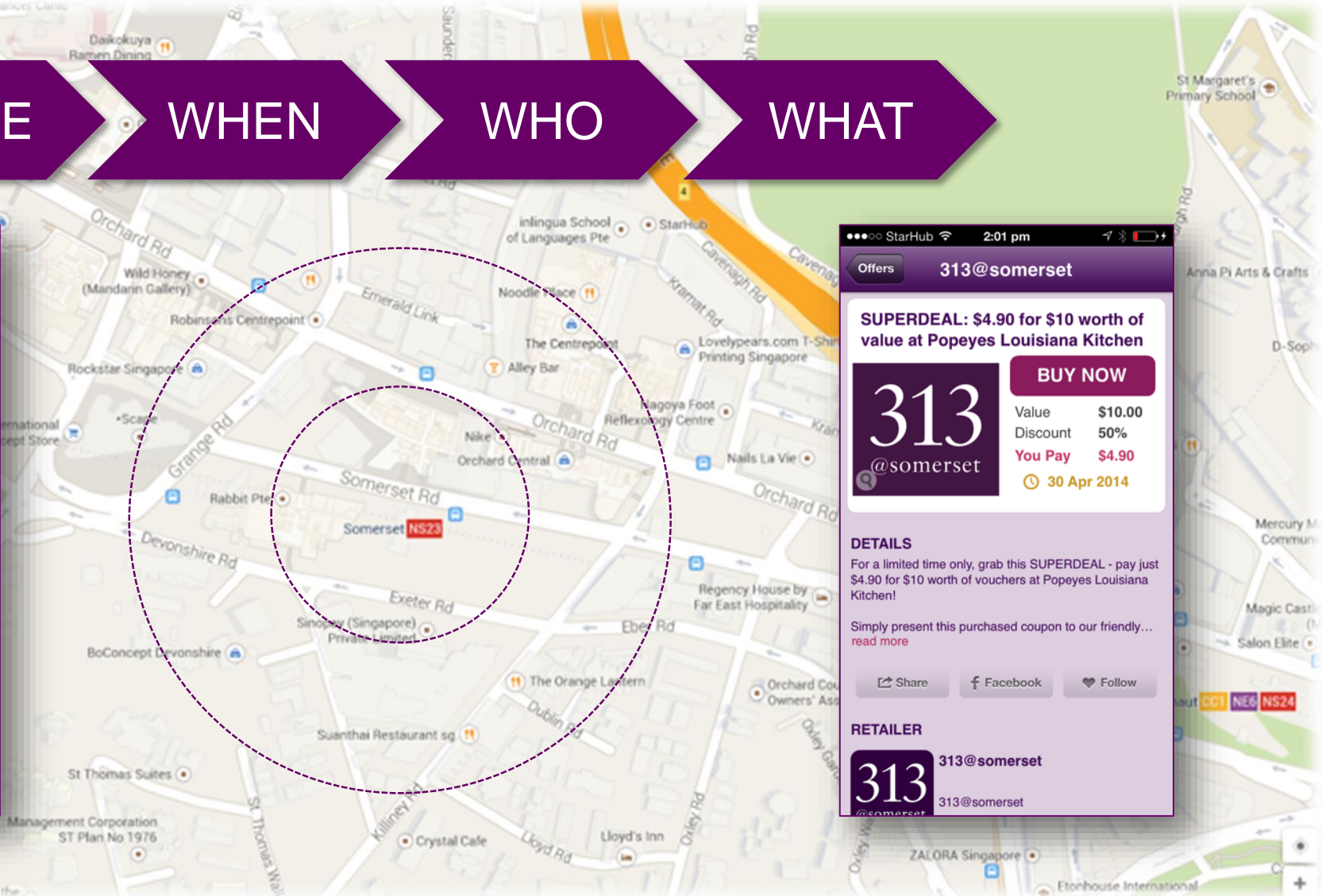
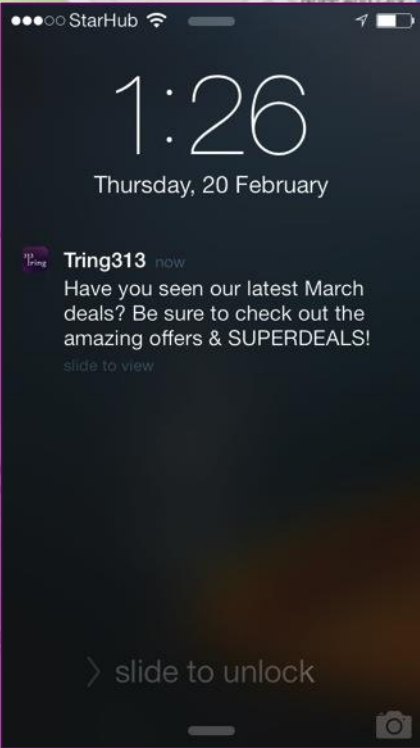
Lend Lease Asia



AsiaMalls



Sprooki Platform Enables Commerce

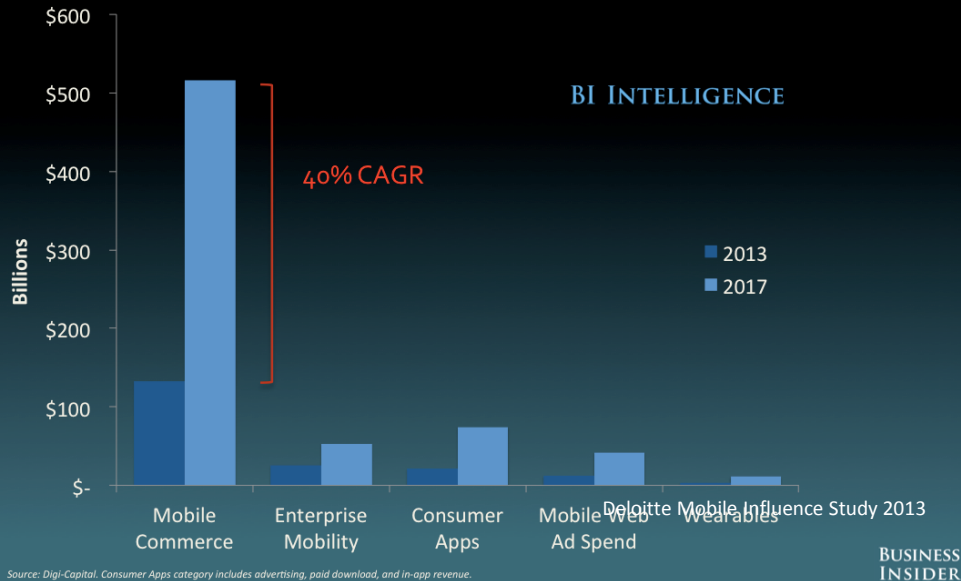


- Shift to online shopping – less foot traffic – bricks and mortar retail sales decline in some regions worldwide
- Urgent need for a solution has seen rapid uptake of location based mobile engagement technology
- Mobile influence on in-store sales quadrupled from 2012 to 2013*
- The top 250 global retailers still transact approx. over 90% of their business through bricks and mortar stores
- Sprooki is highly leveraged to capitalise on two global trends
 - The proliferation of smartphones
 - Industry wide uptake of mobile engagement strategies by retailers

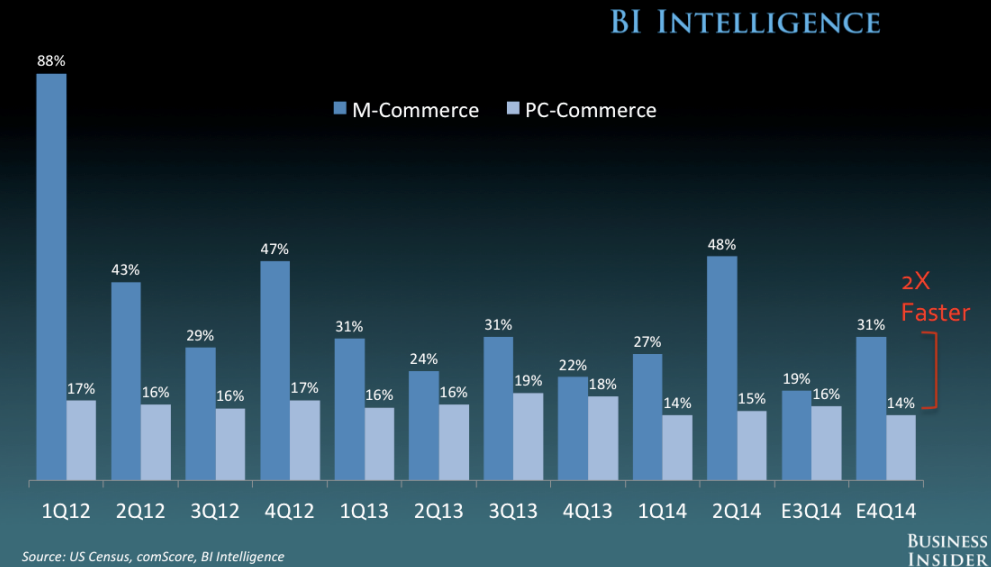
*(Deloitte mobile influence study 2013)



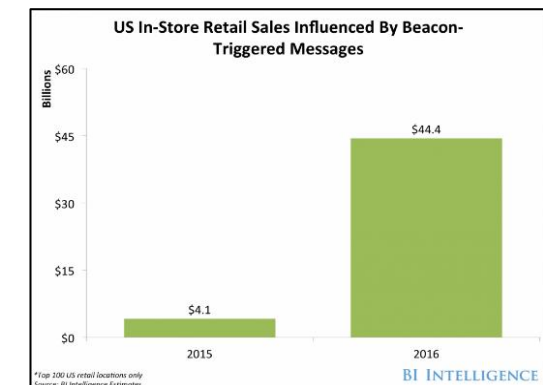
Mobile Commerce Dominates Mobile Revenue Growth



Mobile Commerce Is Growing Much Faster Than Desktop-Based Commerce (Year-over-Year, US)

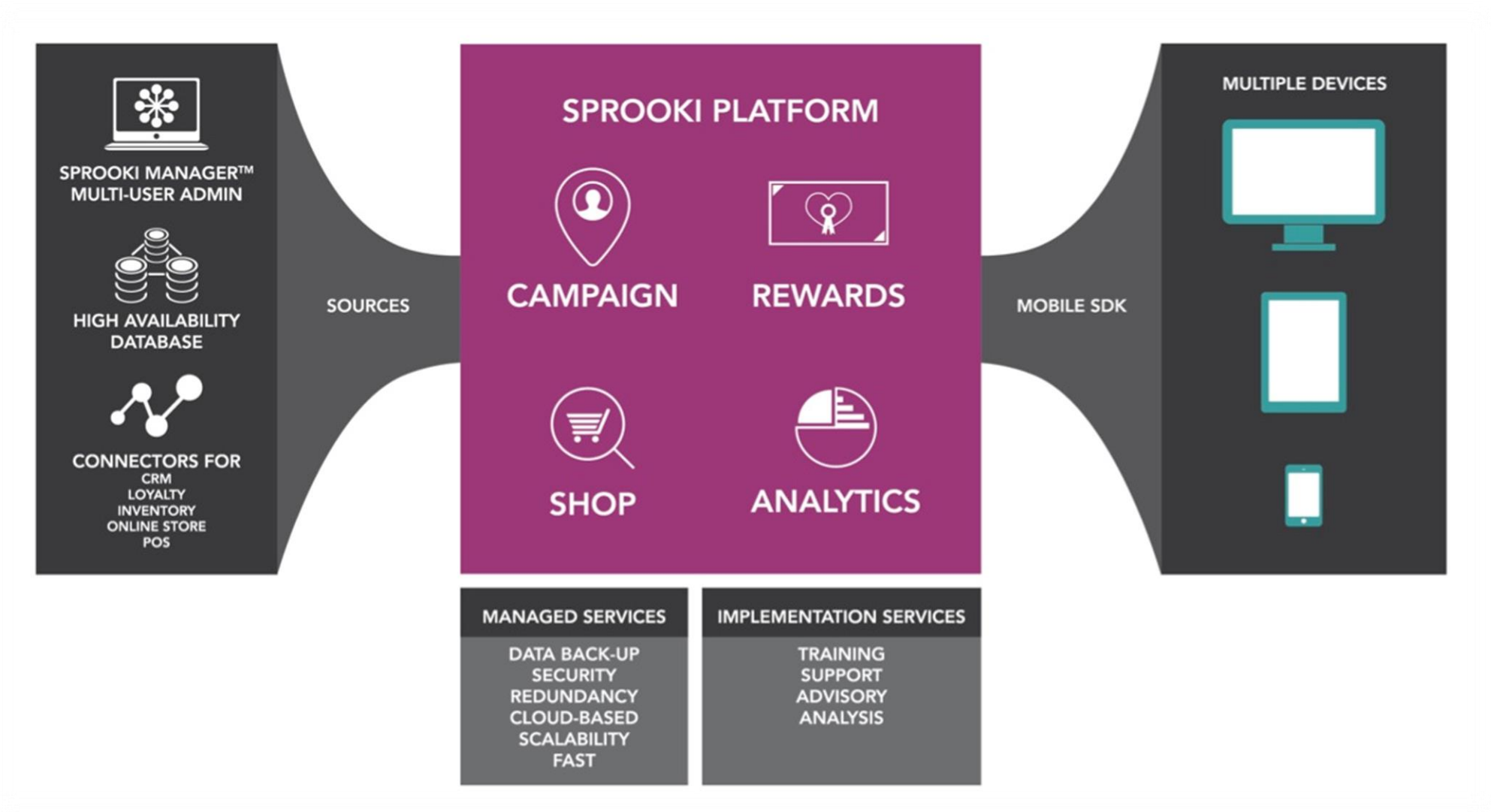


- Significant growth market with Sprooki having first mover advantage
- Marquee revenue generating customers live
- Already operating in multiple territories in the Asia Pacific region
- Funds required for business development and growth plans





Sprooki Platform Enables Commerce





The Power of Sprooki for Retailers

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Average
Response Rates

Email
2.1%[^]

Mobile
Ads
2%-3%

Sprooki
Platform
10%[#]

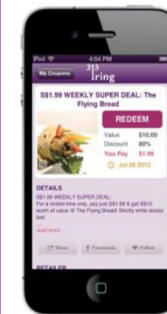
Average
Conversion Rates

Ecommerce
via Mobile
1% - 3.7%⁺

Sprooki
Platform
5%⁺⁺

46%
Sales Conversion

Percentage of the total coupons
downloaded/purchased that were
redeemed in-store.



28% Sales

made when the **mall or store was closed**,
demonstrating the use of mobile
as a convenient sales channel.



89% downloaded or purchased within walking
distance (<500metres) or inside the mall .

[^]Median Click-through rates per email for Retail sector: Silverpop Email Marketing Metrics 2014

[#] Average Coupon download or purchase rates: Sprooki Location-based Platform (Retail)

⁺ Ave E-commerce via Mobile Conversion Rate: U.S Internet Retailer 2014 Mobile 500, Monetate Ecommerce Q1ly Q3 2013

⁺⁺ Average Conversion rates and store walk in: Sprooki Location-based Platform (Retail)

- Reduces time, effort and investment required to engage customers
- Increases sales conversion
- Sprooki boasts a 5-6% sales conversion rate versus 1% - 3.7% for competitive e-commerce via mobile offerings
- Increases consumer engagement and response based on intelligent analytics.
- Provides relevant, personalised, location-targeted communication based on 'when, where and who'.
- Sprooki is 5 times more effective in engaging retail customers when compared to email and mobile ads with a measurable ROI.
- Drives footfall from shoppers in the immediate proximity of the store or mall.
- Increases consumer frequency/loyalty
- Enables 24x7 trade via mobile commerce, driving customers to buy online and redeem in-store.



Clients sign enterprise platform license

- 2 year initial term
- Auto-renewal

Initial fee

- Grant of license
- Customisation of platform

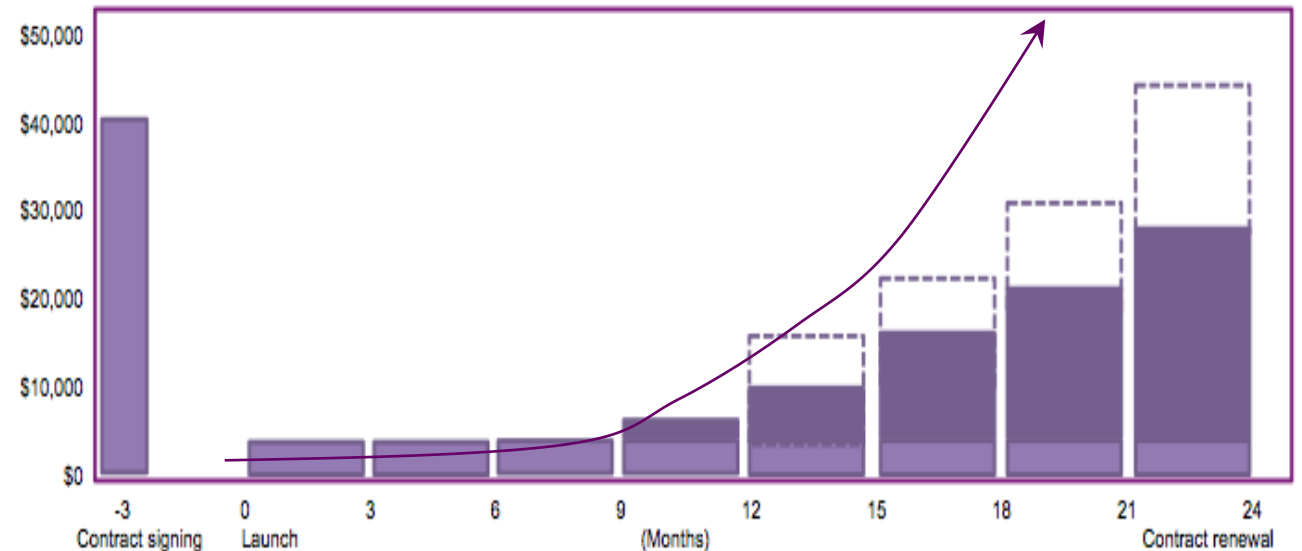
Fixed minimum monthly fee

- Covers hosting, support, upgrades

Performance fees

- Transaction value (% / CPA)
- Coupon downloads (CPC)

Proven business model used by global leaders





Indicative Numbers: Growth Stage



SGD millions	CY2015	CY2016	CY2017
Operating Revenue	\$1.4	\$4.5	\$10.5
Operating Expenses	\$2.6	\$4.2	\$6.6
Net Cash Flow	(\$1.2)	\$0.3	\$3.9
% of revenue from recurring or transactional fees	49%	59%	71%

Headcount (current)	CY2015	CY2016	CY2017
Leadership team (3.0)	5	5	5
Product, Ops & Technology (3.0)	8	18	25
Bus Dev & Marketing (1.5)	4	12	12
Finance/Admin (0.5)	2	2	3

Company	Valuation	Regional Focus
Sprooki	AUD\$10m	Asia Pacific
Swirl	US\$150m	U.S.
VMob	NZ\$23m	Europe & U.S.
OtherLevels	AUD\$25.5m	U.S. & Europe

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