



# Corporate Update

July, 2014



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# Corporate overview

## \$AUD

Share Price <sup>1</sup>	\$0.055
Total Shares on Issue	65.56 million
<b>Market Cap<sup>2</sup></b>	<b>\$3.6 million</b>
Cash <sup>3</sup>	\$3.4 million
Total Number of Shareholders <sup>4</sup>	975
Top 20 Shareholders <sup>5</sup>	78.26%



(1) As at 18 June 2014

(2) Fully diluted

(3) Audited as at 31 December 2013

(4) As at 18 June 2014

(5) As at 18 June 2014

## SIGNIFICANT SHAREHOLDERS

Sieana Pty Ltd (Tom Kiing)	28.53%
Mr Martin Burke	8.86%
Picton Cove Pty Ltd	6.60%
Hon Jeff Kennett AC	6.08%
Fordholm Consultants Pty Ltd	5.47%

## **Harvey Parker, Chairman (non-executive)**

Board member and Chairman since January 2009, Mr Parker is an experienced Chairman having been Chairman of Petroz NL, Datacom Investments Australia, Moore Australia, Intermoco, Emergency Communications Victoria and DWS. He was also a Non-Executive Director of the ASX-listed technology services company Volante Group Limited. Mr Parker is currently Chairman of ASX-listed Pacific Turbine. Mr Parker has experience as CEO of New Zealand Post and United Energy and as Group Managing Director of Commercial and Consumer at Telstra. Mr Parker is Chairman of the Audit Committee and a member of the Remuneration Committee.

## **Martin Burke, Chief Executive Officer and Managing Director**

For the past 25 years Martin has worked in the online content and legal services markets, where he has held senior leadership roles with the Financial Times, Thomson Reuters, and most recently Melbourne IT. With a strong entrepreneurial and commercial background, Martin has extensive experience leading businesses at all stages of their commercial lifecycle.

## **Tom Kiing, Director (Non-executive)**

Board member since July 2008, Mr Kiing is also a director of Bridge Capital Pty Ltd, an Australian technology investment firm that manages a portfolio of investments in the IT sector. He currently also sits on the Board of: Melbourne IT Ltd, Australia's largest domain name and web services business, and The Atomic Group, an integrated sports and entertainment company in Australia. Mr Kiing is also the founder of Tarazz.com.au, an Australian based e-commerce portal and Australia's largest online mall. Mr Kiing has extensive experience as a technology executive in building and growing businesses in the digital arena. Mr Kiing also has broad experience in mergers and acquisitions, capital markets and corporate finance. He travels extensively through the ASEAN region to promote a wide range of Australian investment opportunities to Asian institutions and private investors. Mr Kiing is a member of the Remuneration and Audit Committees.

## **Hon Jeffrey Gibb Kennett, Director (Non-executive)**

The Hon Jeffrey G Kennett AC was an Officer in the Royal Australian Regiment, serving at home and overseas. He was a Member of the Victorian Parliament for 23 years and was Premier of the State from 1992 to 1999. Mr Kennett is currently Chairman of the Board of Management of PFD Food Services Pty Ltd., Chairman of Open Windows Australia Proprietary Limited and Chairman of CT Management Group Pty Ltd. He is a director of Equity Trustees Limited. Mr Kennett is Chairman of beyond blue: the national depression initiative. Mr Kennett is patron of a number of community organisations. In 2005 Mr Kennett was awarded the Companion of the Order of Australia. Mr Kennett is Chairman of the Remuneration Committee and a member of the Audit Committee.

## The team leading Primary Opinion has extensive experience in the professional services sector and in the development and deployment of industry leading content services

### **CEO and Managing Director - Martin Burke**

With more than 25 years in the online content and legal services markets, Martin has held senior leadership roles with the Financial Times, Thomson Reuters, and Melbourne IT. With a strong entrepreneurial and commercial background, he has extensive experience leading businesses at all stages of their commercial lifecycle.

### **Product Management Director - Mark Simpson**

Brings over 17 years in senior roles in product management, development and operations at major information providers including Reed Elsevier and Thomson Reuters. Mark has led the development of leading online solutions in legal, academic, public sector and life sciences markets, serving customers around the world.

### **Technology Director - Jason du Preez**

Has led the growth of UK-based startup m35 before selling out to Thomson Reuters in 2009. Jason has held a range of senior leadership roles in enterprise content and data management and has more than 15 years of technology and entrepreneurial start-up experience.

### **Publishing Director - Dan Watt-Smith**

Held senior editorial roles at a number of well-regarded UK-based start-ups, and was Head of Video for Yahoo! UK. Significant experience in content strategy, editorial management and cross-platform publishing, Dan has launched a number of successful, high-profile B2B services.

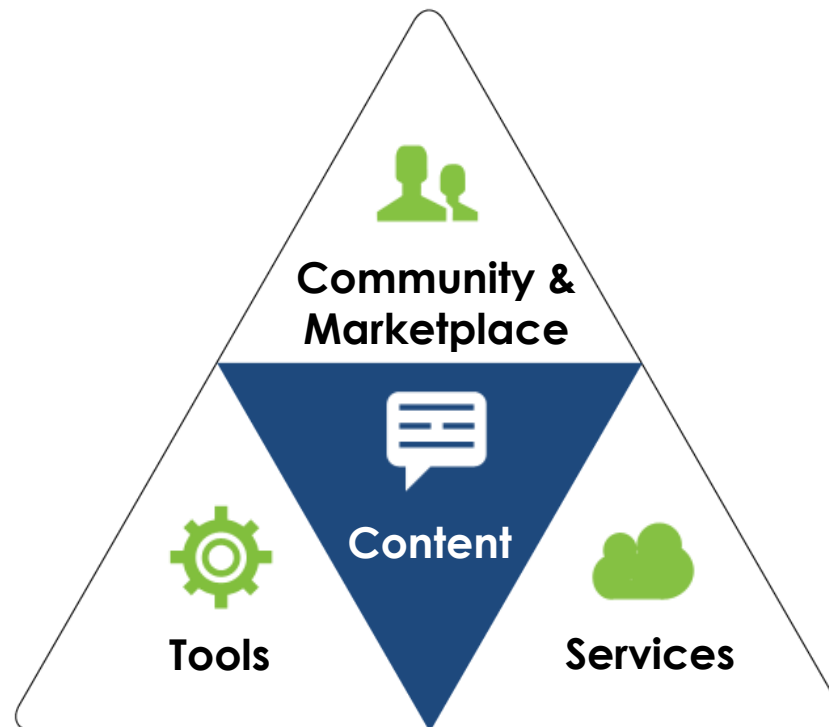
### **Head of Marketing - Julia Kennard**

Over 15 years of marketing experience with both early-stage startups, as well as global industry leaders including Dolby Laboratories, Betfair and ARM. Julia has significant experience in building and implementing marketing programs for new products and services, primarily in international B2B markets.

### **Finance Manager - Gemma Ratcliffe**

A qualified chartered accountant with extensive experience in both accountancy practice and corporate financial management. Gemma's knowledge and experience covers building in-house accountancy functions, strategic planning, financial analysis and project management.

To create the leading content-driven knowledge and community engagement platform that enhances advisory professionals' ability to showcase their expertise, share knowledge, and develop business with clients and referral partners



**Initially the focus will be on the legal sector,  
and our platform will enable law firms globally to more effectively reach their  
target audiences and create new business**

## **Global Professional Advisory Markets – Legal Sector:**

- ▶ Legal market services 2013 \$610bn globally, with anticipated CAGR 4.2% growth to \$750bn by 2018
- ▶ Regional markets – North America 55% share by revenue, Europe 30%, Asia 13%, Africa 2%
- ▶ 4 million legal practitioners globally, growing to 4.7m by 2018
- ▶ Regional practitioners – North America 1.27m, Europe 1.14m, Asia 496k

## **New market challenges for legal firms globally :**

- ▶ Firms serving increasingly complex client needs in highly regulated, constantly changing markets
- ▶ Increased competition makes it harder for clients to differentiate between firms' service offerings
- ▶ Clients are challenging traditional fee structures, demanding 'more for less'
- ▶ Disruptive technologies are bringing lower cost, alternative advisory services to the market
- ▶ Consequently, more effective marketing and business development strategies are a necessity to create new business, improve client retention and strengthen referral networks

## Content marketing has become a key element of legal marketing strategies

- ▶ More content being produced by legal advisory firms (e.g. insight, commentary, case studies, in-depth opinion)
  - ▶ 84% of US Law Firm Chief Marketing Officer's expect to produce more content in 2014\*<sup>1</sup>
- ▶ Content marketing spend and focus also continues to increase\*<sup>1</sup>
  - ▶ 39% of US Law Firms have increased content marketing budgets
  - ▶ 47% have a documented content strategy in place, 25% planning to do so in next 12 months
  - ▶ 80% think content marketing is 'the most important' and 'important' strategy, compared to all marketing and business development activities



*\*1 2014 State of Digital & Content Marketing Strategy, Survey of Top US Law firms*

**The Primary Opinion platform will enable law firms globally to more effectively reach their target audiences and create new business**



To create the leading content-driven knowledge and community engagement platform that enhances advisory professionals' ability to showcase their expertise, share knowledge, and develop business with clients and referral partners

## 1 CONTENT

Collate high quality insight and opinion contributed directly by global professional services experts

## 2 NETWORK

Connect professional services advisors and clients through a platform that shares content, provides community engagement, and strengthens existing referral networks

## 3 TOOLS

Deliver semantically enriched, relevant and personalised content on web and mobile platforms

## 4 SERVICES

Proactively promote content to targeted audiences and multiple channels, supported by advanced content performance analytics, insight and best practice

## 5 BUSINESS MODEL

Free to read and contribute content. Subscription charged to content contributors for content promotion and distribution services

## Web-based platform

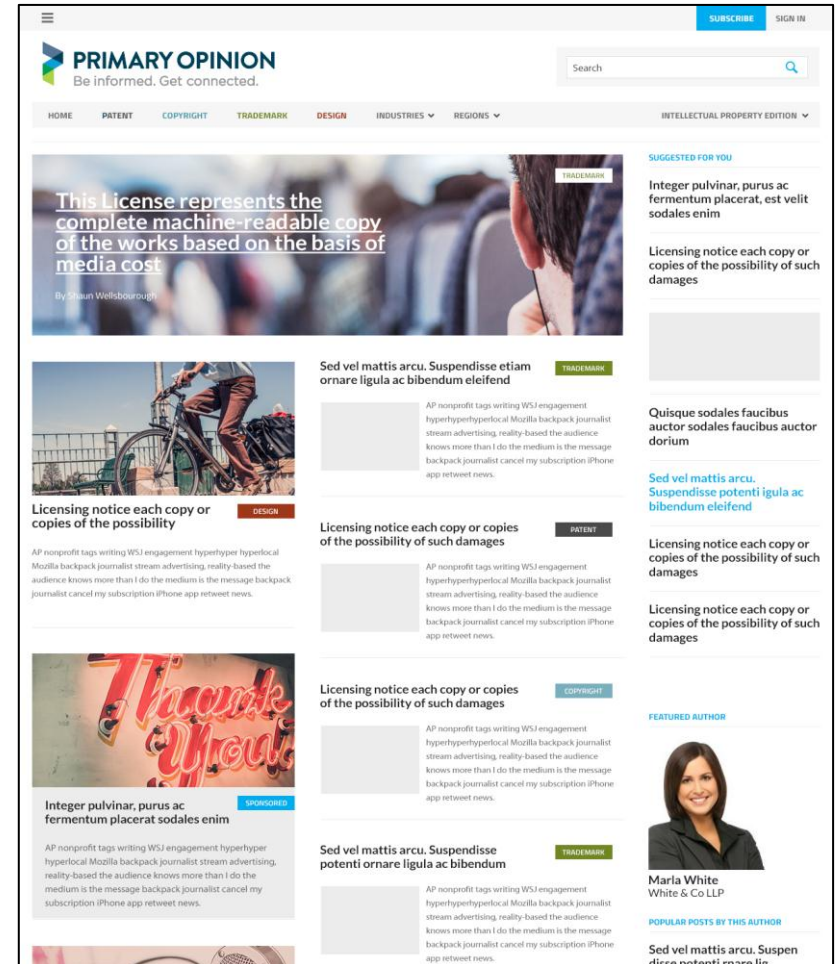
- ▶ Also optimised for tablet and mobile

## A feature rich service for both reader & contributor

- ▶ Modern UI design for an engaging user experience
- ▶ Highly personalised, relevant content experience
- ▶ Sophisticated semantic search capability
- ▶ Read, share and save content
- ▶ Easily create & submit content
- ▶ Distribute to owned social media, email & RSS
- ▶ Targeted distribution to selected earned & paid external channels
- ▶ Comprehensive analytics & insights

## Initial release









- ▶ Full service launch September Quarter 2014
- ▶ Initially focused on the Intellectual Property (IP) legal sector
- ▶ Grow into other legal categories December Quarter 2014
- ▶ Expand into Tax & Accounting sector in March Quarter 2015



# Highly targeted content distribution



## CONTRIBUTOR CONTENT

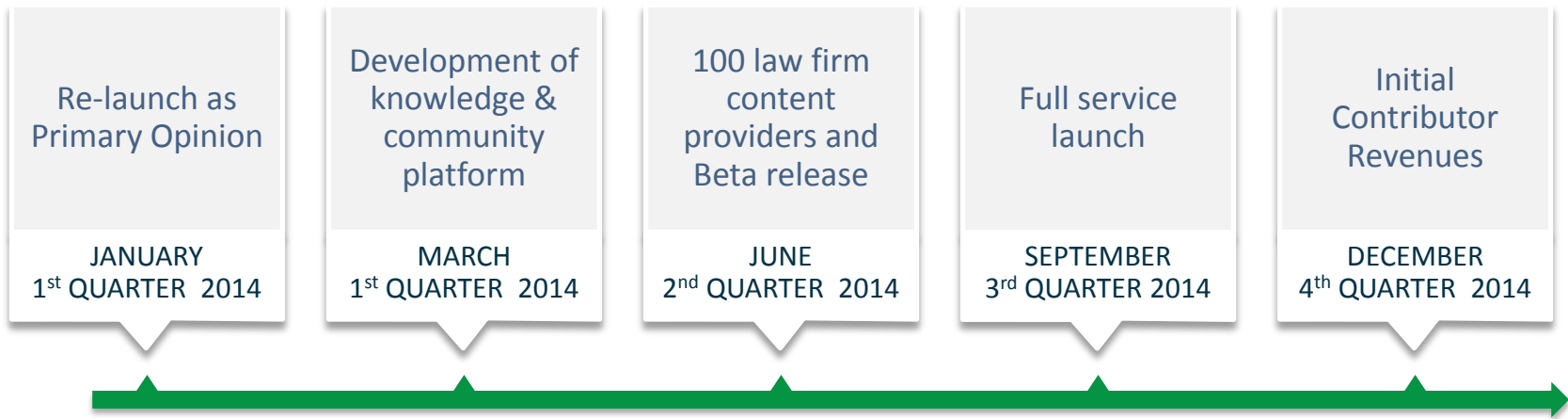
THE PRIMARY OPINION PLATFORM					
<b>MANAGE</b>	 [Content Management Dashboard]		[Analytics & Insight Dashboard] 		
<b>ENRICH</b>	Automated Content Enrichment: Indexation, search optimisation				
<b>EXPLORE</b>	Archive Search	Author Profile	Follow Author	Firm Profile	External Share's
<b>PERSONALISE</b>	Popular/new content on home/ industry/ sector landing pages		Recommended or Related Content		Email Newsletter Search Updates Follow Updates
<b>PROMOTE</b>	 		 		 
	<b>OWNED CHANNELS</b>		<b>EARNED CHANNELS</b>		<b>PAID CAMPAIGNS</b>
	LinkedIn		Primary Opinion Industry channels		Adwords
	Twitter				Paid social
	Google+		Push RSS (developed & managed channels)		3 <sup>rd</sup> party sites
Email newsletter				Aggregators	
RSS		Pull RSS		SEO support	

# Sustainable annuity business model

- ▶ Content is free to read and free to contribute on Primary Opinion
- ▶ Annual subscription charged to content contributors for content promotion services
- ▶ Upsell of transactional content support services

	<b>FREE CONTRIBUTOR</b>	<b>PROFESSIONAL SUBSCRIPTION</b> (single contributor)	<b>ENTERPRISE SUBSCRIPTION</b> (multiple contributors)
<b>Management &amp; Reporting</b>	Basic	Full Analytics	Full Analytics & Insight
<b>Author Profile on Primary Opinion</b>	Limited Author Profile	Full Author Profile	Full Author Profile & Firm Profile
<b>Enriched Content on Primary Opinion</b>	✓	✓	✓
<b>Promotion on Primary Opinion</b>		✓	✓
<b>Owned Channel Distribution</b>		LinkedIn, Twitter, Google+, Email newsletters, RSS feeds	LinkedIn, Twitter, Google+, Email newsletters, RSS feeds
<b>Earned Channel Distribution</b>		Email alerts, SEO, PO industry channels, Industry associations	Email alerts, SEO, PO industry channels, Industry associations
<b>Paid Channel Campaigns</b>			Adwords, Paid Social, Aggregators, Industry journals
<b>Strategy Support</b>			✓

# Key progress and upcoming milestones



**RAPID AND FOCUSED PROGRESS - CONCEPT TO BETA IN THREE QUARTERS**

- **Proven concept** – High performance marketing and distribution platform for the targeted delivery and analysis of content. Primary Opinion amplifies the content generated by professional services firms, delivering it to the audiences they want to influence
- **Robust and sustainable business model** – Simple subscription-based business model, with a clear strategy for monetisation from content contributors
- **Market opportunity** – Alternative solutions for professional service firms to promote their capabilities are limited, at a time when content marketing is seen as increasingly relevant
- **Quality team** – Management team have a strong track record in the technology sector and proven commercial expertise of turning concepts into sustainable business operating models

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