



INVESTOR PRESENTATION

DROPSUITE LIMITED | ASX:DSE

SEPTEMBER 2017

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WE SAFEGUARD BUSINESS INFORMATION

Dropsuite helps businesses easily protect their business information so they never lose data again. We do this through a network of reseller partners who have a combined reach of millions of SMEs Worldwide.

AGENDA

- 06 Highlights
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- 22 Leadership Team
- 23 Cap Table & Financials





- ✓ STRONG AND CONSISTENT GROWTH IN USERS, REVENUE AND REV/USER
- ✓ SIGNIFICANT UPSIDE TO USER GROWTH WITH EXISTING PARTNERSHIPS & FUTURE PRODUCTS CROSS-SELL
- ✓ HIGHLY SCALABLE BUSINESS/DISTRIBUTION MODEL WITH RECURRING REVENUE STREAMS
- ✓ SERVING A GROWING AND LARGE ADDRESSABLE MARKET
- ✓ MINIMAL INCREMENTAL COST TO ACQUIRE NEW USERS
- ✓ EXPERIENCED LEADERSHIP TEAM

HIGHLIGHTS

AUGUST 2017

PAID USERS

189,000

UP 95% YOY

REVENUE YTD

\$1,565,086

YOY 119%

MONTHLY REVENUE /USER*

\$1.23

UP 13% YOY

GROSS MARGIN

78%

UP FROM 66% LAST YEAR

OFFICES

4





UP FROM 2 LAST YEAR

PARTNERS



69

UP 85% YOY

THE CHALLENGE

-  71% of data breaches occur in businesses with < 100 staff
-  Global ransomware costs predicted to exceed \$5 billion in '17
-  30k websites get hacked every day
-  20% of all emails get hacked every year

THE OPPORTUNITY

-  1 Billion Website Worldwide
-  \$6B SME Disaster Recovery in 2019
-  Information Archiving Market \$7.1B IN 2020
-  \$98B Size of SME Cloud business

THE SOLUTION

Dropsuite delivers cost effective back up and recovery solutions that are both feature-rich and complexity free to small and medium businesses.

WHY DROPSUITE



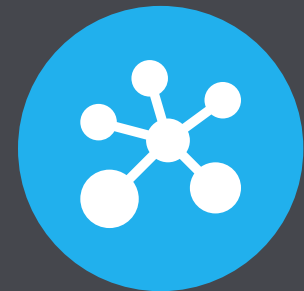
BUILT FOR SMALL BUSINESSES

Designed for non-tech savvy businesses where a simple and intuitive user interface is key.



FULLY DEVELOPED CLOUD TECHNOLOGY

Cloud backup platform that is robust and secure, and has demonstrated strong capability to scale globally.



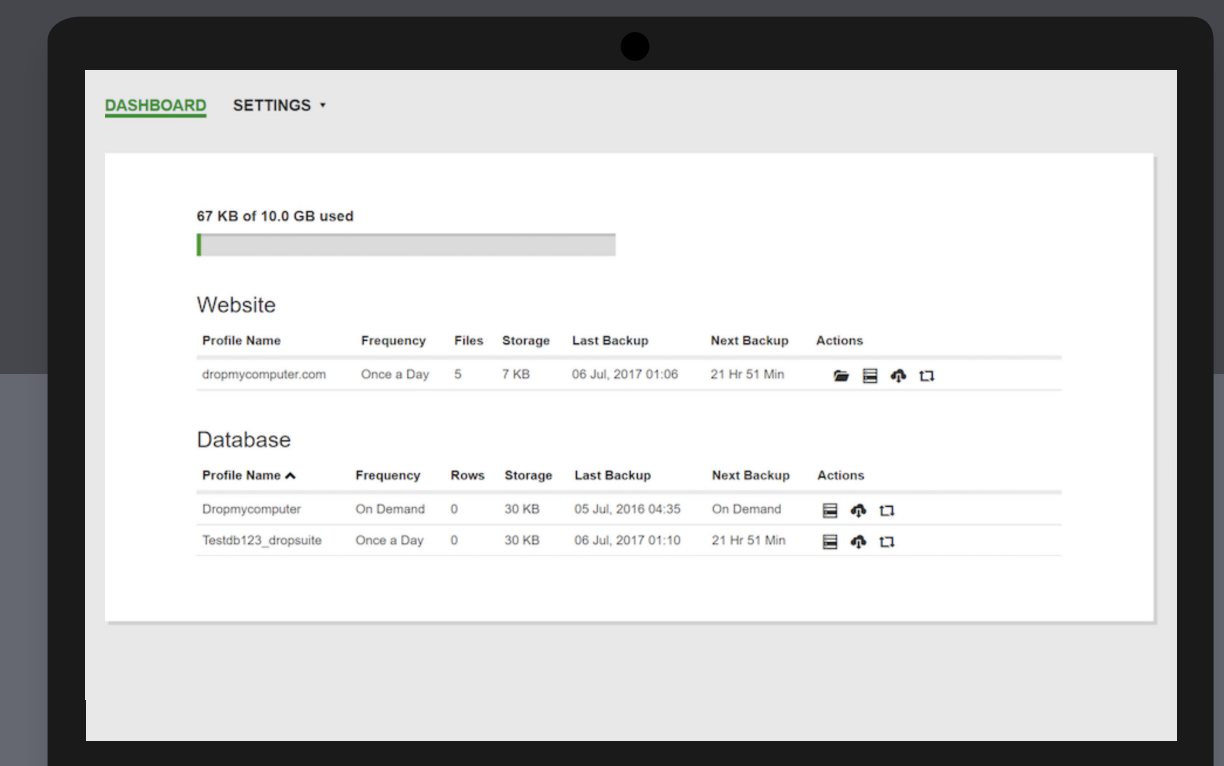
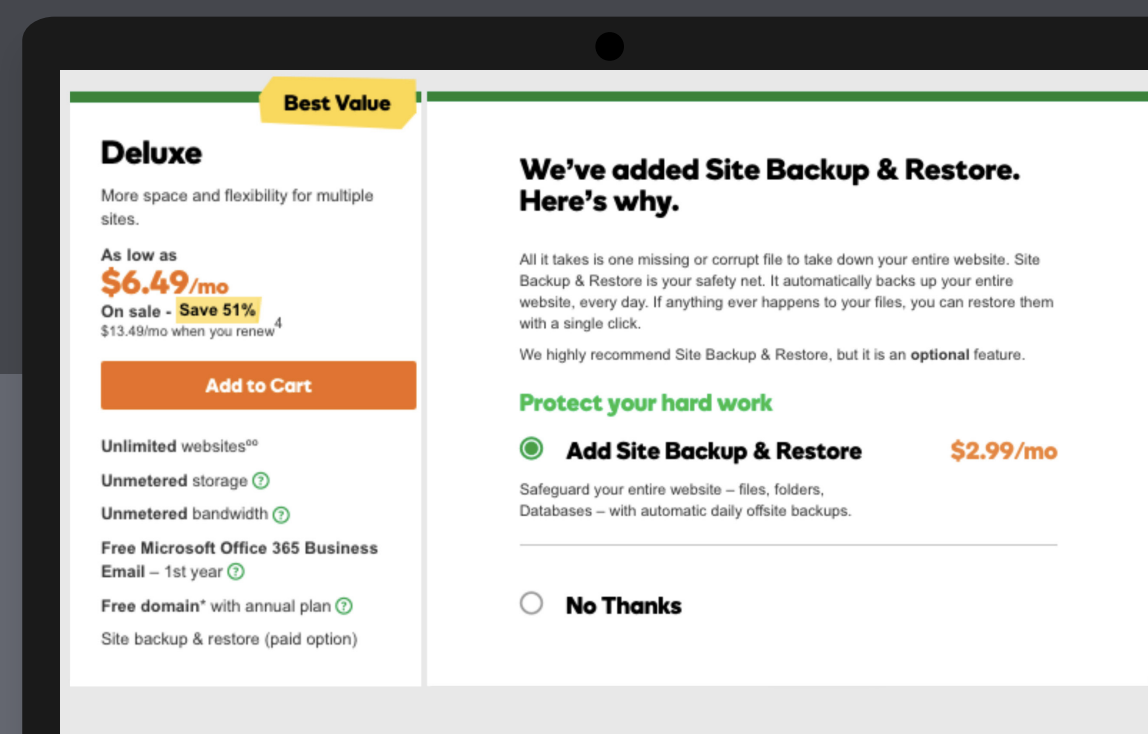
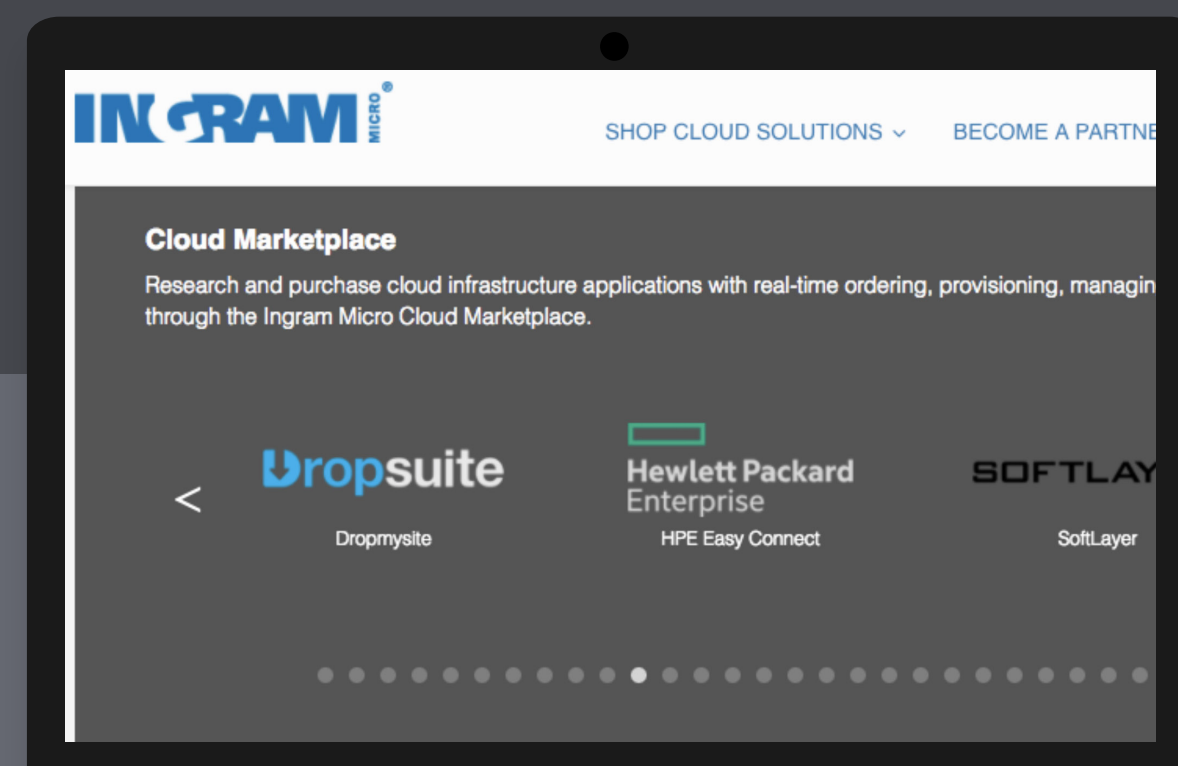
MODULAR ARCHITECTURE

Built-in customization allows partners to define their end-user experience with just a few clicks.

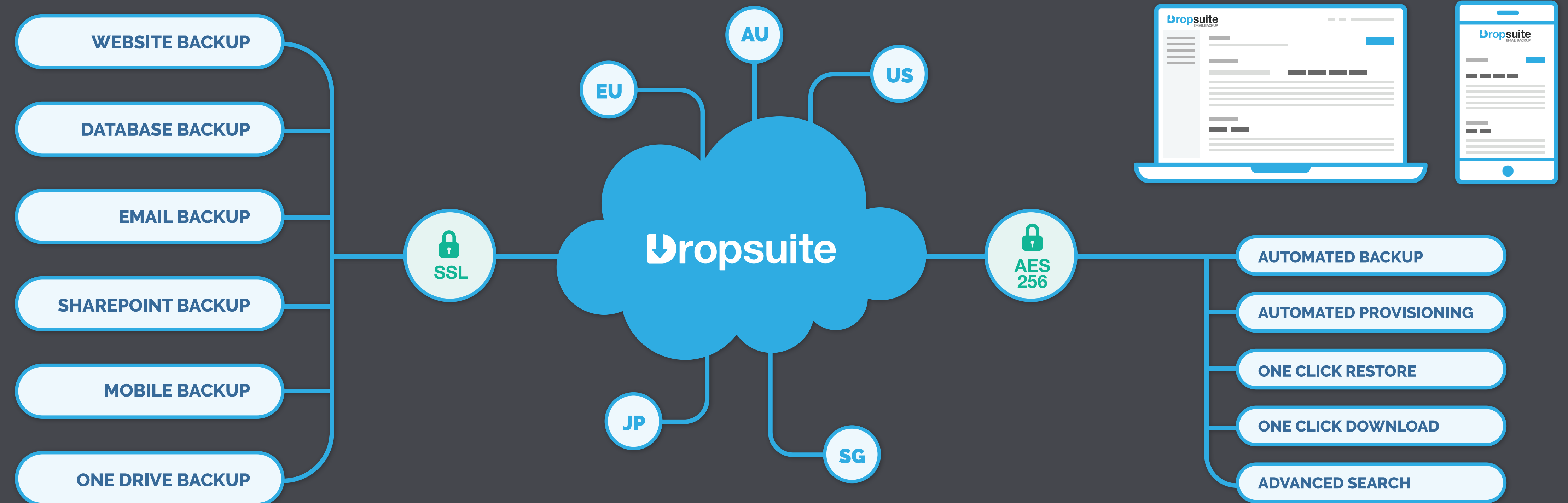


SEAMLESS PARTNER INTEGRATION

Seamlessly integrates with leading IT Reseller platforms, enabling rapid rollout, recurring revenue streams and lower support costs.



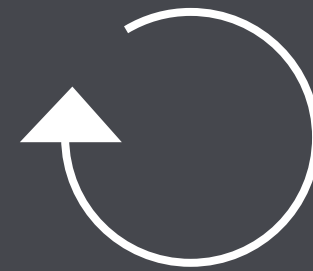
THE PRODUCT SUITE



PRODUCT FEATURES AT A GLANCE



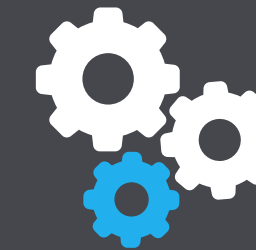
Multiple Users



1-Click Download
& Restore



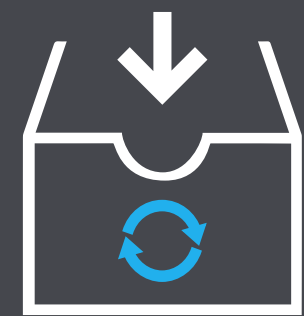
Cross-platform
Support



Extensive Integration
Options



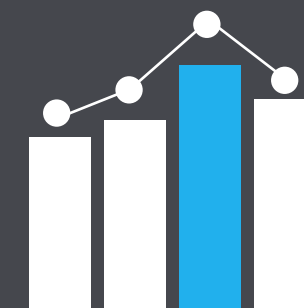
Multiple Systems
Supported



Auto-Archiving



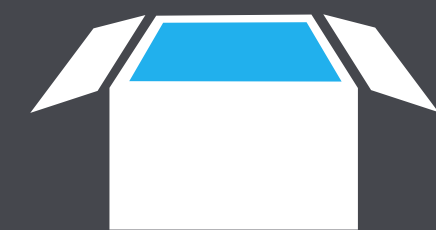
Military-Grade
Encryption



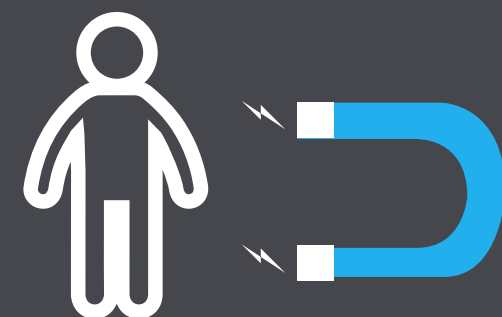
Data Retention
Controls



Search and
Alert Features



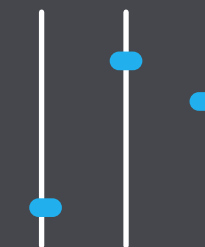
Per GB or
Unlimited Storage



Unlimited Retention



Fully Compliant



Admin
Control Panel



File Attachment
Manager



Partner Support

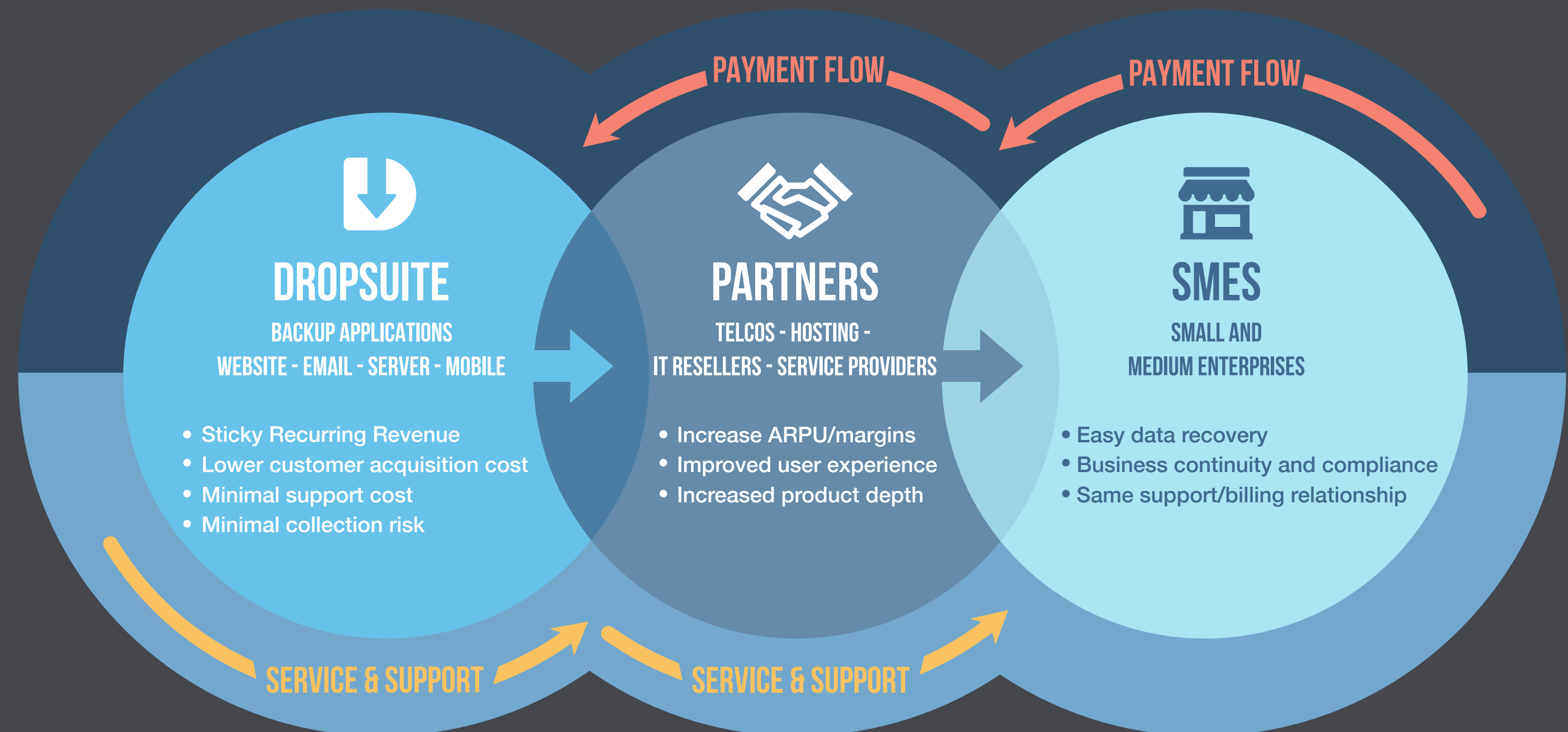
BUSINESS MODEL

BENEFITS

Minimal direct (end-user)
selling costs

Minimal marginal cost to serve
growing revenue and users

Minimal cost to support end
users (SMEs)



KEY PARTNERS



- # 1 in North America
- 15 million users
- Website backup
- Global



- # 1 in Japan
- 8 million users
- Website backup
- Japan



- # 1 in Australia
- 1.5 million users
- Website backup
- Global



- Leading IT Distributor
- 200K resellers
- Email backup
- US



- Leading IT Distributor
- Large Reseller Base
- Email backup
- US

“Dropsuite is a great business partner. They move extremely fast. Whether it's a simple support question or a complex UX integration, they are always reliable and respond in an efficient manner.

Matthew Richards

Product Director, GoDaddy

“Dropsuite's Email Backup and Archiving solution presents significant revenue opportunities for resellers and is a welcome new addition to the Ingram Micro Cloud Marketplace.

Jason Bystrak

Exec Dir of Partner Enablement, Ingram Micro Cloud



TRACTION: USER CHART

Exponential paid user (and revenue) growth

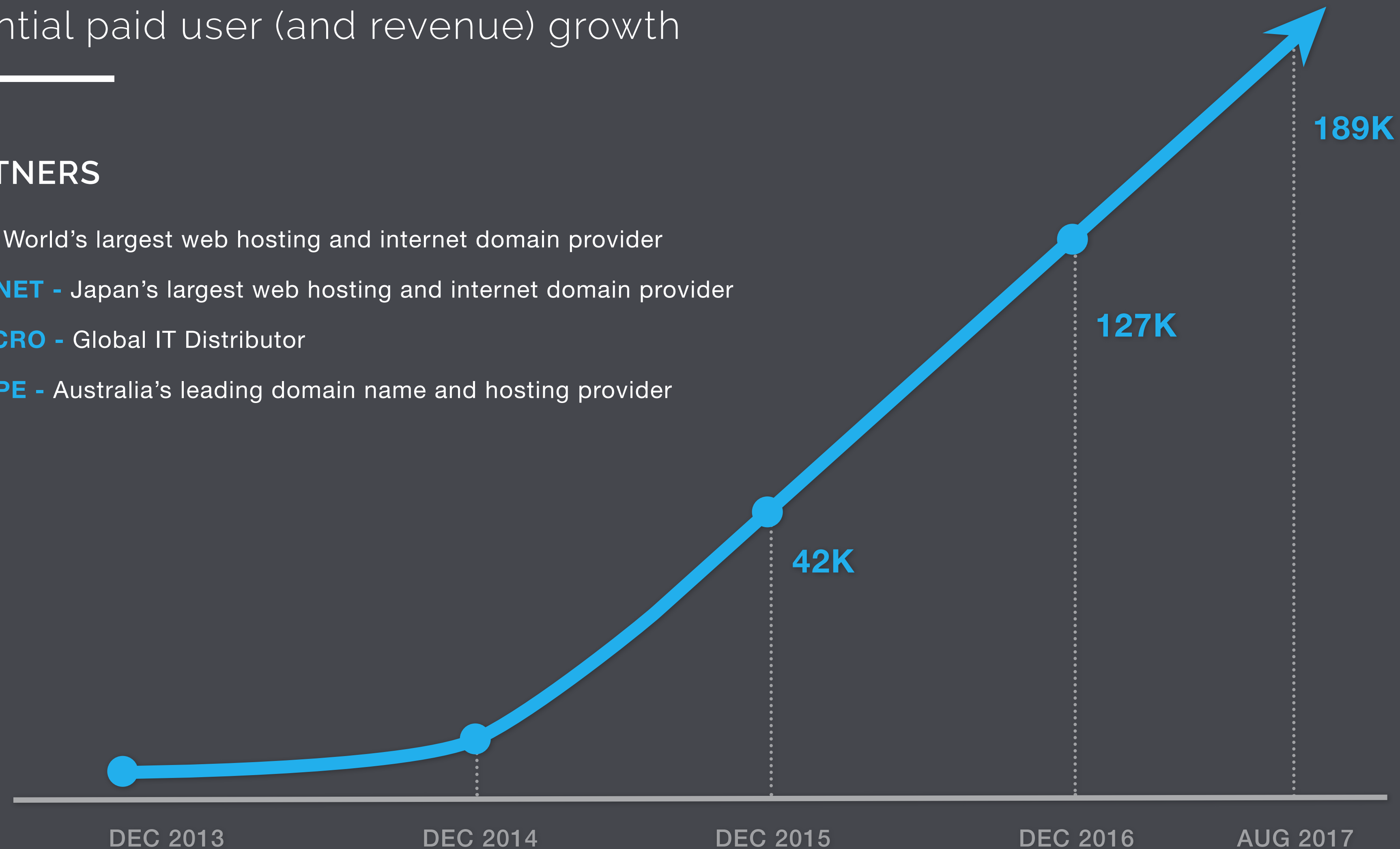
KEY PARTNERS

GODADDY - World's largest web hosting and internet domain provider

GMO INTERNET - Japan's largest web hosting and internet domain provider

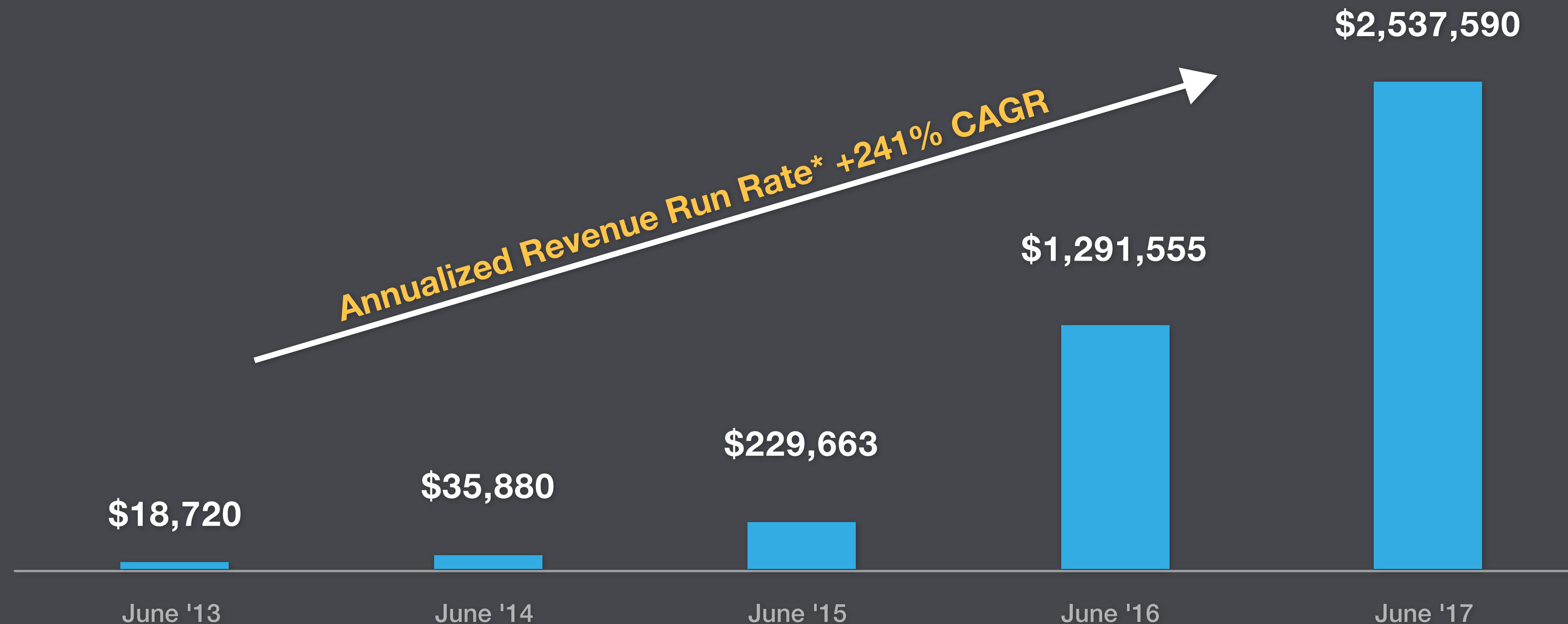
INGRAM MICRO - Global IT Distributor

DREAMSCAPE - Australia's leading domain name and hosting provider



REVENUE TRACTION

Every month is a record revenue month

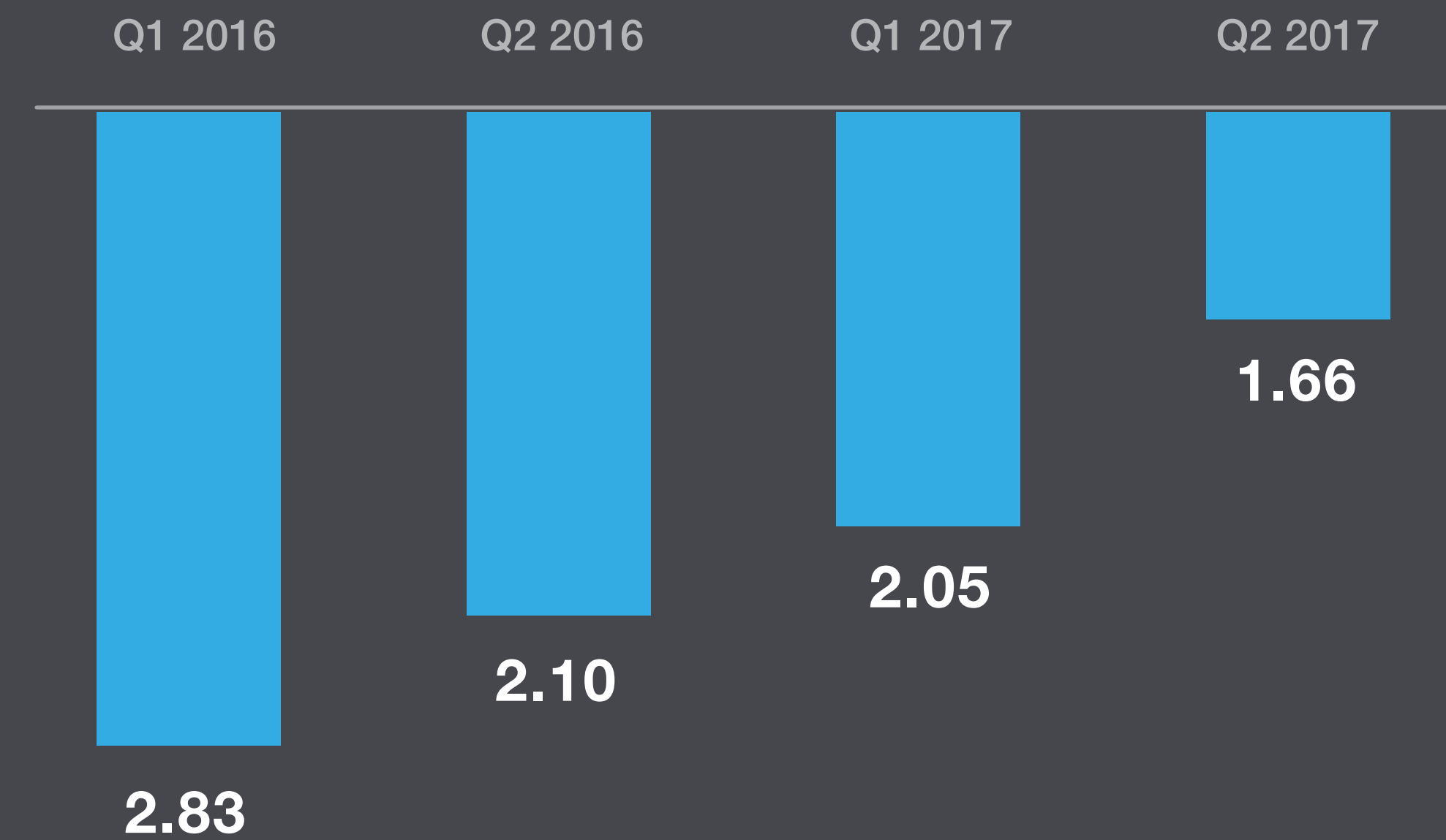


* Annualized Revenue Run Rate is June Revenue x 12, calculated using fixed FX rate

BOTTOM LINE TRACTION

OPEX/REVENUE

(Lower is better)



NET PROFIT (LOSS)

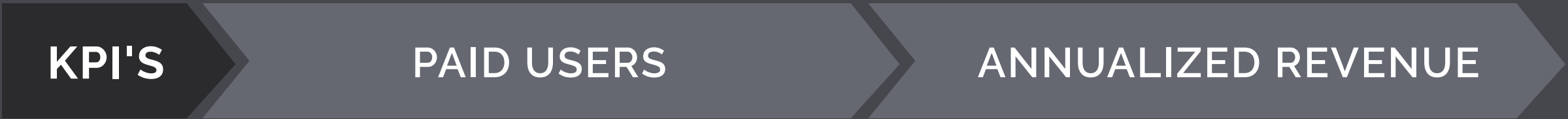
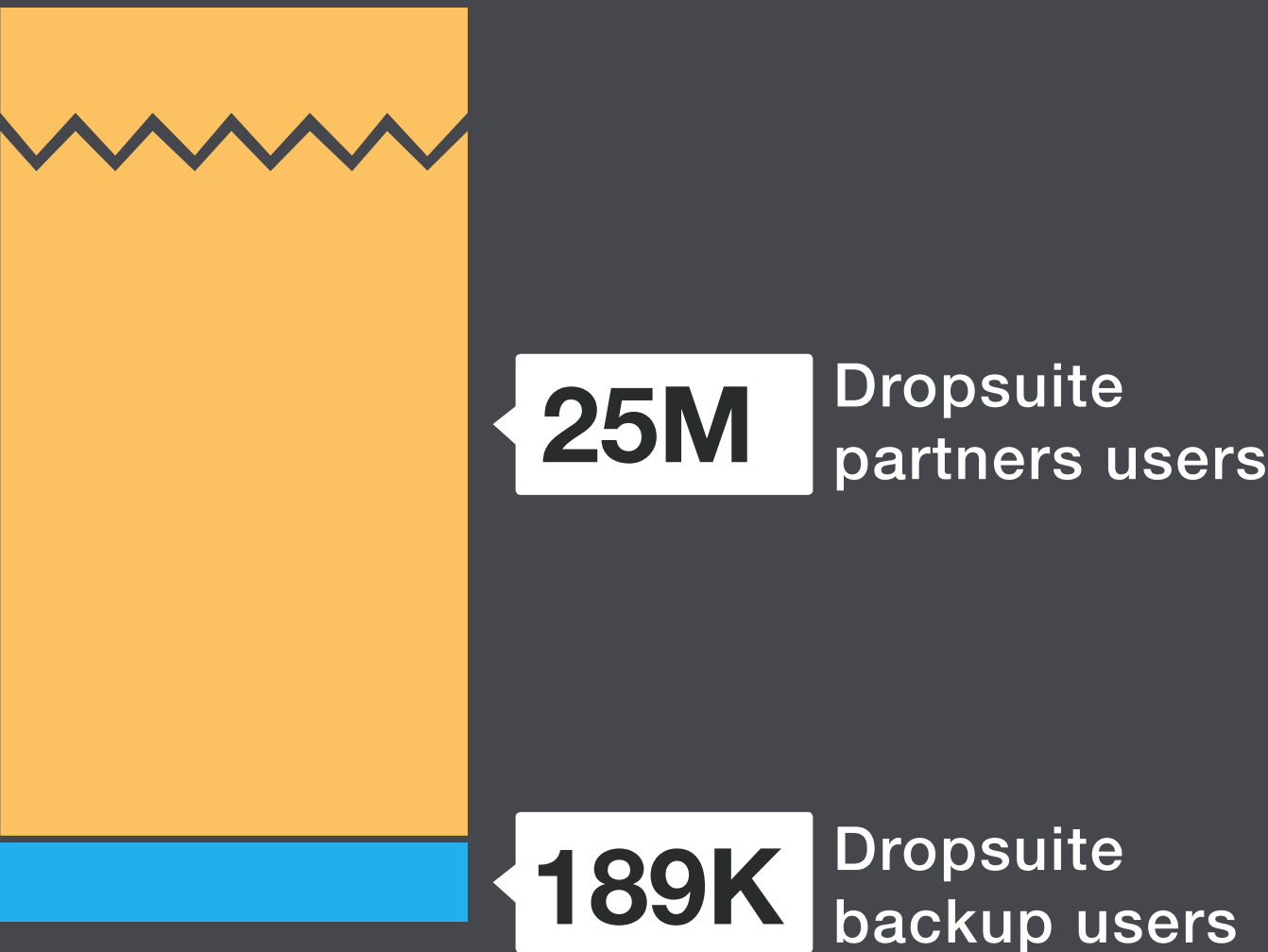


GROWTH STRATEGY

INCREASE SALES THROUGH EXISTING PARTNERS

Dropsuite is the sole website backup solution integrated with partner's services*

- ✓ Reach partners' user base through world-class marketing programs.
- ✓ Create dedicated landing pages for partners' existing end-users.
- ✓ Promotions across end-users' touchpoints with our partners
- ✓ End-user segmentation and personalisation to ensure healthy conversation
- ✓ Evaluate free-trial programs and marketing development funds

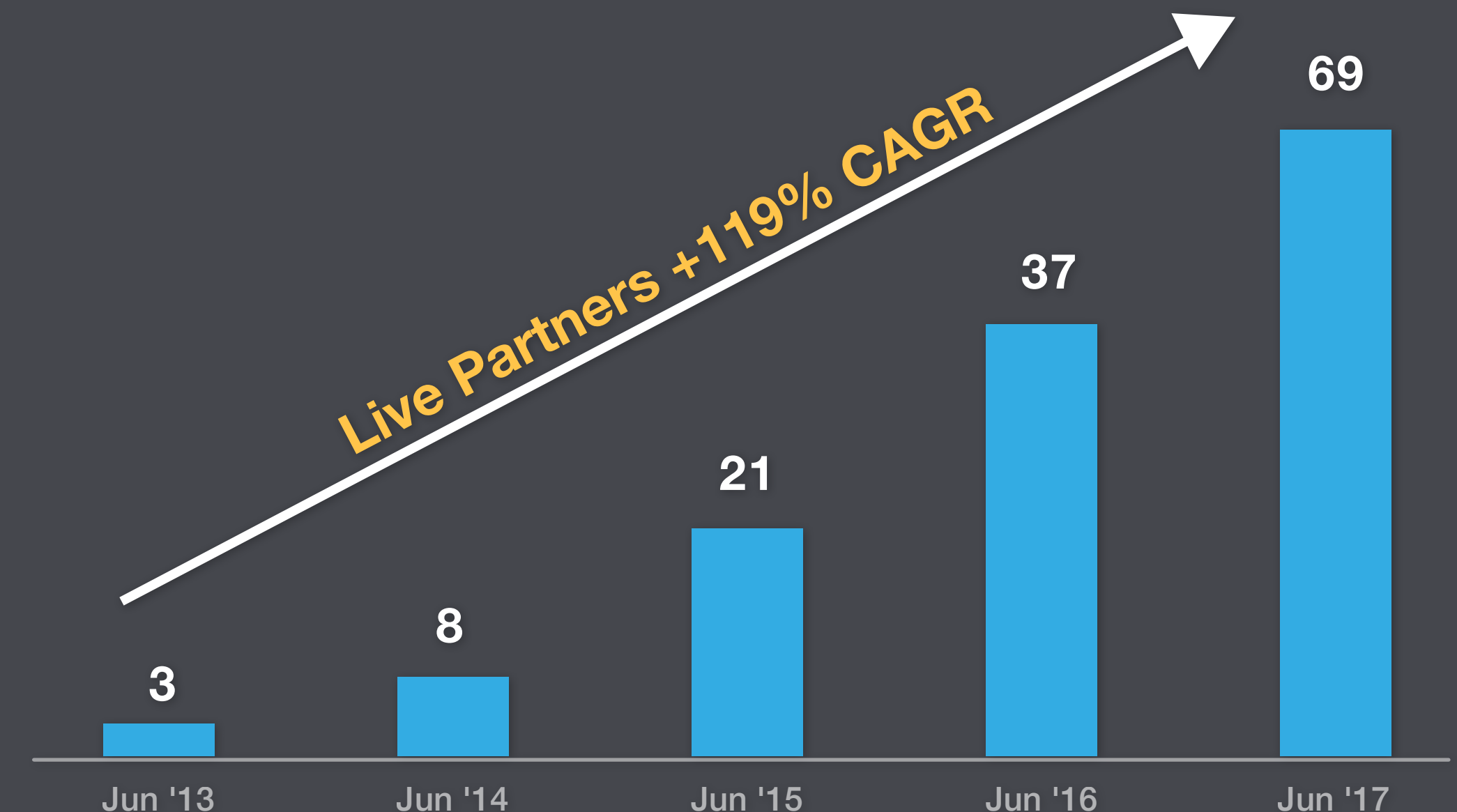


Applies to more than 95% of the of the 25M users

GROW RESELLER PARTNERSHIPS GLOBALLY

Strong business development track record

- ✓ Launch new resellers from the existing sales pipeline
- ✓ Expand sales presence in key geographies.
- ✓ Continue expansion to the Managed Service Provider segment
- ✓ Initiate reseller lead generation programs



KPI'S

OF LIVE PARTNERS

PAID USERS

ANNUALIZED REVENUE

BOOST REVENUE/USER FROM SALES OF NEW PRODUCTS

Focus sales efforts email backup and archiving (\$5-\$100's / month)

- ✓ Cross- sell existing partners who are currently reselling website backup
- ✓ Sales enablement programs for distributors and managed service providers
- ✓ Develop and launch complementary solutions around Microsoft Office 365

MICROSOFT OFFICE 365 EMAIL SOLD

100 MILLION

INFORMATION ARCHIVING MARKET

7.1B IN 2020

MONTHLY REVENUE/USER

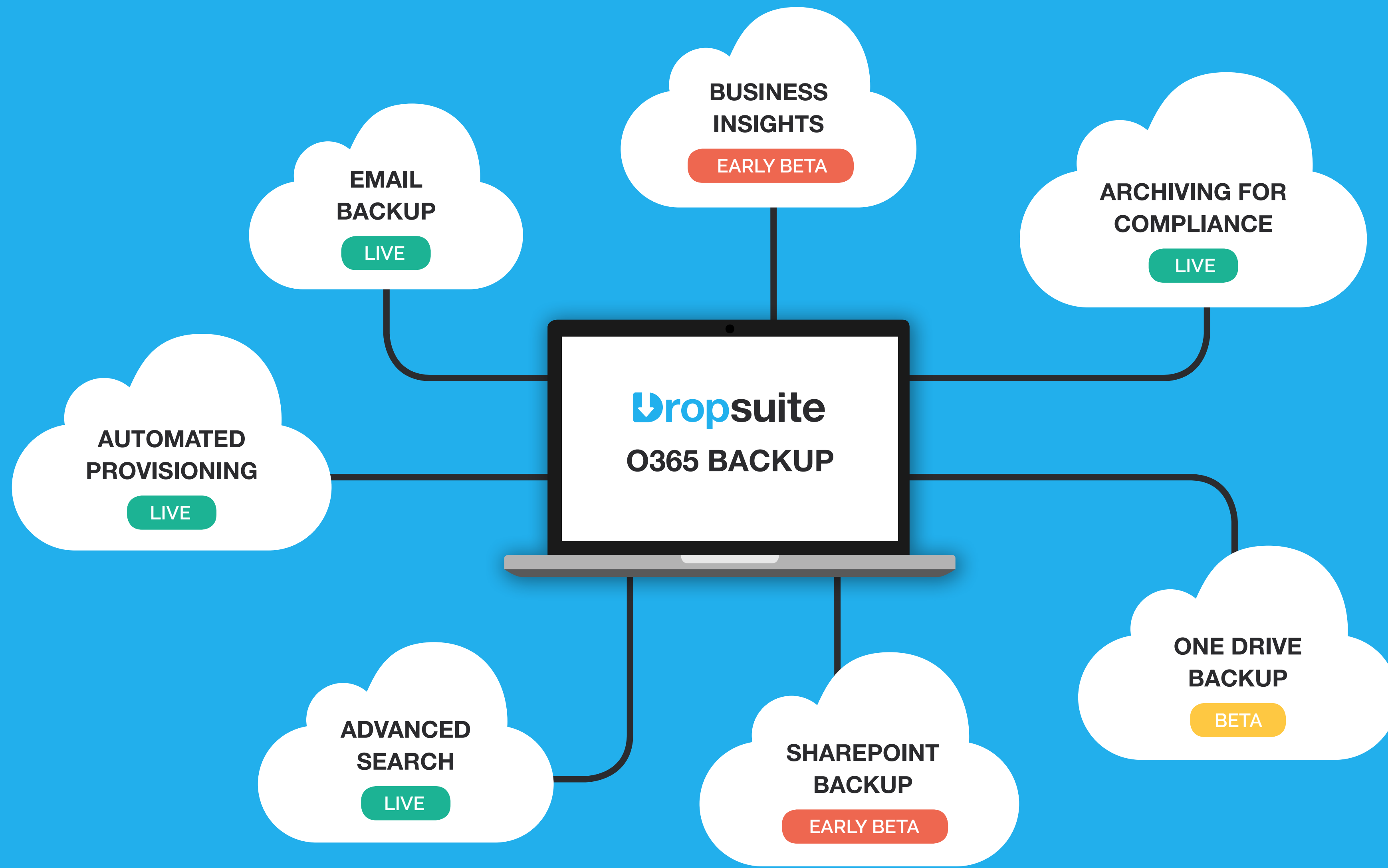
\$1.23 UP 13% YOY

KPI'S

REVENUE/USER

NEW PRODUCT MIX%

MONTHLY REV/USER



EXPERIENCED LEADERSHIP TEAM



CHARIF ELANSARI
Managing Director

- Founding member of Google Asia Pacific
- Previously held senior positions at Google and Dell in Asia Pacific and North America



THEO HNARAKIS
Non-Executive Chairman

- Previously, MD of ASX 300 Melbourne IT, News Corporation & PMP Communications Group
- Chairman of ASX-listed Crowd Mobile and director of QSR International



BRUCE TONKIN
Non-Executive Director

- Leading the .au Registry Transformation project at .au Domain Administration Ltd
- Previously, CTO and CSO of Melbourne IT (ASX 300)



RIDLEY RUTH
Chief Operating Officer

- 20 years experience in selling security software to service providers
- Previously VP of Sales at CloudFlare



RON HART
Chief Technology Officer

- Early pioneer of cloud-based platforms
- Lead technology developer at US- based myTriggers.com and inContact (NASDAQ: SAAS)



ZORAN GRUJIC
CFO / Company Secretary

- +20 Years finance experience including ASX listed companies
- Currently Company Secretary at ASX listed 8common Ltd and Head of Finance at NSX

CAPITAL TABLE

Current Shares On market	114,496,937
Escrowed to December 17	32,517,317
Escrowed to December 18	253,191,747
Current Total Shares	400,206,001
Performance Shares linked to Revenue Hurdles	32,866,668
Potential Total Shares	433,072,669
Options @\$0.11 exp Dec 2018	20,000,000

FINANCIALS

PROFIT & LOSS	JUN 2017	JUN 2016
Assets		
Revenue	1,124,869	512,661
COGS	250,709	170,274
Gross profit	874,160	342,387
GM %	77.7%	66.8%
Expenses	1,984,476	1,056,864
EBITDA loss	1,110,316	714,477
Depreciation	142,371	1,279
Net loss	1,252,687	715,756

FINANCIALS

BALANCE SHEET	JUN 2017	DEC 2016
Assets		
Cash	1,540,599	5,338,507
Trade and other receivables	500,309	322,407
Other assets	89,418	96,472
Property, plant, and equipment	17,881	9,108
Intangible assets	1,243,108	1,142,632
Investments	8,353	9,135
Total Assets	3,399,668	6,918,261
Liabilities		
Trade and other payables	585,381	2,611,823
Deferred income	44821	45,542
Borrowings		295,116
Total Liabilities	630,202	2,952,481
Net Assets	2,769,466	3,965,780
Equity		
Total equity	2,769,466	3,965,780

IN SUMMARY



STRONG GROWTH TRAJECTORY



GLOBAL USER AND PARTNER BASE



BUILT-OUT SCALABLE TECHNOLOGY



SERVES LARGE UNDERSERVED MARKET



EXPERIENCED LEADERSHIP TEAM

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