

DROPSUITE LIMITED | ASX:DSE

DropSuite | AGM PRESENTATION

**DROPSUITE SAFEGUARDS BUSINESS INFORMATION
TO HELP COMPANIES STAY IN BUSINESS**

MAY 2019



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IN AUSTRALIA, THIS PRESENTATION IS MADE ONLY TO SOPHISTICATED OR PROFESSIONAL INVESTORS UNDER THE CORPORATIONS ACT, BUT WILL BE RELEASED ON THE ASX.



We are a global partner-centric company building secure, scalable and highly useable data backup technologies for businesses, big and small.



Global Partner/User Footprint



Highly Scalable Business Model



Cloud-native Technology Platform



Experienced Leadership Team



2018 FINANCIAL SUMMARY

FY2017 VS. FY2018

REVENUE

\$5.22M

+104%

GROSS MARGIN

77%

-0.8%

OPEX

\$4.98M

+29%

EBITDA*

(\$0.98M)

+48%

(IMPROVEMENT)

CASH

\$3.5M

-30%

DEBT

\$0

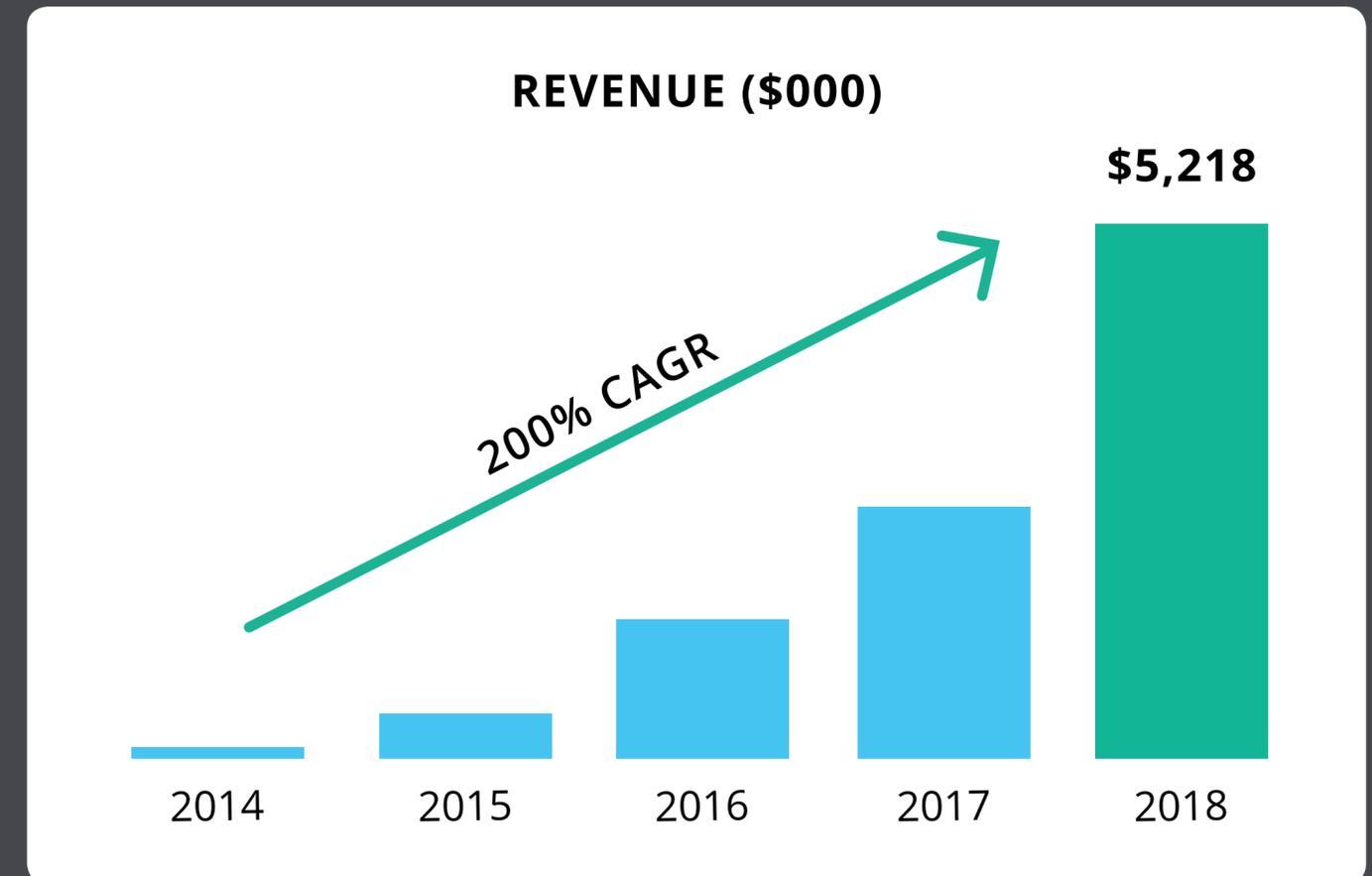
0%

*Underlying

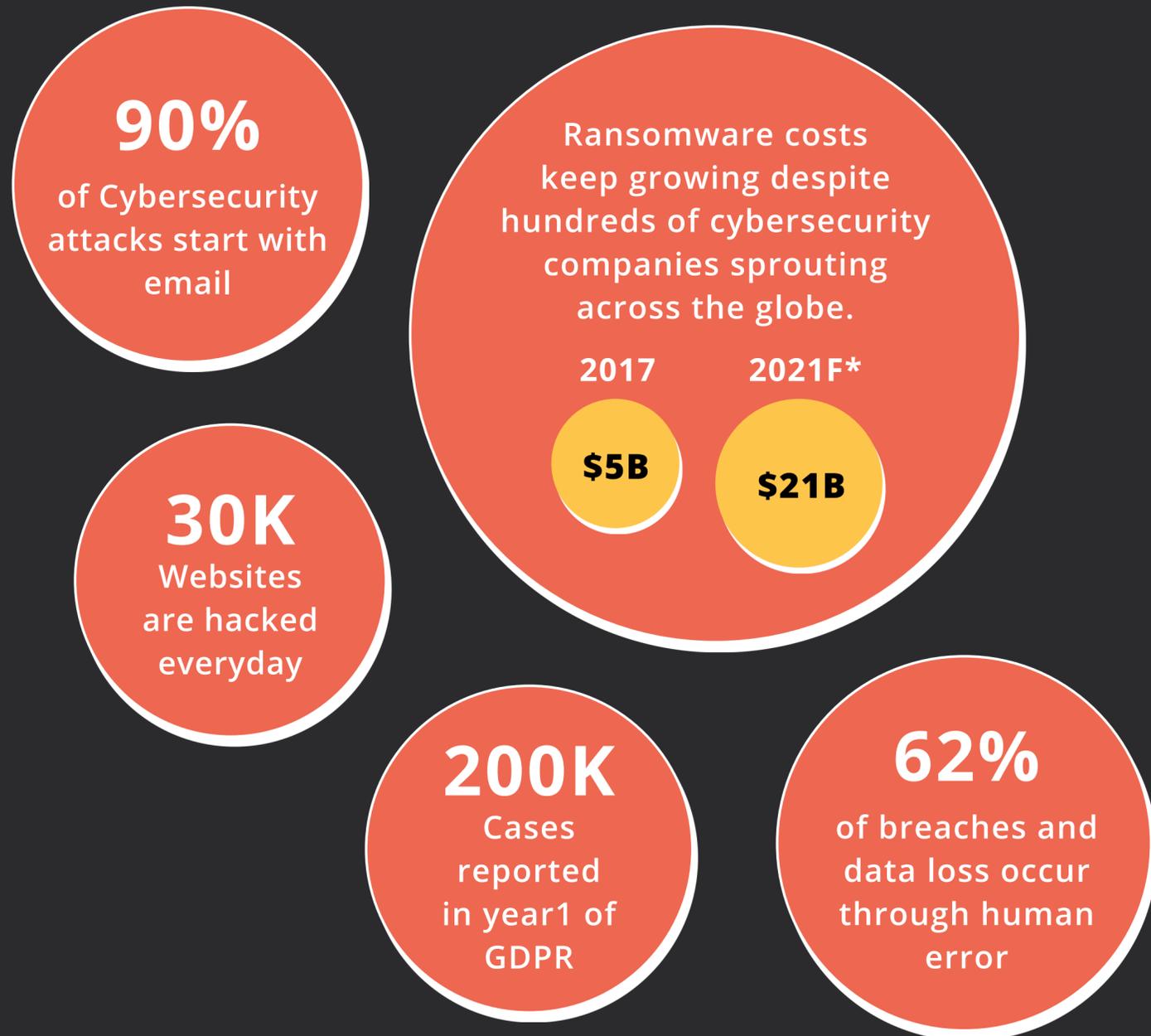


MULTIPLE VALUE CATALYSTS

-  Growing Addressable Market
-  Favourable Market Tailwinds
-  Strong Track Record
-  Superior User Experience
-  Committed and Agile Team



THE CHALLENGE



THE OPPORTUNITY

- ✓ \$17B Backup/Recovery and eDiscovery Market by 2020 (WW)
- ✓ Business Email Users 1B in 2019 (WW)
- ✓ 84% of companies don't backup their SaaS application (US)
- ✓ More than 40% don't backup Office 365 (US)

FOUR PILLARS OF GROWTH

Dropsuite product, sales and marketing efforts and resources will continue to revolve around those pillars



**Growth Through
Global Reseller
Partnerships**



**Diversify
Revenue and
Boost Revenue
Per User**



**Continuous
Product
Innovation
with Scalable
Technology**



**Increase
Sales Through
Existing
Partners**



GROWTH THROUGH GLOBAL RESELLER PARTNERSHIPS

Expanded geographic footprint, doubled revenue generating partners to 142 and grew the sales funnel.



Leading B2B marketplace in Europe



UK's largest cloud marketplace for managed service providers



A leader in cloud distribution in the North America



Leading hoster in EU, part of the United Internet Group



South Africa's leading cloud enablement partner



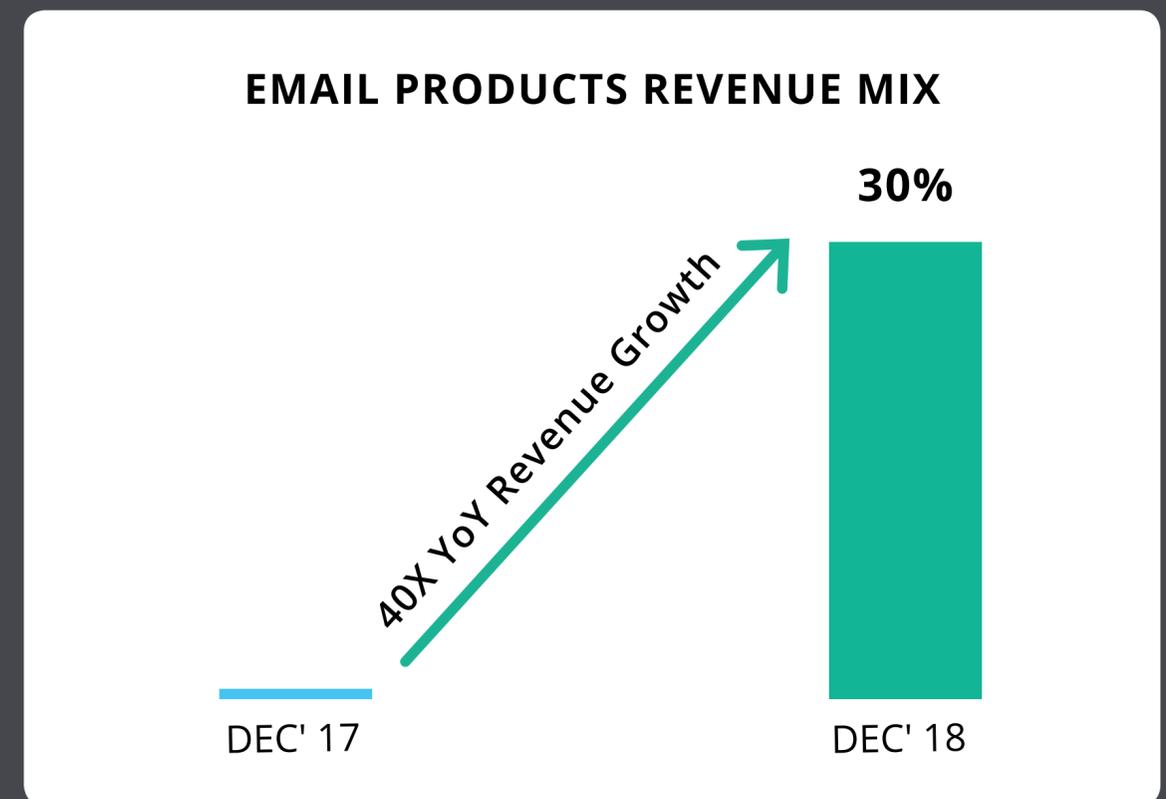
The largest online content and digital services company in Brazil



DIVERSIFY REVENUE AND BOOST REVENUE PER USER

- Exponential growth from the email backup and archiving products
- Top 10 partner revenue contribution continues to decline, meaning less concentration risk
- Revenue per user from our fastest growing distribution channels selling to larger SMBs (10-1000 users) is 2x that from traditional hosting channels selling to micro-businesses (1-5 users)

REVENUE MIX	MARCH'18	MARCH'19
AMERICAS	80%	72%
APAC	18%	22%
EMEA	2%	17%



CONTINUOUS PRODUCT INNOVATION AND DIFFERENTIATION

2018 Product and Technology Milestones

SCALABILITY & SECURITY

New Scalable Platform

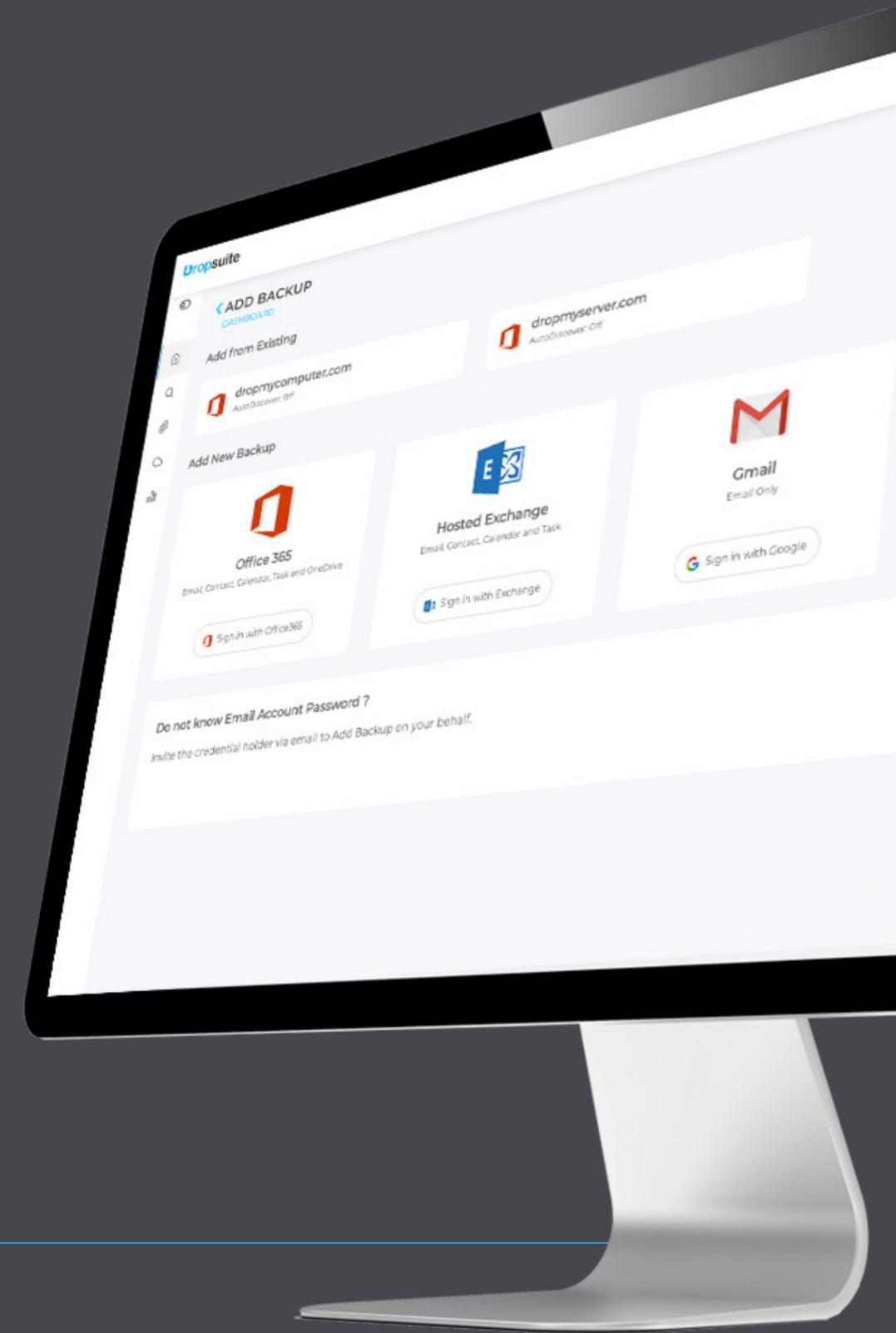
Billions of objects/day, 9 data centers, 8 languages, 132 product enhancements

Complete O365 solution

Email, One Drive, SharePoint, Groups/Team with Azure Single Sign-on

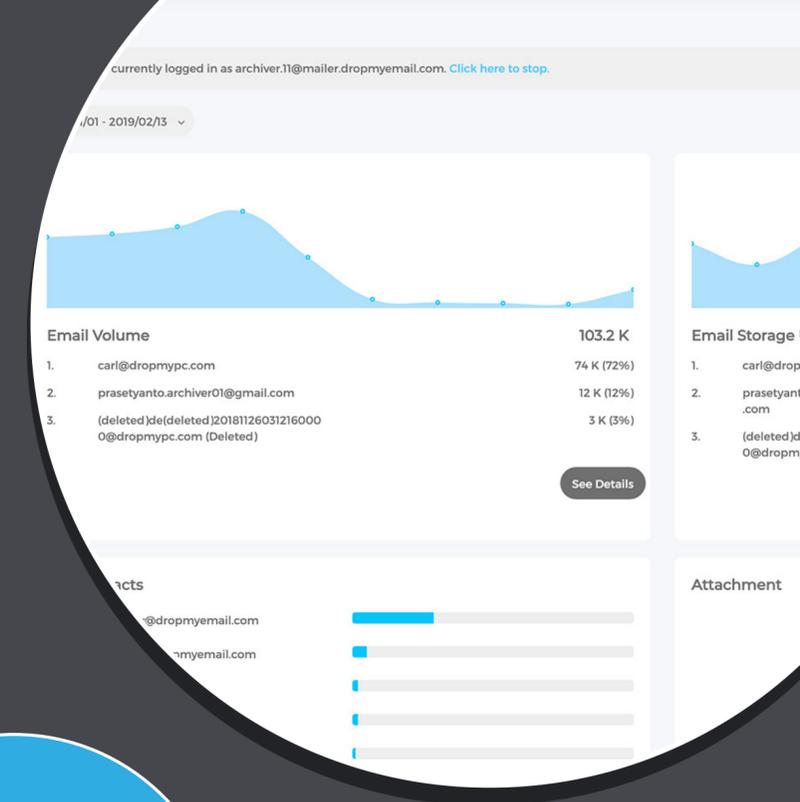
Insights & Analytics

Relationships, productivity and email utilization analytics to enable actionable insights



PRODUCT + TECHNOLOGY IN FOCUS

Dropsuite simplifies data protection so businesses can focus on what they do best, by providing industry-leading backup, archiving, compliance, discovery and recovery delivered at scale to power any organization's defence



APIs & Plug-ins

Fits any partner infrastructure

Simple Data Protection

Feature rich yet easy to use

Scalable Architecture

Process billions of items daily

Deeper integrations

With strategic partners

Full Office 365 suite

Backup/ Archiving Coverage

Insights and Analytics

Actionable and useful

Provisioning Platform

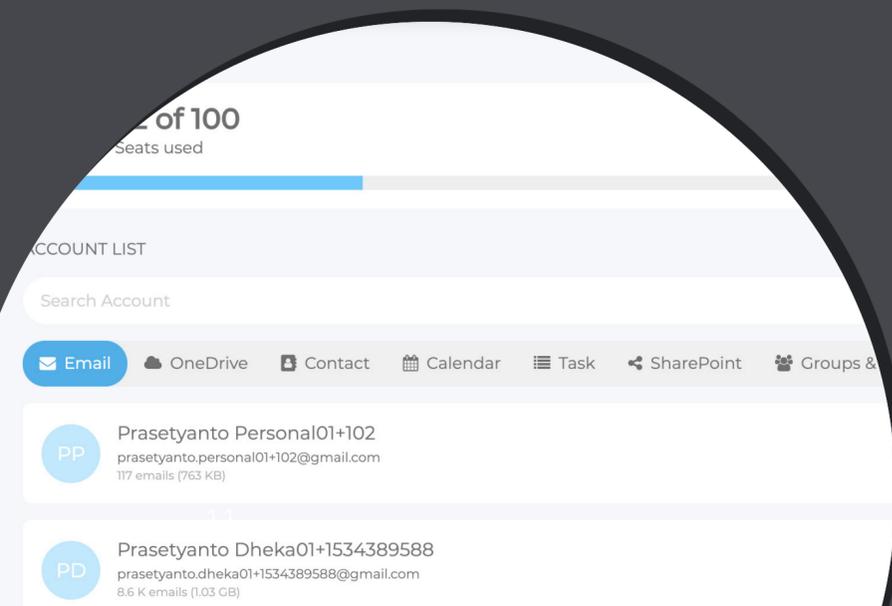
For partners of any size

Military-Grade Encryption

256-AES Encryption

Compliance & Auditing

Built for regulated industries



INCREASE SALES THROUGH EXISTING PARTNERS



Three new entrants in top 10 revenue contributing partners

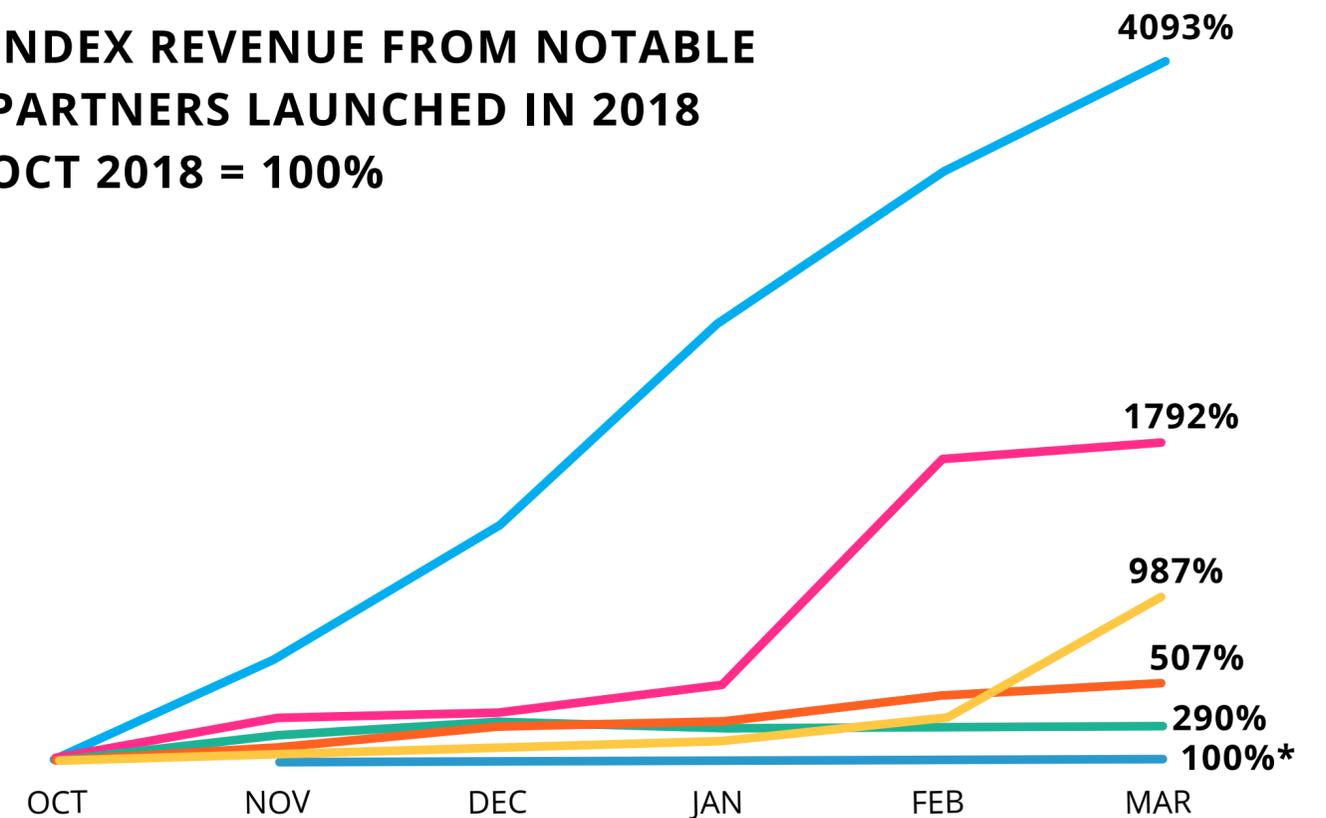


Solid growth from most of our key 2018 email backup partners



More growth expected in 2019 and beyond.

INDEX REVENUE FROM NOTABLE PARTNERS LAUNCHED IN 2018
OCT 2018 = 100%



* Refers to Latin American Partner with stable / flat revenues



TAILWINDS PROPELLING GROWTH

Favourable Market and Regulatory Drivers



CYBERSECURITY & DATA THREATS

91% of sophisticated cyber-attacks start through email 62% of breaches and data loss occur through human error



DATA REGULATORY COMPLIANCE

GDPR and multiple regulations in healthcare, financial and other verticals dictate strict data protection and governance



ECONOMICAL PRESSURES

Cloud services disrupting IT providers' margin streams making the focus on recurring revenue services critical to survival



SEAMLESS USER EXPERIENCE

Partners demand a seamless user experience throughout the sales and support cycle



THE DROPSUITE ADVANTAGE



EXCEPTIONAL USER EXPERIENCE

Simple intuitive interface that is packed with useful and powerful features, including insights and analytics



FAST TIME TO MARKET

Modular architecture means fast product and partner deployments with minimal OpEx (& \$0 CapEx) investments



SEAMLESS PARTNER INTEGRATION

Integrates with any partner infrastructure and delivers streamlined provisioning, billing and support.



CUTTING-EDGE CLOUD PLATFORM

Built for the cloud from day 1. Robust and secure platform with demonstrated capacity to scale globally.



"You must understand, you guys have a brilliant product. It's fantastic."

Unprompted quote by an Account Manager - Tarsus (South Africa)

CORPORATE OVERVIEW

SHARE TABLE

	AMOUNT
ORDINARY FULLY PAID SHARES	493,680,533
PERFORMANCE SHARES LINKED TO REVENUE GOAL*	19,433,333
TOTAL POTENTIAL SHARES	513,113,866

*Revenue goal is \$600,000 per month for 3 consecutive months

SHARE PRICE

0.033

As of May 16, 2019

MARKET CAP *

16.29M

SHARES

493.68M

52 WEEKS

0.025

LOW

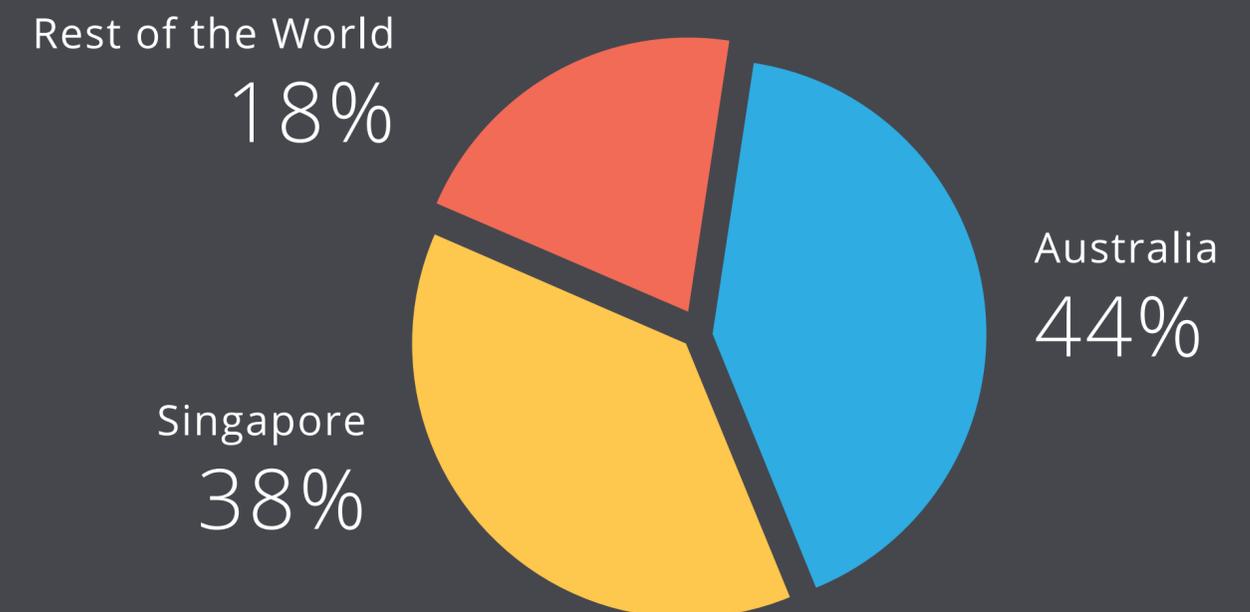
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High

TOP 12 SHAREHOLDERS

HOLDER NAME	% IC
CHARIF ELANSARI (CEO)	5.84%
JOHN FEARON	5.15%
QUEK SEOW KEE	4.98%
BNP PARIBAS NOMINEES PTY LTD	4.85%
AAG MANAGEMENT PTY LTD	3.58%
RIDLEY RUTH (COO)	3.56%
RONALD HART (CTO)	2.61%
JASMEET KAUR	2.53%
HSBC CUSTODY NOMINEES (AUSTRALIA)	2.43%
TRACY FEARON	2.43%
THEO HNARAKIS (Chairman)	2.25%
GALIA HOLDINGS INC	2.20%
Total as of May 7, 2019	42.41%

OWNERSHIP BY DOMICILE



* ordinary securities issued by the entity will be included in the calculation of a listed entity's market capitalisation.



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