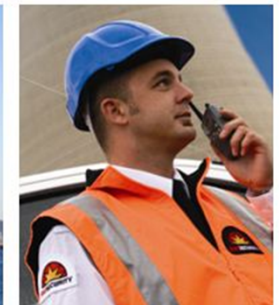
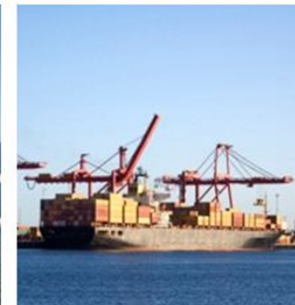




# ComOps Limited (ASX. COM)

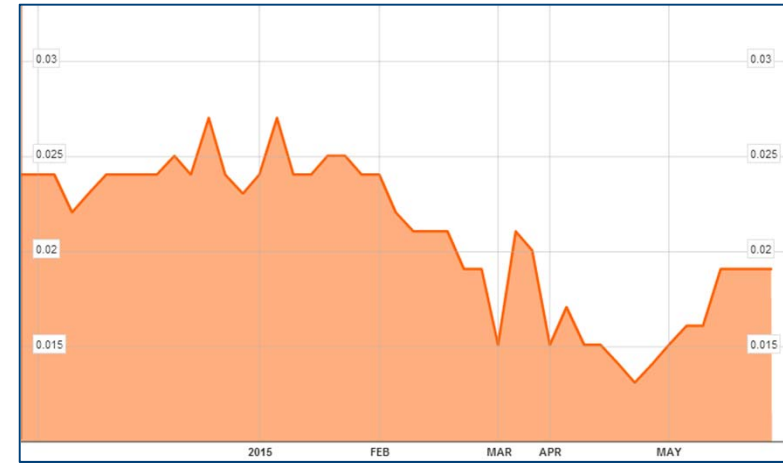
Investor Presentation  
Annual General Meeting  
26 May 2015



# Corporate Overview

Capital Structure	
ASX Code	COM
Cash (as at 31 March 2015) million	\$0.95
Market Cap (at \$0.019/share)	\$11.5 million
52 week high (\$/share)	\$0.04
52 week low (\$/share)	\$0.01
Shares on issue	605 million

Top 5 Shareholders	Ownership
Kestrel Capital	18%
Jones (e-tivity vendor)	9%
Edgley Group	8%
Airthrey Investments	6%
Roberts (NED)	6%
Top 20	70%



COM 6 month share price chart

Revenue Model
Enterprise – Licenses, professional services & maintenance
Transactional – Per transaction & per employee
The market is transitioning from a Capex to Software as a Service model which ComOps is well positioned to embrace



## Experienced Board and Management team

### **Gerry Williams – Chief Executive Officer**

- Appointed CEO in September 2014
- Previously held position of General Manager National Products and Solutions at UXC Red Rock
- Prior to UXC Red Rock, Mr Williams has had a 20 year career in IT spanning multiple GM roles across the areas of sales, pre-sales, customer service, implementation and support

### **Niall Cairns – Non-Executive Chairman**

- Joint Managing Director of Kestrel Capital with 25+years experience of direct seed, venture capital, private equity and listed company experience focused on technology growth investments
- Significant transaction expertise, operational and director level experience, technology investment and a track record of value creation and exits in the listed and unlisted markets

### **Phillip Carter – Non-Executive Director**

- Joint Managing Director of Kestrel Capital, Phillip has extensive experience developing and financing technology rich companies in Australasia, Europe and USA
- Previously a director of leading UK-based firm where he managed the InterTechnology Fund, recognised by EVCA as one of the most active development capital funds in Europe

### **Andrew Roberts– Non-Executive Director**

- Extensive commercial experience in business aggregation, business strategy, technology strategy, professional services, operations and IT infrastructure
- Specialties include technology incubation, growing businesses from start-up to sale business turnarounds and tech based M&A

### **Christopher Brooke – Chief Financial Officer**

- Experienced finance professional having worked in senior roles with a number of ASX listed companies over 23 year career including KPMG and Boral Energy Resources
- Prior to joining ComOps, Mr Brooke was Group Chief Financial Officer for Razor Task Technologies



## AGM Review – Building on Successful Transformation

- ComOps continues to build on the successful 2014 corporate and operational transformation:
  - Key Board changes leading to revamped Board structure
  - Significant work undertaken to resolve legacy issues
  - Finalisation of Korellus ERP sale in July 2014
- Successfully completed first acquisition – The **e-tivity** business in September 2014
- Gerry Williams appointed as CEO September 2014
- Creation of senior positions across sales & marketing and customer management
- Integration of e-tivity, Microster and Salvus Safety Management businesses into a single operating unit
- Consolidated Sydney offices
- Substantial investment in Customer Support and Services
- Management continues to work on diversification and expansion of customer base



# ComOps – Core Business Model & Diverse Customer Base

## Business Model:

- Leading workforce management (WMF) solutions provider – operating under the Microster, e-tivity and Salvus Safety Management brands
- Growing customer bases throughout Australia, New Zealand and Philippines
- Microsoft Gold Partner – ISO 9001 Accredited

## Key Business Areas:

- Rostering and scheduling, award interpretation, labour cost management, fatigue risk management, leave management, time and attendance, employee self-service portals, risk management, safety compliance and workforce analytics



## ComOps Brands – Key Products & Services

### e-tivity

- Founded over 30 years ago – has established track record in delivery of WFM solutions via Cloud based technology
- Revenue generated through monthly subscription base
- Long term customers include JB Hi-Fi, Super Cheap Auto, Kmart, G8 Education, Starwood Group and Chandler Macleod

### Microster

- Enterprise WFM solutions
- Strong focus on rostering, workforce analytics, fatigue management and employee attendance capabilities
- Significant long term customers include Sydney Trains, Qube, NZ District Health Boards, DP World, Government Agencies

### Salvus Safety Management

- Strong capabilities in areas of WH&S, safety, risk and claims management solutions designed around applicable safety, risk, quality and compliance standards
- Customers include Government Agencies, Cerebos, Tasmania Fire Services, Royal Agricultural Society



## ComOps - Low Cost Base & Strengthened Management Team

### Cost Base Reduction Strategies

- Successful integration of core businesses - **e-tivity**, **Microster** and **Salvus** – into single operating business
- Consolidation of business premises into single operating location
- Renegotiation of IT supplier agreements
- Appointment of experienced senior executives across business to drive productivity



### Direct Outcomes

- ✓ Streamlining of backend systems and processes
- ✓ Stronger capabilities across account management, sales and marketing and customer support
- ✓ Capability to increase scale in customer base and build stronger relationships with existing customers
- ✓ Higher customer satisfaction and increased revenue generation

## ComOps – Growing Revenue Profile

- Scale of transformation undertaken in 2014 highlighted by significantly reduced loss (down 65% on previous years) on revenues of \$6.2 million (increase of 4.5% over the prior year)
- Q1 2015 operating cash flow of \$0.24 million – an increase of \$1 million on Q4 2014 and first in many years
- Positive cash flow predicted for balance of year
- Sound pipeline of prospects across both Microster and e-tivity
- Restoring customer satisfaction and revenue stream from base customers
- Growing trend from upfront licence fee to annuity (SaaS) revenue stream

Financial Profile	2014	2015
Revenue	\$6.2m	c.\$10m
EBITDA %	-	10+% target
Operating Cash Flow	Negative	Positive





# ComOps – Organic Growth Strategy & Pipeline Development

Targeting diversification and growth across key sectors including;

- **Government**
- **Infrastructure**
- **Retail**
- **Logistics**
- **Healthcare**
- **Education**
- **Services**



**ComOps**  
Limited

**e-tivity**  
SOLUTIONS

**Microster**  
Efficient WorkForce Management

**Salvus**  
Safety Management

## Summary & Outlook

- Core business delivers significant financial and operational advantages by aligning people, productivity and performance
- Products and services provide increased productivity and reduced operating costs
- Management focused on continued lowering of cost base via integration of operating premises and streamlining of backend systems
- Strengthening of Senior Management Team through creation of new roles to drive growth
- Firm pipeline and capability for further M&A
- Strong balance sheet, with solid and strengthening cash position
- Solid shareholder base
- Cash flow positive business



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