



FY15 results

27 August 2015

A 3D model of a city skyline with various skyscrapers and buildings, rendered in a light gray color. The model is placed on a dark, rectangular base that resembles a tablet or a piece of hardware. The background is a solid dark gray.

**3.9BN people live in
cities *today***

\$1.5TN

GLOBAL SMART CITY MARKET BY 2019*

**6.4BN people will live in
cities by 2050**



Driving scale post listing

Strong revenue performance – FY15 above Prospectus top line forecast

Positioned for continued growth

Our growth strategy

At listing, we had **four strategic focus areas**

Global focus

Expand
customer base

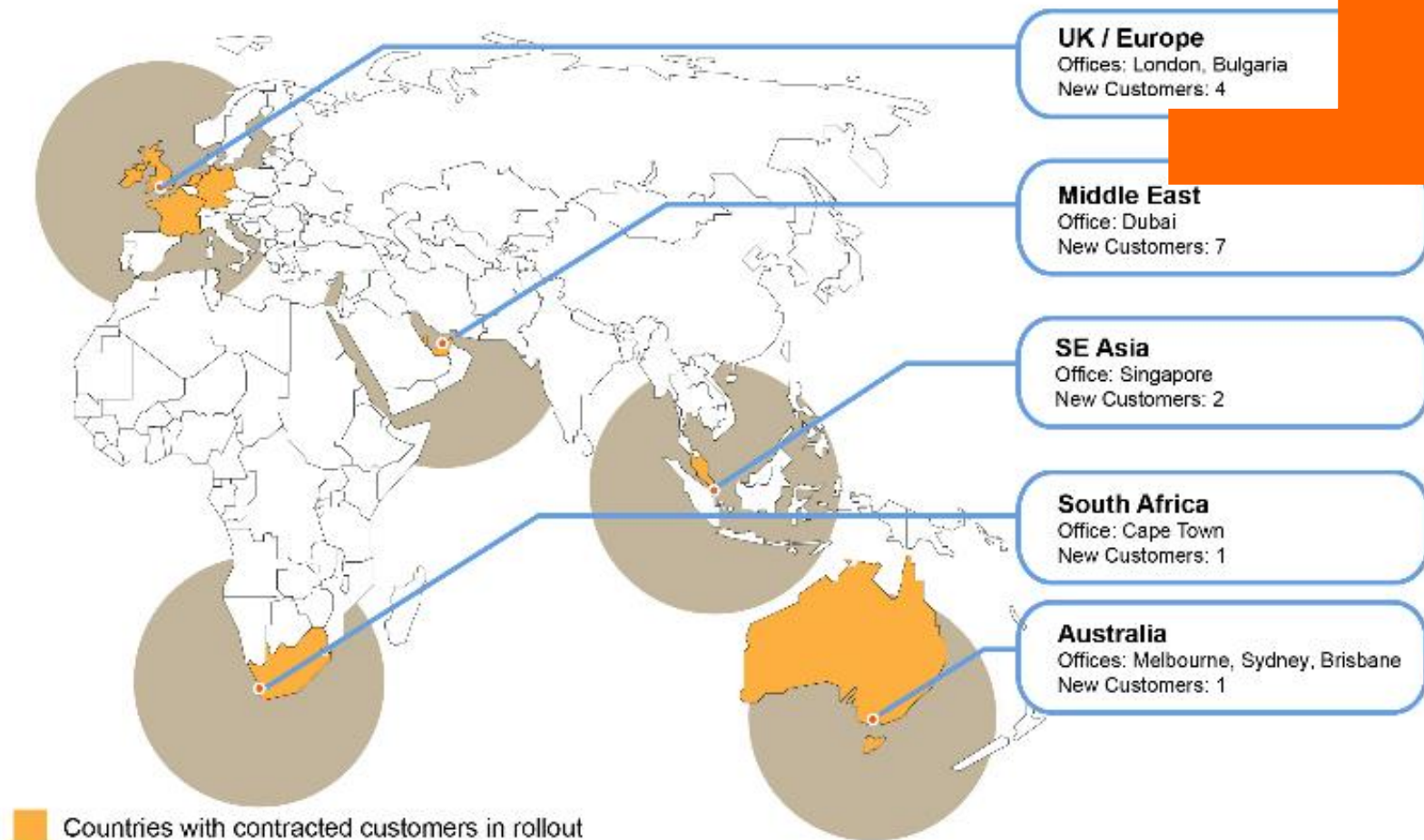
Enhance existing
offerings

Expand presence
internationally



Growing globally

Our global rollout with an expanded footprint and **growing opportunity pipeline** continues to grow significantly



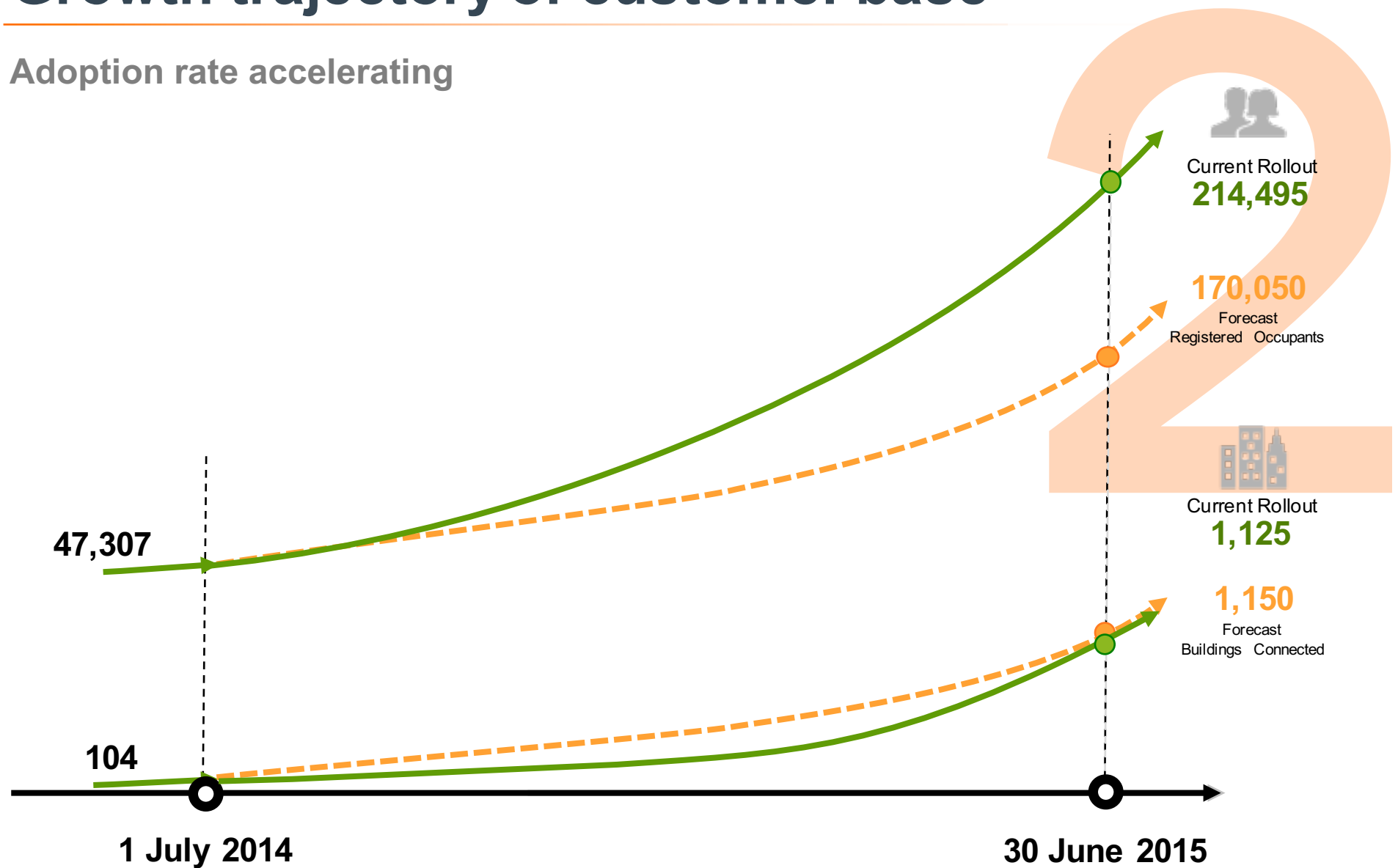
Multiple new customers added

Key customers added in significant locations, as Urbanise expands internationally



Growth trajectory of customer base

Adoption rate accelerating



Acquisition of Mystrata

The acquisition of Mystrata enhanced the Urbanise offering in **strata management**



- Leading strata management administration platform
- Opportunity in new markets with clients in 13 countries
- Potentially disruptive business model as strata management software is undeveloped in many countries
- Immediate cross sell opportunities to existing customers

Integration of Mystrata has yielded multiple synergy benefits

- Enables our 'strata spear' strategy
- Mystrata software used to open up channel for internal dwelling and office services
- Service providers charged on a transactional pricing model for every job carried out... removes the cap on UBN monetisation being a subscription creating almost unlimited upside
- Brings financial management capability to new markets including the UK
- Provides a platform for entry into US
- Opportunities to cross-sell Urbanise technology – bringing asset management and remote monitoring to Mystrata customers
- Secured contract for Mystrata with leading South African property management company, The Lansdowne Group to manage the Sectional Title and Home Owners' schemes of their combined property portfolio of 6,435 units





Driving scale post listing

**Strong revenue performance – FY15
above Prospectus top line forecast**

Positioned for continued growth

FY15 above Prospectus revenue forecast

A\$000	Statutory FY15	Pro-forma FY15	Pro-forma FY15 Prospectus forecast	Proforma Variance
Revenue	10,169	10,169	9,754	3.1%
Gross Profit	9,933	9,933	9,389	4.5%
EBITDA	2,089	3,530	4,411	-20.0%
EBIT	1,076	2,517	3,448	-27.0%
Profit / (loss) before tax	1,577	3,018	3,448	-12.5%
Profit / (loss) after tax	(165)	1,736	2,414	-28.1%

- FY15 earnings and profit were below Prospectus forecast driven by two factors:
 - 1) strategic decision to accelerate investment in global resources and infrastructure. The benefits of this investment contributed to converting a number of opportunities. The impact on earnings is expected to start flowing through from FY16.
 - 2) one-off costs not related to the underlying performance of the business, including IPO costs, one-off growth investments such as the acquisition and integration costs relating to Mystrata, and other one-off costs of expansion.



Strong growth in top line revenue

Pro-forma, A\$000	FY15	FY14	Change
Revenue	10,169	5,180	↑ 96.3%
Expenses	238	100	↑ 138.0%
EBITDA	2,089	2,821	↓ -25.9%
Pro-forma EBITDA	3,530	2,821	↑ 25.1%
Pro-forma NPAT	1,736	1,529	↑ 13.5%



- Revenue above Prospectus forecast, up 96% to \$10.2m
 - higher than anticipated new client wins
 - 15 new clients agreements secured in FY15; expected to positively impact FY16 result
- Pro-forma EBITDA up 25% to \$3.53m
 - includes ramp up of global resources (12 additional team members employed since IPO) and product development to support converting high levels of interest in Urbanise.com platform into client wins
- Pro-forma NPAT up 13.5% to \$1.7m
 - reflects growth in underlying business

Strong balance sheet

A\$000	Statutory 30 June 2015	Pro-forma 31 December 2014
Cash and cash equivalents	12,243	16,429
Other assets	851	260
Total assets	50,579	33,445
Borrowings	-	-
Total current liabilities	4,339	835
Total liabilities	4,378	1,644
Total equity	46,200	31,801

- No debt
- Cash balance of \$12.2m
- Total Assets up due to acquisition of Mystrata and trade receivables



Cash flow from operations

A\$'000	FY15	FY14	Change
Net cash provided by / (used in) operating activities	-5,461	693	↓ <<
Net cash provided by / (used in) investing activities	-1,916	-2,077	↑ n/m
Net cash provided by financing activities	19,129	1,966	↑ >>
Net increase / (decrease) in cash and cash equivalents	11,753	581	↑ >>



- \$5.5m million cash used for operating activities
 - payments to suppliers and employees to fund growth
- \$1.9m cash used for investing activities
 - R&D, devices, office fit-out
- \$19.1m cash from financing activities
 - funds raised in IPO
- Per Prospectus, no dividend to be paid in respect of FY15, with cash being used to fund growth initiatives



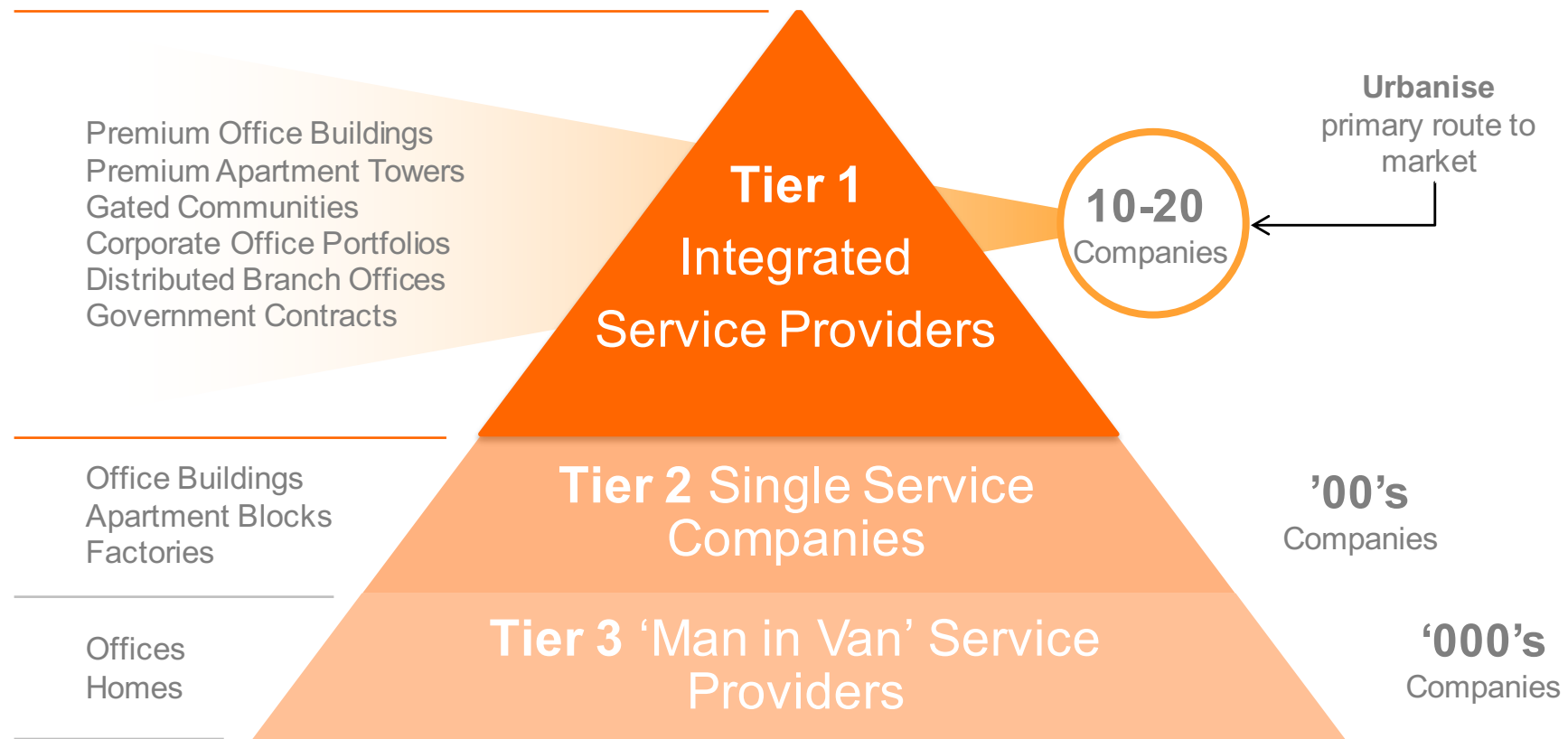
Driving scale post listing

Strong revenue performance – FY15 above
Prospectus forecasts

Positioned for continued growth

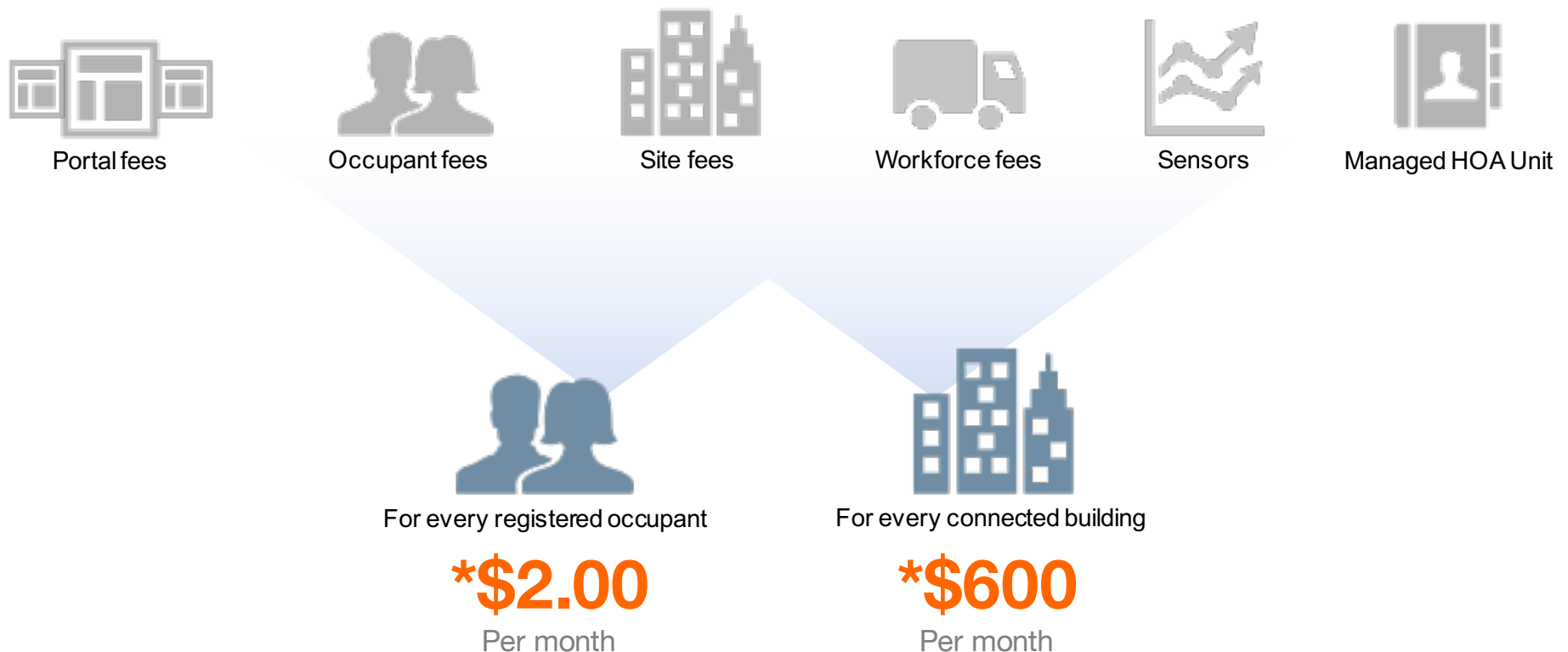
Our strategy is to target tier 1

Around **20 operators** in **each region** manage a large percentage of the **high value / high density** buildings



Our scalable fee model builds revenue

Our “Pay As You Grow” model allows customers to add capabilities as they need so they have everything they need and nothing they don’t



*After volume discounts are applied

Key growth priorities

- Substantial interest in Urbanise platform from new potential customers
 - multiple use capabilities from platform across sectors
- Mystrata
 - complete integration of Mystrata
 - further leverage Mystrata technology and increase cross-sell
 - expand in UK
- Expand transactional pricing model outside of Australia
- Develop customer opportunities in 3 further European countries
- Enter US market

In summary...

- **FY15: a year of investment**
 - Successful IPO and listing
 - Revenue exceeded Prospectus forecast
 - Accelerated investment in people and infrastructure
 - Strong balance sheet with no debt and \$12.2m cash
- **FY16: leveraging the platform in place to drive growth**
 - Global team is in place: 66 people across 6 offices globally
 - Strong interest in Urbanise.com platform
 - Cross-sell with Mystrata providing new growth and market entry opportunities
 - Full year benefit from new clients expected to positively impact FY16



Appendix A

Providing smarter building services

Every building in the world needs to be cleaned, maintained and kept secure; someone needs to manage these activities as well as administer all the other services that are provided to the building, its owners and its occupants

Building Operators can be...



Corporate Real Estate Owners



Property Managers



Facility Managers



Service providers

Urbanise helps clients automate their traditional business

We **optimise** the building and city service delivery with a cloud-based service operations and mobile engine

Receive

Schedule

Optimise & Track

We also do much, much more...

Beyond facilities management

Building Operators use our cloud based eCommerce platform to provide smart services, increase their revenues and decrease their costs



Sell direct to occupants

Now every person in every building can become a customer, generating new revenue

Self service buildings

The same old maintenance tasks can be delivered in a completely different way, for less overhead and better client satisfaction



Workforce job portals

Harness the power of the supply chain and manage their delivery to bring more to customers

Multi-site energy analysis

Identify what systems in which buildings use the most energy, set targets, measure and verify the results of savings initiatives



Critical asset monitoring

Monitor critical building systems remotely for early signs of failure and prevent breakdowns before they happen

Who uses Urbanise?

Service Providers in Cities who can use our cloud platform to provide smart services, increasing their revenues and decreasing their costs. For example:

Building Services	Government Services	Energy Services	Healthcare Services
Facility Managers <ul style="list-style-type: none">• Key FM• Brookfield Multiplex Corp Real Estate <ul style="list-style-type: none">• Shell• BSKyB Property Management <ul style="list-style-type: none">• BCS• FirstService Masterplan developers <ul style="list-style-type: none">• Aldar• Meraas	Local government <ul style="list-style-type: none">• Oxford City Council• Greenwich Council Municipalities <ul style="list-style-type: none">• Surajaya• Medini City	Energy Providers <ul style="list-style-type: none">• Dubai Electricity and Water Authority• RWE Energy Efficiency <ul style="list-style-type: none">• Crowley Carbon• Smart Process	Healthcare service providers <ul style="list-style-type: none">• BAM FM• Carillion Aged care providers <ul style="list-style-type: none">• Ingenica• Lend Lease Aged Care



Appendix B

A bit more about Urbanise



Sell direct to occupants

Urbanise.com's **e-commerce capabilities** allow building operators to service occupants in the buildings they already manage, increasing their revenue

Sell services online, direct to consumers
Consumers can browse for services, configure to their needs and pay online. Provide anything from plumbing, to gardening and insurance



Same resources more revenue

Package existing technical capabilities as consumer services. Transform the help desk to a profit centre and provide better service to occupants and owners



Automated orders and customer billing
Orders and requests are handled inside Urbanise with integrated payment and multiple step workflows to take care of internal processes





Self service buildings

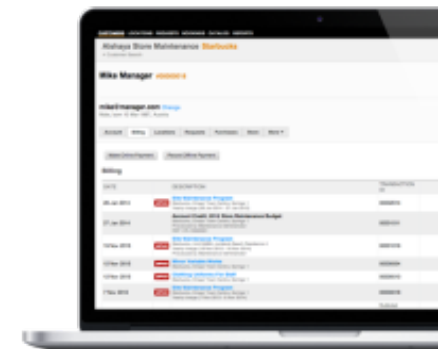
Urbanise.com allows building operators to put their **helpdesk online** – delivering the same services at a higher standard and for less overheads

Provide self service portals for corporate clients or staff
Give the people who use the assets the ability to report new issues and get updates on incidental and ongoing maintenance



Keep customers up-to-date via automatic notifications
Urbanise automatically sends status updates and booking notifications. Notify response teams instantly if the customer needs to reschedule

Real-time reports and dashboards
Report live budget expenditure for planned and variable works. Allow clients or staff to control their own destiny





Workforce job portals

Urbanise.com allows building operators to manage the **supply chain** better to bring more to customers

Onsite job activity reporting, closure and rescheduling
Field staff can manage their schedule via their smartphone and update the status of their jobs with a click of a button



Provide workforce with access to jobs and schedules
Manage internal staff, sub-contractors or third parties through a secure account including jobs to complete and what needs to be delivered

Gain total visibility of work activity across all sites
Reallocate resources to problem areas or assist teams that are falling behind. See what has been missed before it is too late





Multi-site energy analysis

Cost effectively track energy consumption to identify **energy saving** opportunities and verify the results of savings initiatives

Get insight with wireless smart metering

Track energy usage within a building or across your entire portfolio with wireless, fast to install smart meters



Identify the next energy priority

Compare energy usage between buildings and systems to identify problem areas to target with energy saving initiatives

Track actual usage against energy saving targets

Record energy targets and billing data to get a complete picture of how energy savings are working out





Critical asset monitoring

Low cost hardware and cloud based analytics support **preventative maintenance** before a problem arises

Wireless, magnetic, battery powered, ambient sensors
Our devices are fast to retrofit and provide real time data to the Urbanise cloud monitoring system to track assets' health



Customise optimal performance thresholds

Be notified via email or text whenever an asset starts to behave erratically – this could include vibration, temperature, flooding, light and occupancy

Automatically dispatch repair teams with full asset history

With automated alerts from critical assets field staff can be on-site with all the detail they need to check under-performing systems and make repairs before disaster strikes



Cloud software subscription fees



Consumer account

\$2.50

per account / month



Building account

\$100

per account / month



Workforce account

\$50

per account / month



Sensor point

\$10-25

per sensor / month



Managed HOA Unit

\$10

per unit / year



Multi-channel branded portals

\$1,000

per portal / month



Premium support

\$10,000

per month

Note: These are 'Starting From' prices, customers may be provided discounts on a case by case basis based on volume or up front payment.

Customer 1 – Facilities Management Company

Profile

- Maintain 2500 buildings
- 10 000 Consumers
- 2000+ employees
- 5000+ staff in supply chain
- Services include electricians, plumbing, cleaning, heating & cooling

Challenges

- Low margins (<5%) & flat growth
- Outdated Customer Experience
- Outdated technology

UBER-style transformation:



\$500

Average annual service spend
per owner/tenant



50%

Customer Take Up per
location (Residential)



34%*

Gross Profit on Lifestyle
Services (Residential)

*this figure is based on a mixture of horizontal and vertical communities, APN may experience higher GP due to all vertical communities, with staff onsite in the building this will lower overhead significantly

Customer 1 – How we make money

Note: These are 'Starting From' prices, customers may be provided discounts on a case by case basis based on volume or up front payment.



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Sensor point

\$10-25

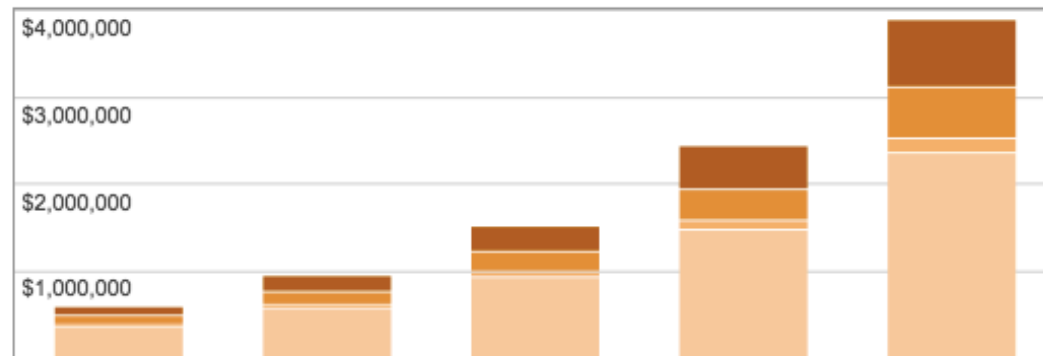
per sensor / month



Managed HOA Unit

\$10

per unit / year



Consumer
Building
Workforce
Sensors
HOA Units

Y1	Y2	Y3	Y4	Y5	TOTAL 5Y
\$594,000	\$950,400	\$1,520,640	\$2,433,024	\$3,892,838	\$9,390,902

Customer 2 – Property Management Company

Profile

- 300 000+ Units
- 2000+ buildings
- 3000+ managers
- 10 000+ staff in supply chain
- Services include financial management, customer care, service charge collections, supplier management and payment

Pains

- How to scale profitably and quickly:
 - 1 accounts manager / 5 buildings
 - Outdated technology – manual processes

10x Efficiency improvement



Owners can 'Self Service' all unit management processes



94%

Of all Financial transactions automated



80%*

Cost Reduction in Finance Processing

*this figure represents more than \$10M per annum in salary savings and on costs

Customer 2 – How we make money

Note: These are 'Starting From' prices, customers may be provided discounts on a case by case basis based on volume or up front payment.



Consumer account

\$2.50

per account / month



Building account

\$100

per account / month



Workforce account

\$50

per account / month



Sensor point

\$10-25

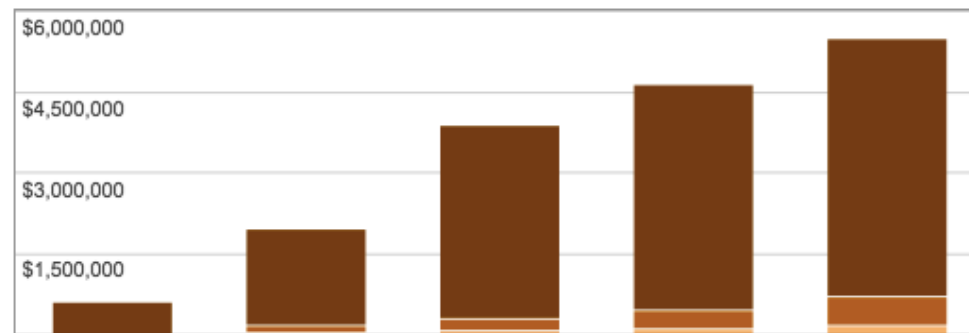
per sensor / month



Managed HOA Unit

\$10

per unit / year



Consumer
Building
Workforce
Sensors
HOA Units

Y1	Y2	Y3	Y4	Y5	TOTAL 5Y
\$603,000	\$1,972,800	\$3,876,480	\$4,642,368	\$5,507,789	\$16,602,437



Appendix B

Statutory to pro forma reconciliation

Pro-forma – statutory EBITDA reconciliation

A\$'000	
Statutory result	2,089
IPO costs	105
Mystrata acquisition and integration	323
Previous year costs	146
One-off costs of establishing new territories	347
June Mystrata loss	19
ESOP upside share performance	201
Lower R&D recoveries	300
Pro-forma EBITDA	3,530

Forward looking statements

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Such forward-looking statements are based on the beliefs of the Company's management as well as assumptions made by and information currently available to the Company's management. Such statements are inherently uncertain, and there can be no assurance that the underlying assumptions will prove to be valid.

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