

Redefining the future of service delivery

Investor Update – November 2015



An aerial photograph of New York City at dusk. The skyline is filled with numerous skyscrapers, many of which are illuminated with lights. The city is surrounded by water, and the sky is a mix of blue and orange hues from the setting or rising sun. The text is overlaid on the lower half of the image.

Urbanise is re-imagining the future of service delivery for cities

We are challenging status quo and thinking of **smarter** ways to service our **cities**



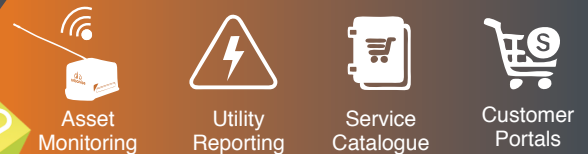
The urbanise Platform

TRADITIONAL BUILDING OPERATORS



**ADVANCED
BUILDING OPERATIONS**
Efficient and effective service delivery

NON TRADITIONAL BUILDING OPERATORS



IOT (Internet of Things) **21ST CENTURY
CUSTOMER SERVICE**
Enhanced visibility & response Service anywhere anytime

SMARTER WAYS TO SERVICE OUR CITIES

Business Benefits of a Unique Platform



Strata Management

Strata management made simple with faster response times and improved efficiency



Asset Monitoring

Real time visibility, strategic control and reduced risk of asset breakdown



Mobile Workforce

Streamlined operations, improved communication and customer service



Operation Centre

Faster response rate, reduced operational overhead costs, improved efficiency



Service Catalogue

Additional revenue streams with potential EBITDA uplift



Utility Reporting

Energy optimisation and related cost savings

The Urbanise Eco-system

With a **single point of access** to this unique set of functionalities, the Urbanise platform creates an **ecosystem** with real business benefits for clients



The Urbanise Platform offers service providers the tools to **service cities in smarter ways** and **empowers** them to focus on the bigger picture – more efficient buildings and facilities, genuine customer service and less time spent on administration and troubleshooting

Value Offering of the Future

Main trends shaping the future:

- ✓ **URBANISATION:** 6.4 billion people predicted to live in urban areas by 2050*
- ✓ **CLIMATE CHANGE:** Climate concerns make energy monitoring crucial
- ✓ **INTERNET OF THINGS (IoT):** The increasing ability to network things and harness / exchange data provides endless opportunities
- ✓ **E-COMMERCE:** We are now seeing a rise in the use of E-commerce for services, not just goods
- ✓ **M2M:** Machine To Machine remote controlling and communication
- ✓ **FLEXIBLE WORKPLACES:** Increase in work flexibility and working from home is changing our demand for services
- ✓ **ACCESSIBILITY:** Consumers expectations to access information and services online whenever and wherever they want

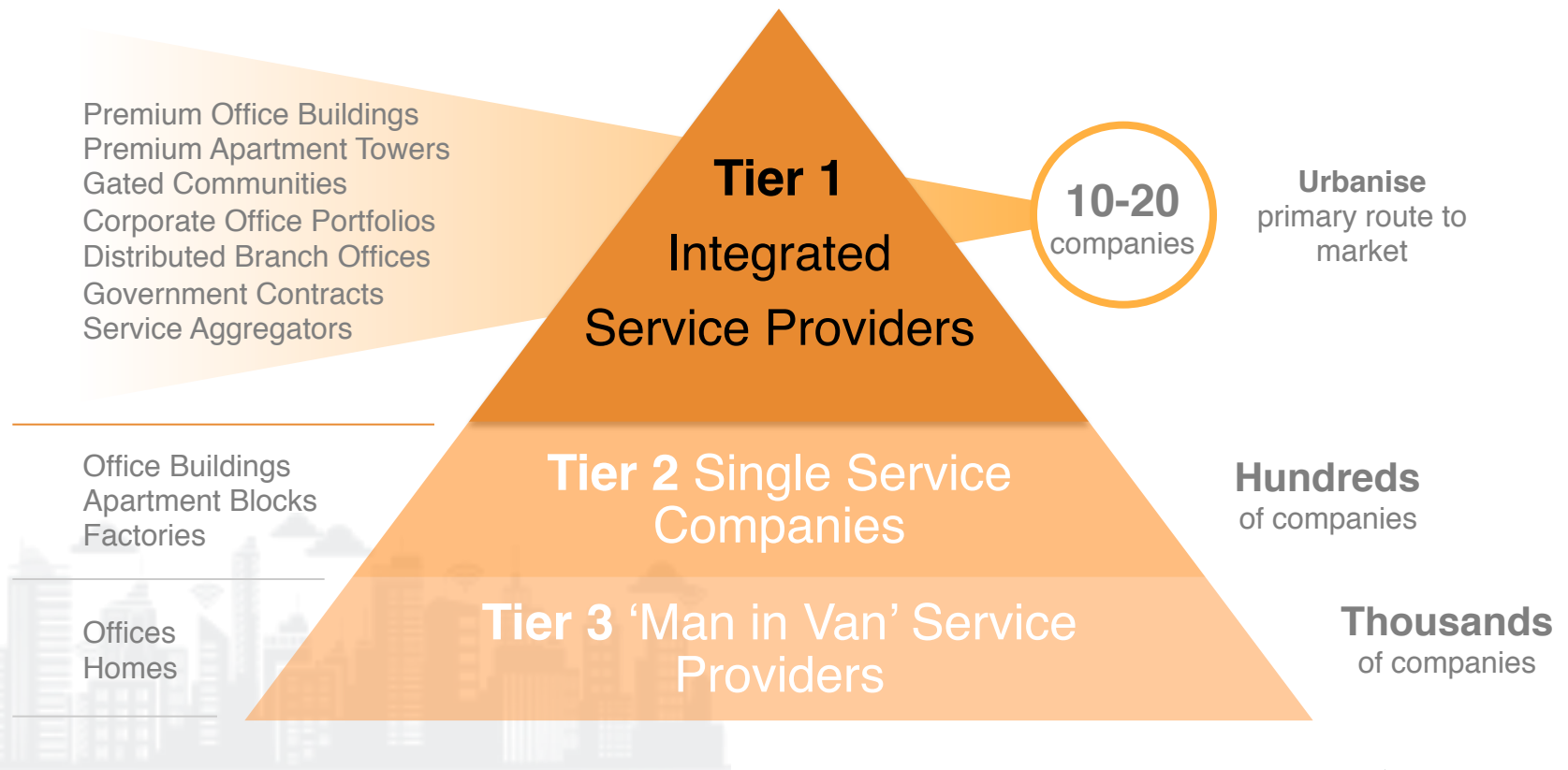
The URBANISE Offering:

- ✓ **CLOUD TECHNOLOGY:** Subscription model with low capital expenditure, scalable cost model and easy to deploy
- ✓ **ASSET MONITORING:** Smart sensors that detect early signs of asset failure and prevent breakdowns before they happen
- ✓ **SERVICE CATALOGUE:** Offers building occupants access to services online – anywhere, anytime
- ✓ **OPERATION CENTRE:** Traditionally manual processes automated to simplify communication and streamline operations
- ✓ **MOBILE WORKFORCE:** Provides all parties transparency, visibility and control
- ✓ **UTILITY REPORTING:** Energy optimisation and related cost savings

*World Urbanization Prospects, United Nations, 2014

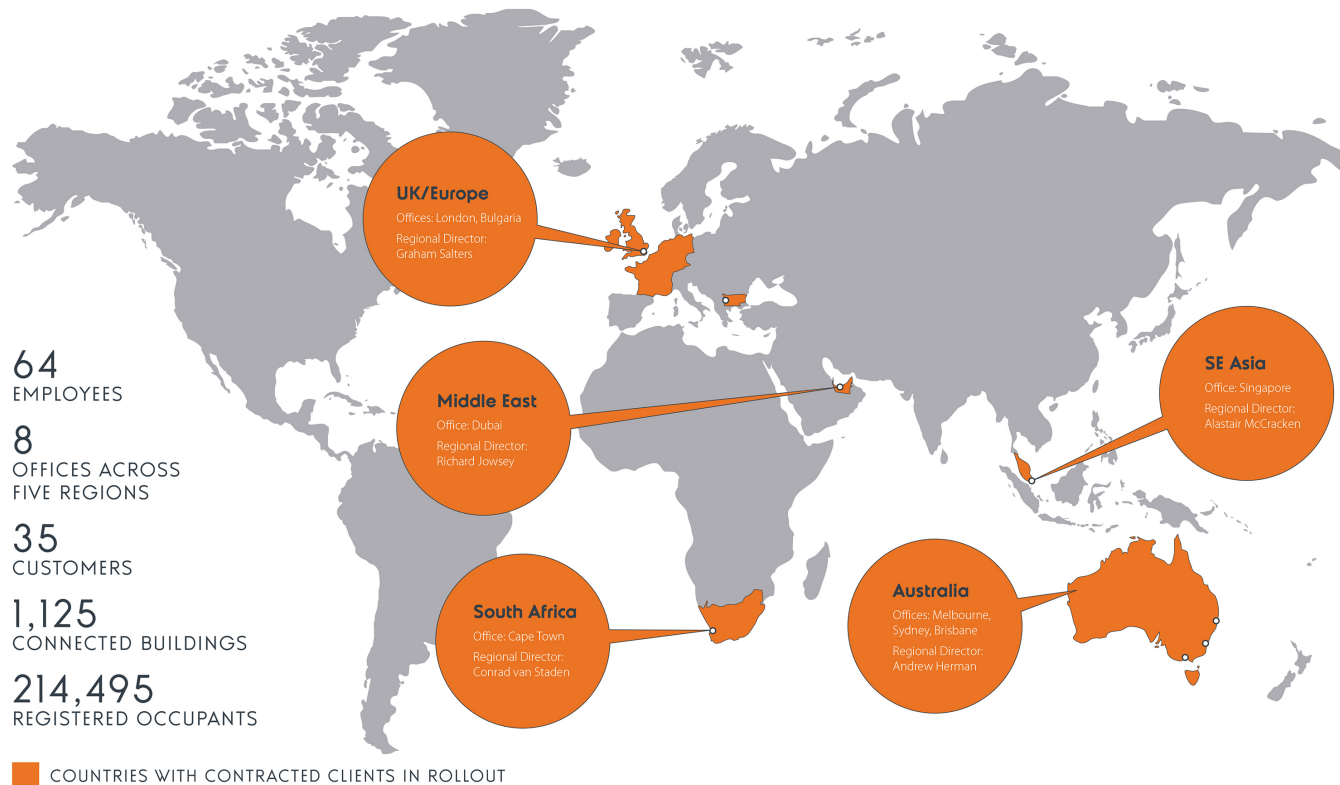
Route to Market is to Target Tier 1

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



A Global Company

During FY2015, Urbanise expanded its team in key geographies and secured 15 new client service agreements across five key regions. **Several new clients have been added in the first 4 months of FY16.**



Recent milestones

Large sales pipeline converting to signed customers

- **N G Bailey** – UK – energy monitoring and maintenance.
- **Key FM** – UK – FM services delivery – customers in 21 countries.
- **Interactive** – Australia – energy monitoring – 2,000 customers.
- **Networked Solutions** - Qatar - services to worker communities.
- **Sigma Estate Management Services** - South Africa - strata management - 5,000 units.
- **Strata Care** - Australia - services delivery - 6,000 apartments.
- **Programmed Integrated Workforce** - Australia – critical asset monitoring – 120 buildings.

Contracted Addressable Market (30/06/2015)



Addressable within contracted client portfolios

850,000*



24,000



Contracted Clients Total Estimated Addressable Market
*Represent Contracted Clients in Organic Rollout

UK / Europe

150K* 150
N/A 5K
N/A 1K

Top 3

250K*
450

5

Other Clients

Middle East

50K* 150
17K 120
10K* 60

Top 3

158K
307

40

Other Clients

SE Asia

25K* N/A
7.5K* N/A
12K N/A

Top 3

25K
127

6

Other Clients

Australia

1M** 7K
N/A 200
N/A 2K

Top 3

98K
6.4K

115

Other Clients

South Africa

8.1K 175
7.3K 89
7.7K 250

Top 3

32.7K
570

19

Other Clients

Urbanise Customers

Europe



Europe



MENA

MENA



Urbanise Customers

MENA



MENA



SE Asia



SE Asia



South Africa



Urbanise Customers

South Africa



Australia



Australia



Australia

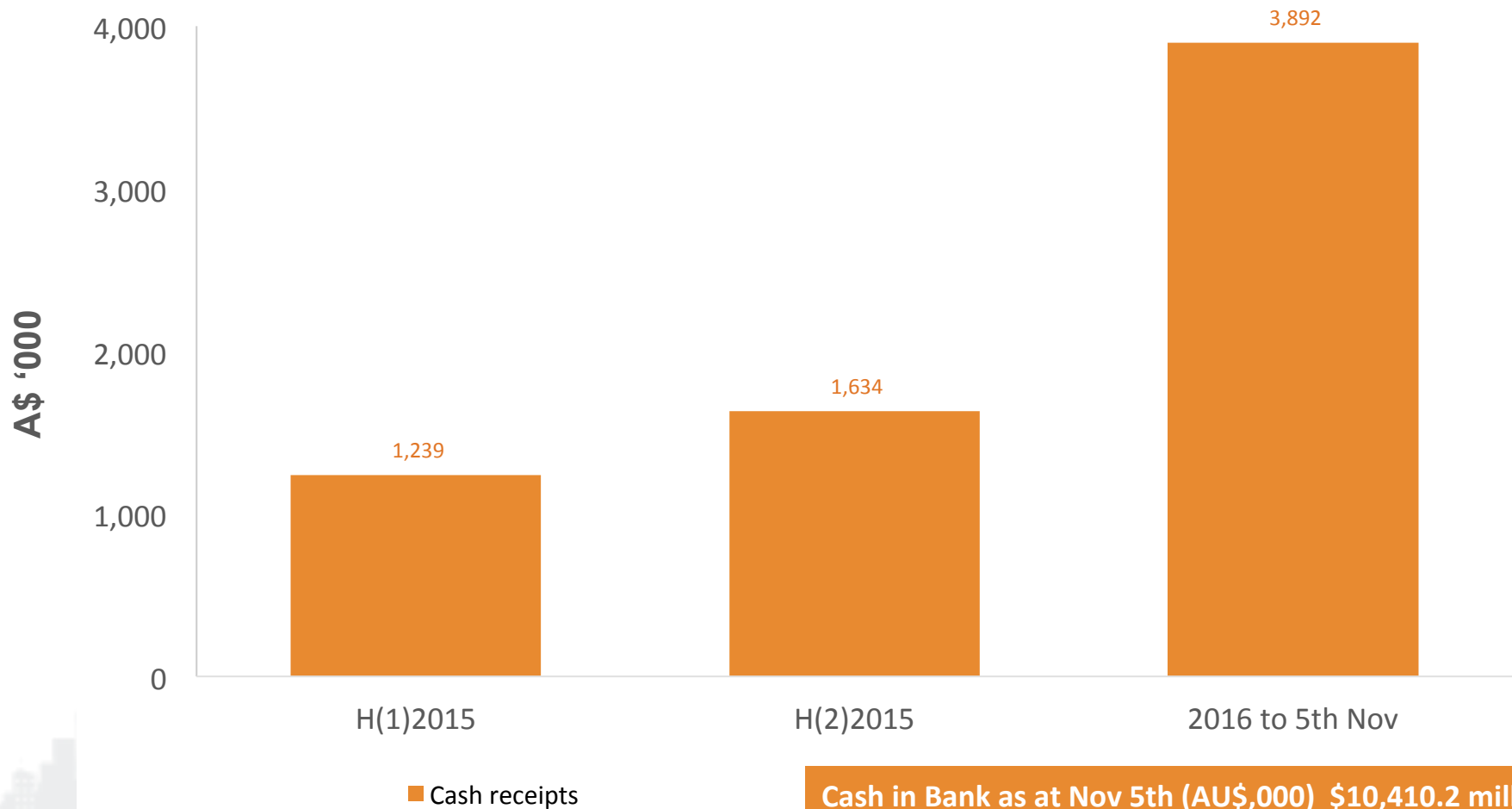


Costs & Headcount

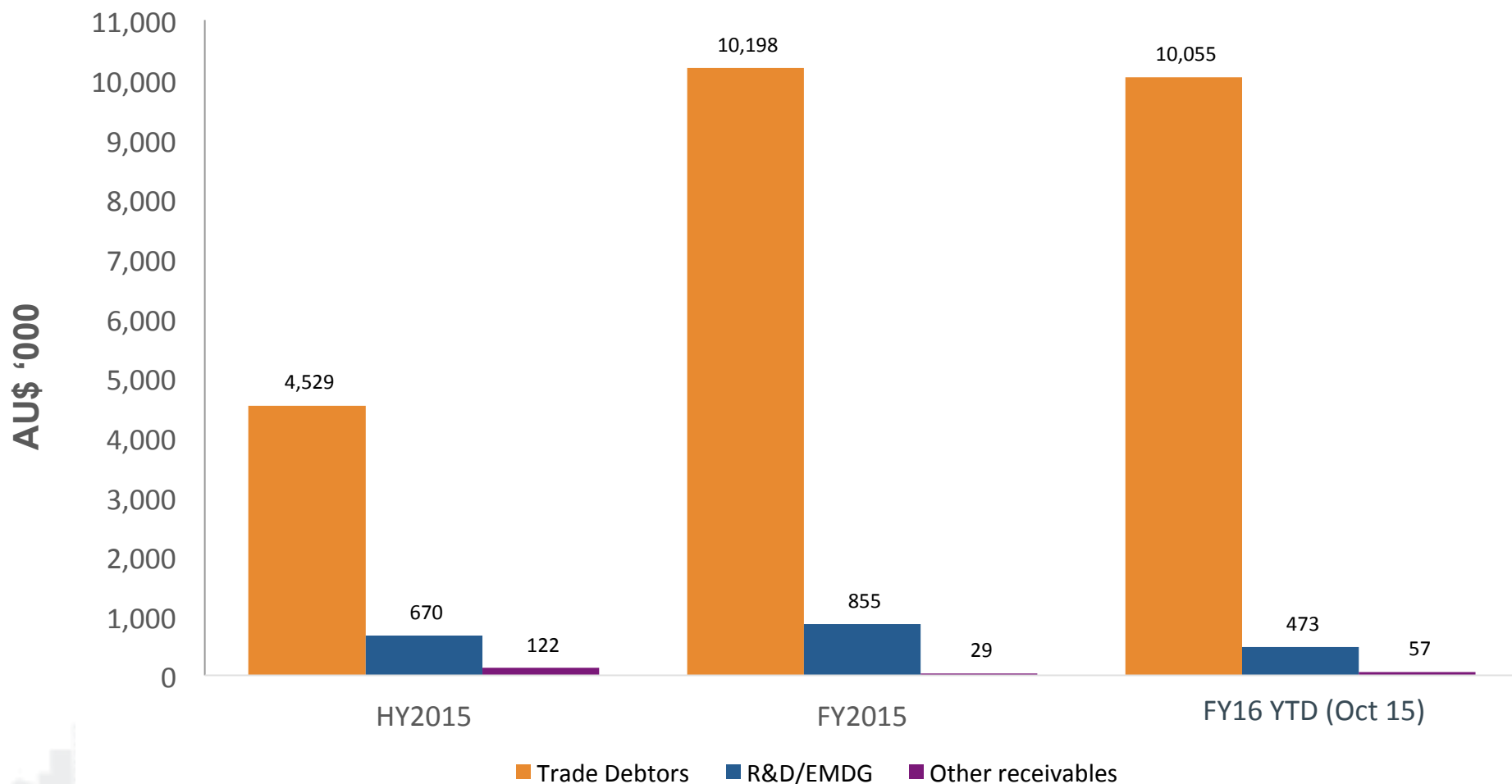
FY2015	Costs '000	Headcount
Customer Engagement	\$4,052.4	32
Finance/HR/Admin	\$2,827.1	8
Technology/Operations	\$1,474.4	25
Total	\$8,353.9	65

- On 1 June 2015, Urbanise added 28 additional staff as a result of the Mystrata acquisition.
- Reflecting our global growth plan, we have increased our customer facing staff and strengthened our finance, HR and administration functions.

Receipts from Customers



Trade Debtors



FY2015 Year at a Glance

FY15 Strong Growth in Revenue

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

*Refer to page 35 for statutory to underlying numbers.

- 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
- Underlying EBITDA up 25% to \$3.53m
 - includes ramp up of global resources (includes additional team members employed since IPO) and product development to support converting high levels of interest in Urbanise.com platform into client wins
- Underlying NPAT up 13.5% to \$1.7m
 - reflects growth in underlying business

Strong Balance Sheet

A\$000	Statutory 30 June 2015	31 December 2014
Cash and cash equivalents	12,243	16,429
Other assets	851	260
Total assets	52,209	32,637
Borrowings	-	-
Total current liabilities	4,339	835
Total liabilities	4,378	863
Total equity	47,412	31,801

- No debt
- Cash balance of \$12.2m at 30 June 2015
- Total Assets up due to acquisition of Mystrata and trade receivables

Expanding Range of Platform Usage Fees



Asset
Maintenance

\$100

per building
account / month



Strata
Management

\$2.00

per unit account /
month



Mobile
Workforce

\$50

per workforce
account / month



Operation
Centre

\$25

per agent account /
month



Asset
Monitoring

\$10-25

per smart sensor /
month



Utility
Reporting

\$25

per smart meter /
month



Service
Catalogue

\$2.50

per occupant
account / month



Customer
Portals

\$1,000

per portal / 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.

New Urbanise Fee Models



Enterprise Platform Activation

Pre-configuration of platform aligned to Client Business Model and organizational size. Existing business data is cleansed and imported along with tailored training programs for operational staff.



Percentage of Revenue

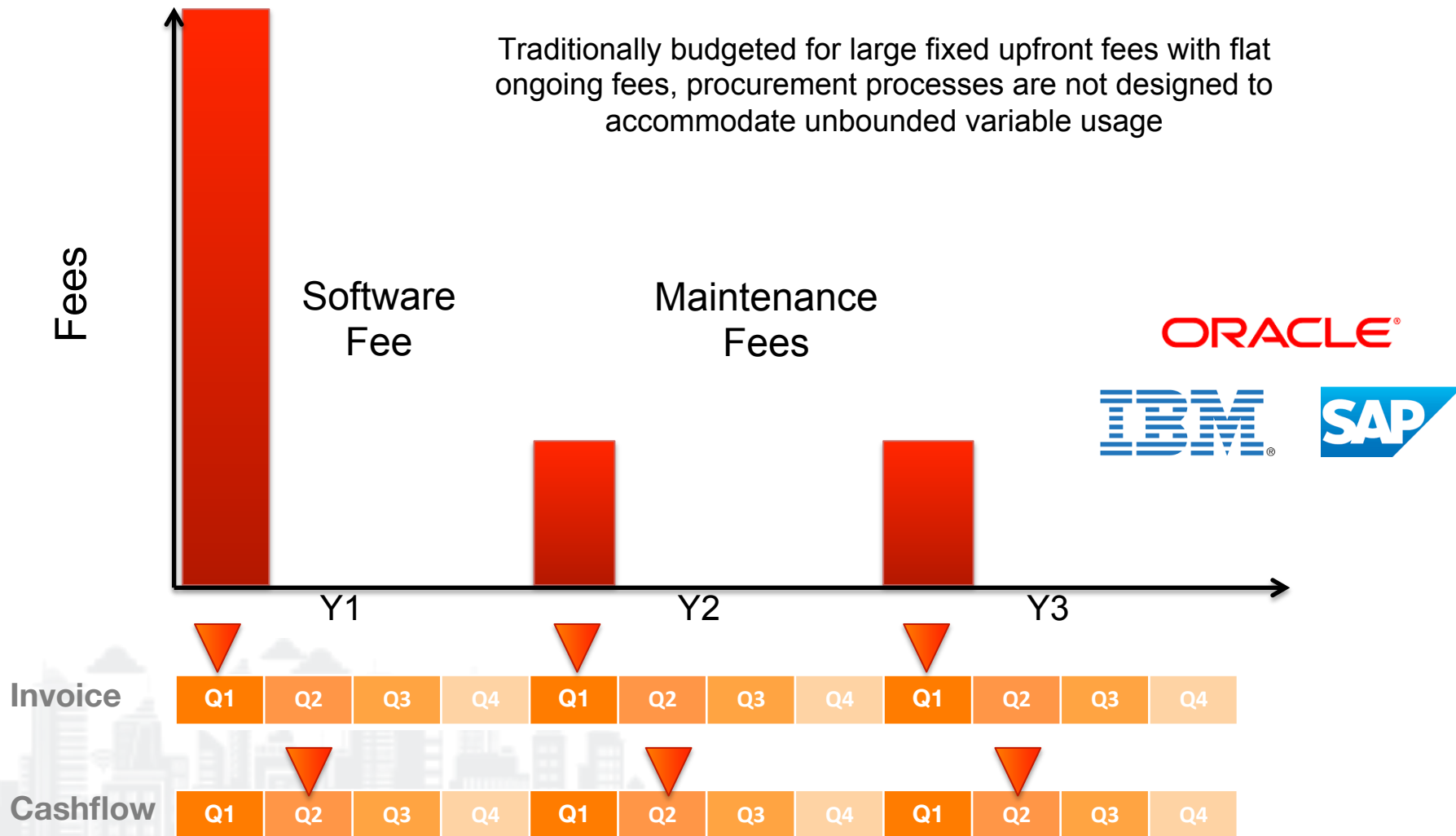
Well understood, good for new customers who don't have an established existing revenue model.



Fee Per Job Processed

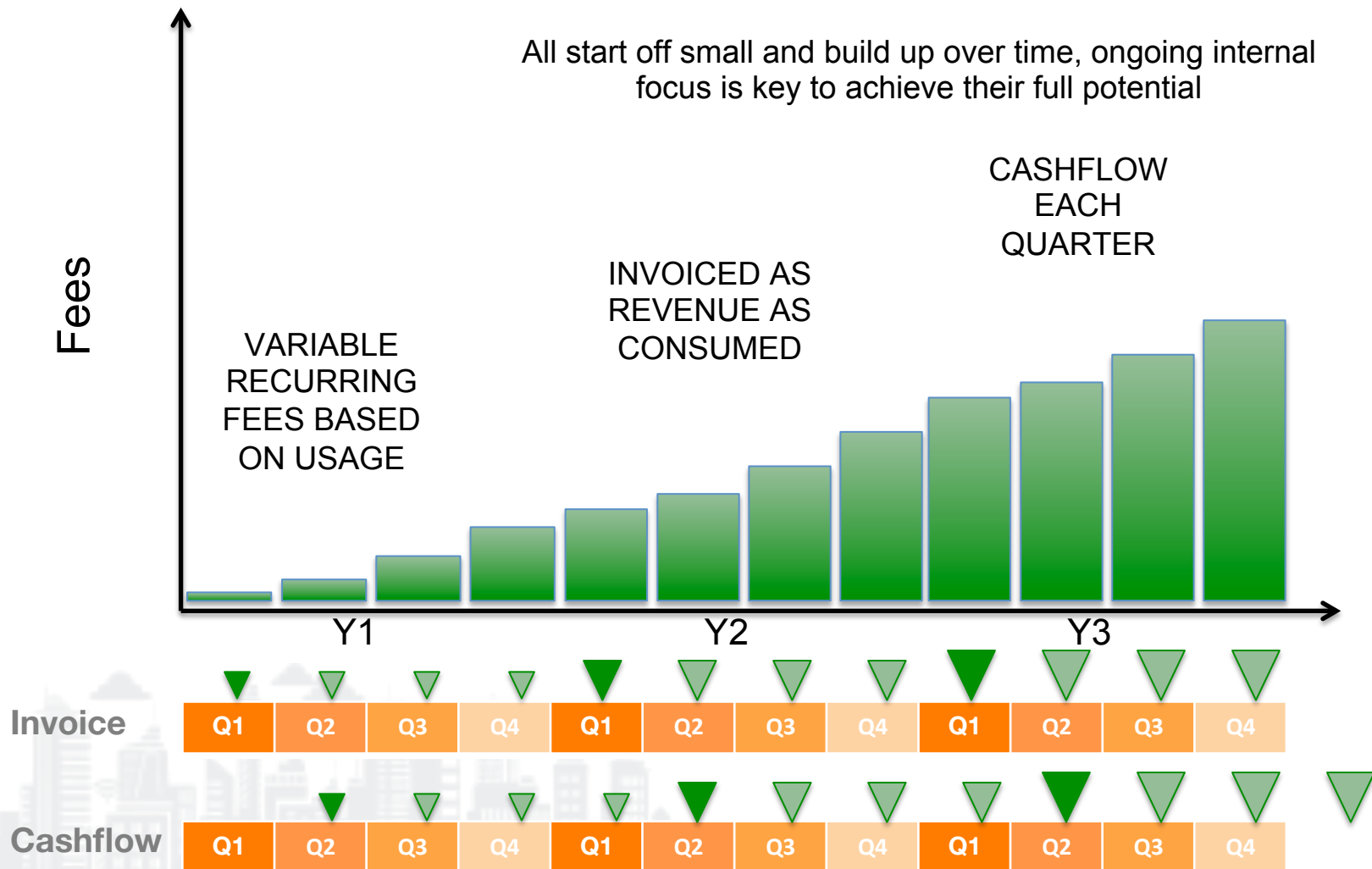
Almost all Urbanise customers process hundreds/thousands of jobs per week.

Old World: Large Enterprise Customers



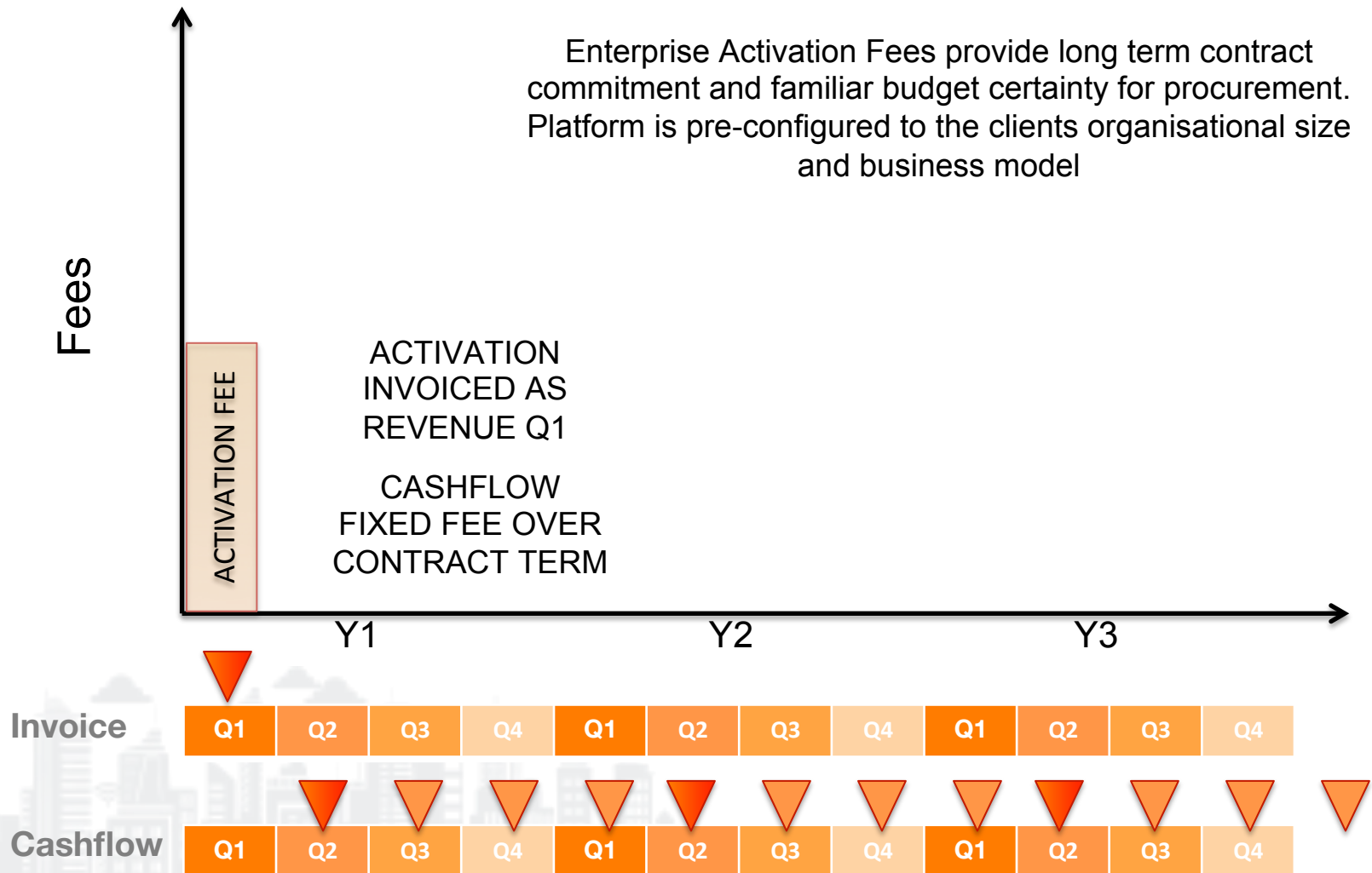
Urbanise PAYG Customers

Example of a typical client rollout profile



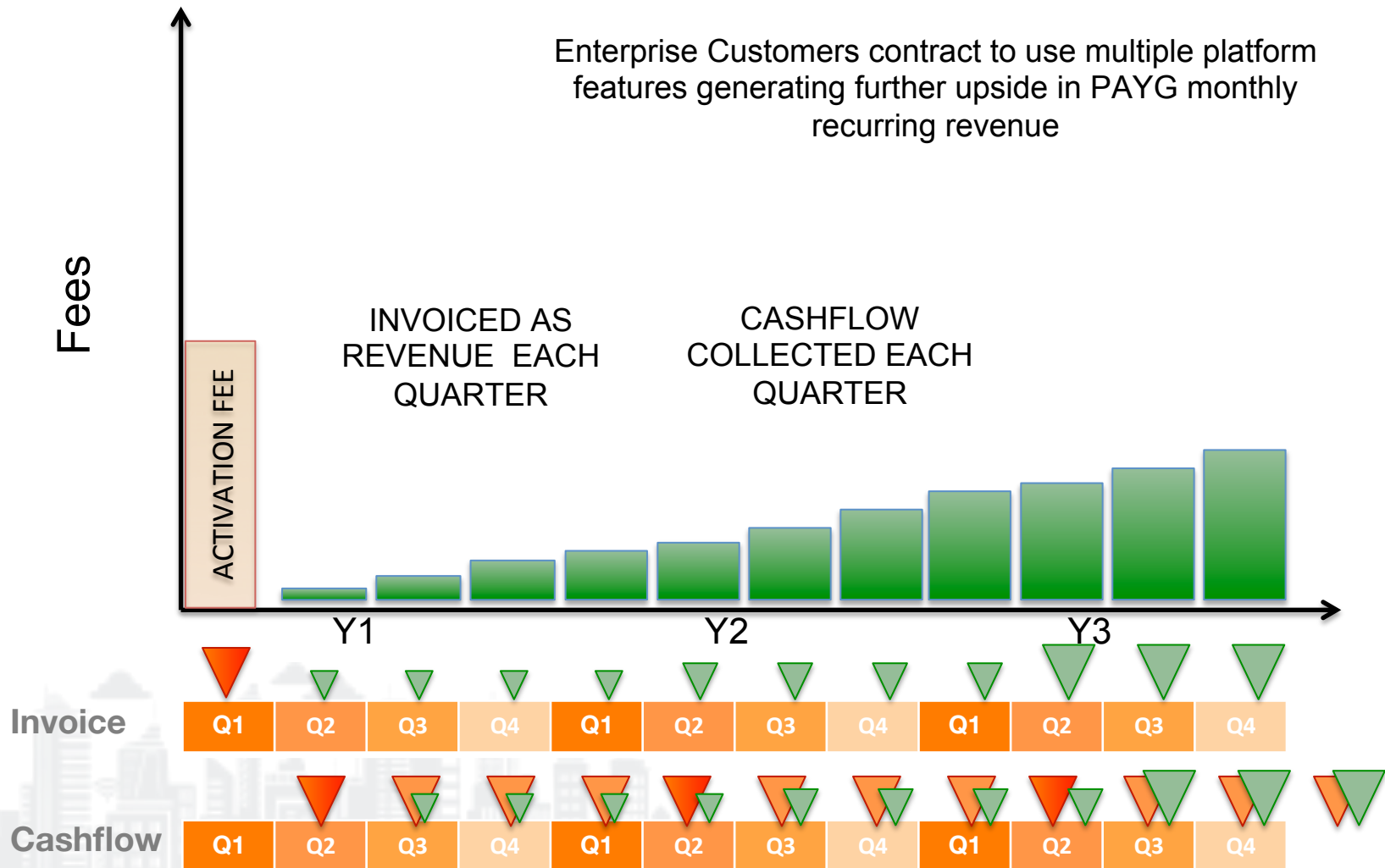
Urbanise Enterprise Activation

Example of a typical client rollout profile



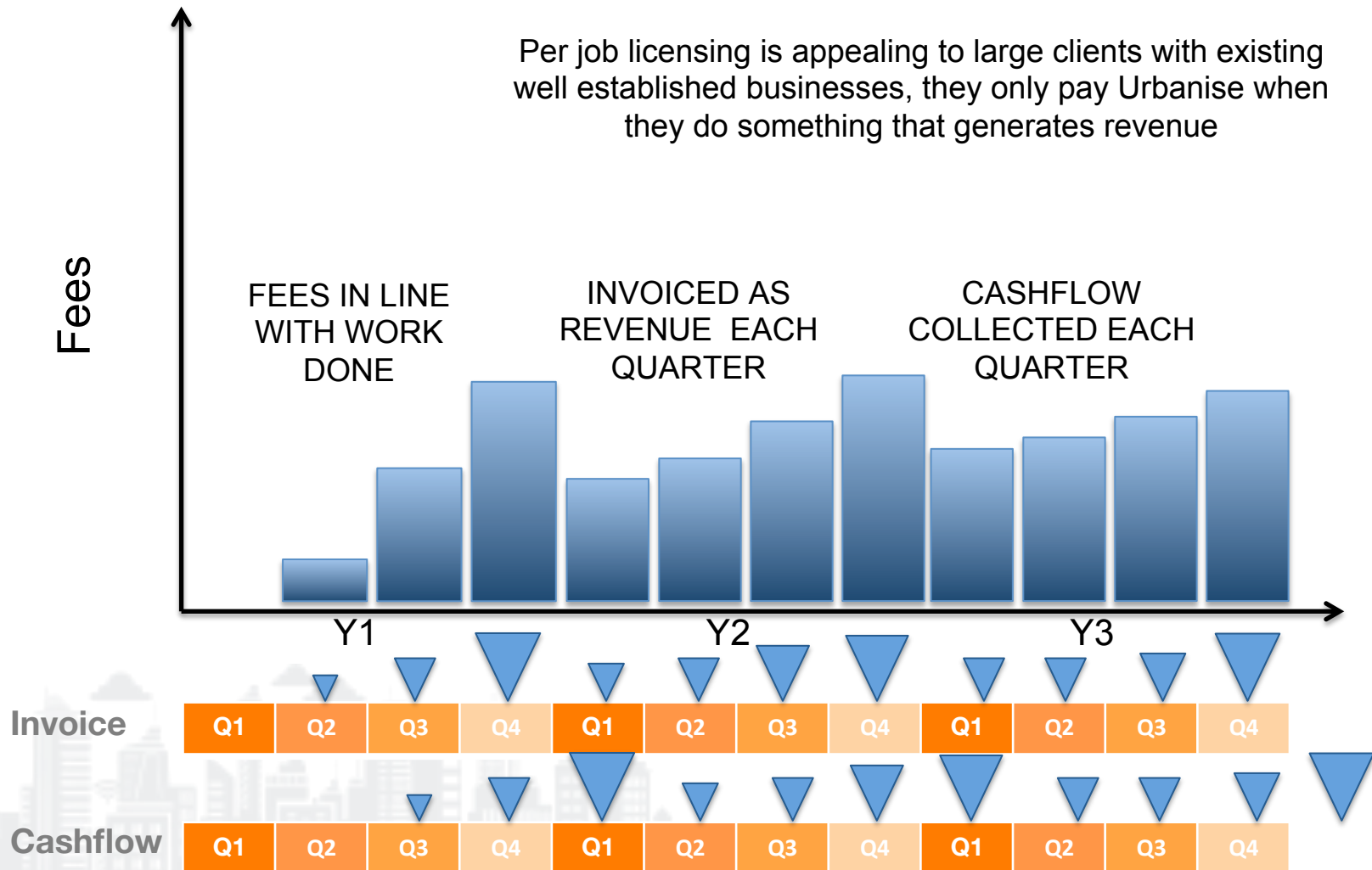
Urbanise Enterprise Activation + PAYG

Example of a typical client rollout profile



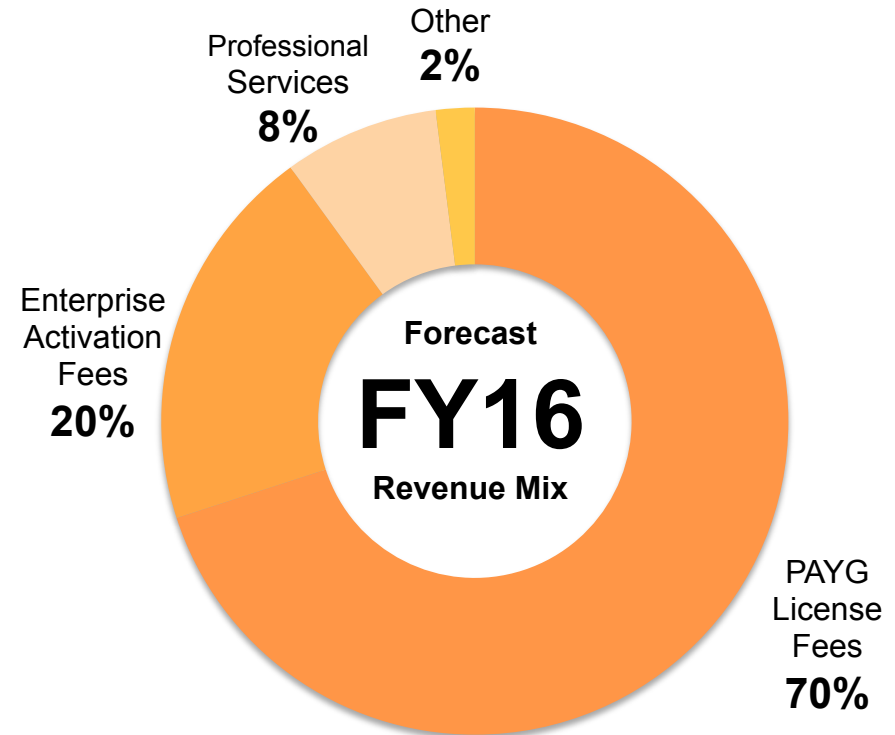
Urbanise Transactional (Per Job) Licensing

Example of a typical client rollout profile



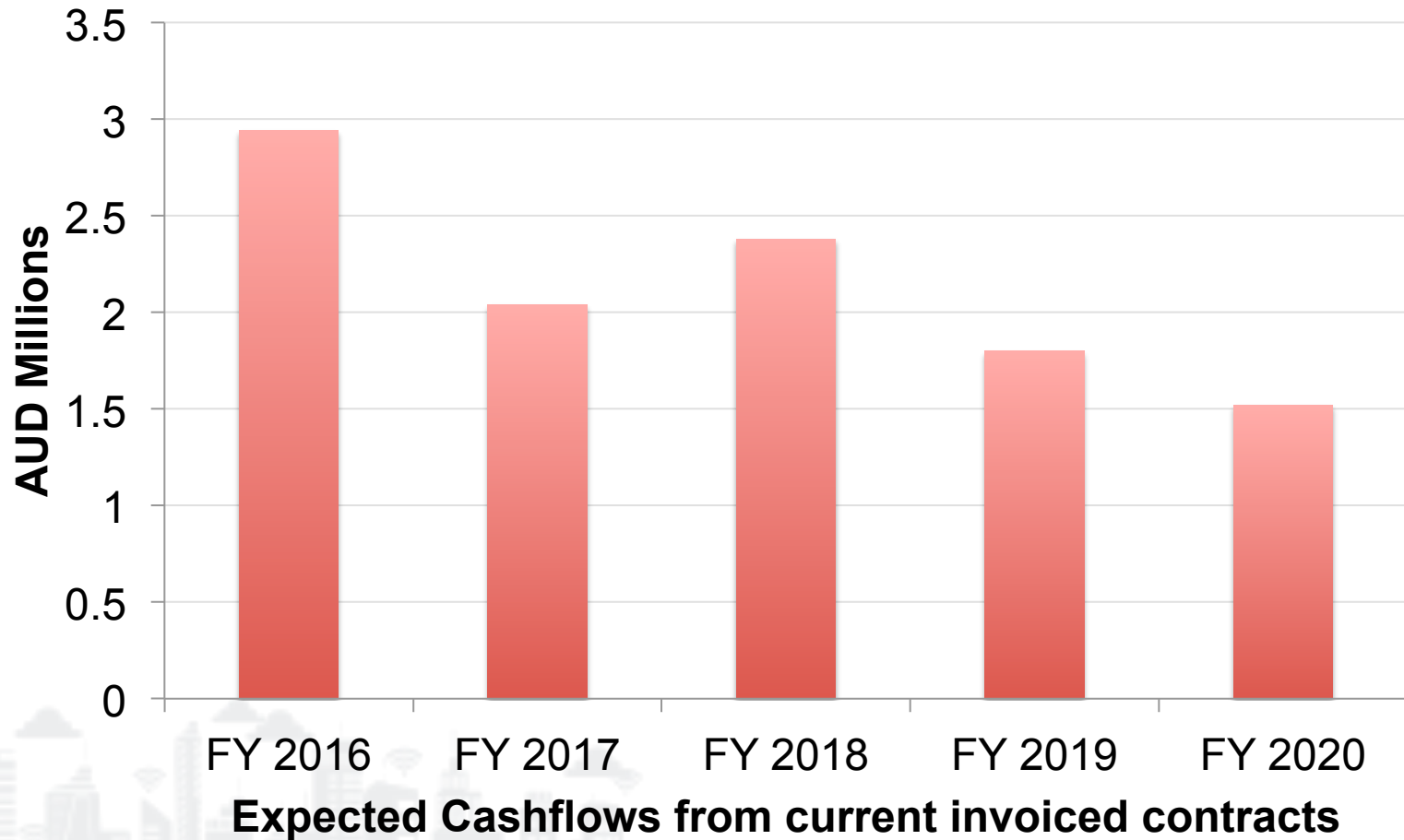
Charging / Payments to Suit Customers Needs

We are constantly evolving our models to suit different customer needs and to ensure we **get access** to established businesses with **large portfolios of buildings** and **occupants** that we can monetise



1. Enterprise Activation fees are earned and invoiced in the first three months and then collected quarterly (all in arrears) spread over the contract period of 3 to 5 years.
2. PAYG is generally invoiced in the quarter that usage occurs and then paid quarterly in arrears.
3. Other revenue represents rebates and grants such as EMDG and R&D Tax Incentive

Receivables Payment Profile (as at 30/06/15)



As at 30 June 2015

PLATFORM IN PLACE TO DRIVE GROWTH

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

Leveraging our platform 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

APPENDICES

FY15 above Prospectus revenue forecast

A\$000	Statutory FY15	Underlying FY15	FY15 Prospectus forecast	Underlying 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	720	1,736	2,414	-28.1%

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FY15 Cash Flows

A\$'000	FY15	FY14	Change
Net cash provided by / (used in) operating activities	(5,462)	693	<<
Net cash provided by / (used in) investing activities	(1,915)	-2,077	n/m
Net cash provided by financing activities	19,129	1,966	>>
Net increase 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

FY15 Statutory to Underlying EBITDA

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
Underlying EBITDA	3,530



Forward looking statements

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