Investor Presentation
Bulletproof Overview

Anthony Woodward - CEO

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Agenda

Company Overview

Cloud Market in Australia

Bulletproof Services

Client Case Studies

Financial Results & Outlook

The Future

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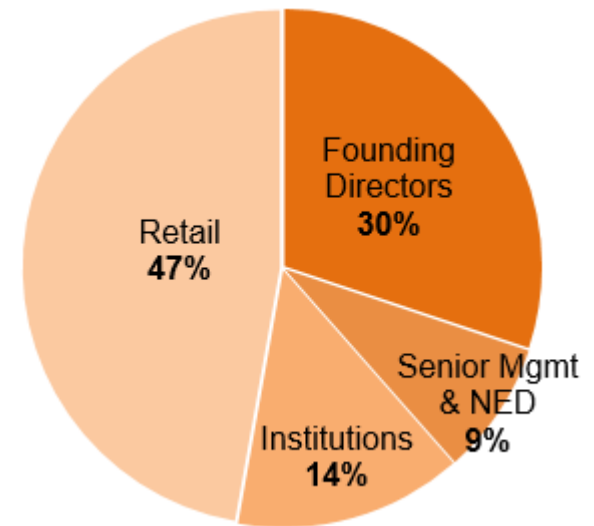bulletproof.net.au

Company Overview - Snapshot

Corporate Information

> ASX:BPF – listed 23 January 2014

> Market cap – c.$45m (as at 23 September 2016)

Background

> Founded in 2000

> 170 Staff, Sydney, Melbourne, Auckland, Wellington & USA

> Over 750 corporate, government and enterprise customers

> Customers include Qantas, Amaysim, Genworth and CrownBet

Shareholder Breakdown

	Number
Shares on issue	159,090,829
Unlisted Options	868,297
Total fully diluted share capital	159,959,126

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Company Overview - Board

Chairman & Non-Executive Director - David Paterson was a Member of ASX Ltd and brings experience in capital markets and finance. He has been a director of several listed exploration and mining companies. Currently a director of UraniumSA Limited (ASX:USA). Chairman of Spencer Resources Ltd prior to its RTO by Bulletproof Networks.

Non-Executive Director, Chair of ARC – Craig Farrow is currently Chairman/Partner of Brentnalls SA, Chartered Accountants and former National Chairman of the Brentnalls National Affiliation of Accounting Firms. Currently the Deputy Chairman of Vocus Communications, Craig also acts as a director and Board adviser to several private consulting and trading enterprises across the agribusiness, software and manufacturing sectors. He was also the President of the Institute of Chartered Accountants in 2012.

CEO & Executive Director – Anthony Woodward, B.Sc. (Comp. Sci) Co-founder and CTO of ZipWorld, an internet access provider successfully sold to Pacific Internet in 1999. Co-founded Bulletproof in 2000, involved in development of the business strategy, management and rapid growth trajectory. Continues to drive corporate and business strategy & vision.


Director of Strategy & Executive Director – Lorenzo Modesto. Over 15 years of experience in the Internet industry. At ZipWorld, responsible for growing product, promotion & sales at ~120% YoY until the company's sale in 1999. Oversaw Pacific Internet's development and launch of Australia's first business ADSL service in 2000 before co-founding Bulletproof. Has overseen Bulletproof's growth since 2008, striving for excellence in recruitment, operational improvement, transparency and service levels.

CFO & Company Secretary – Kylie Turner. Background in senior finance roles (including CFO) at various businesses including Managed Hosting provider Hostworks. Worked with Bulletproof since 2010 on finance management, and improving key financial reporting and forecasting tools, implementation of key HR policies and Company Secretarial duties

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Bulletproof Timeline

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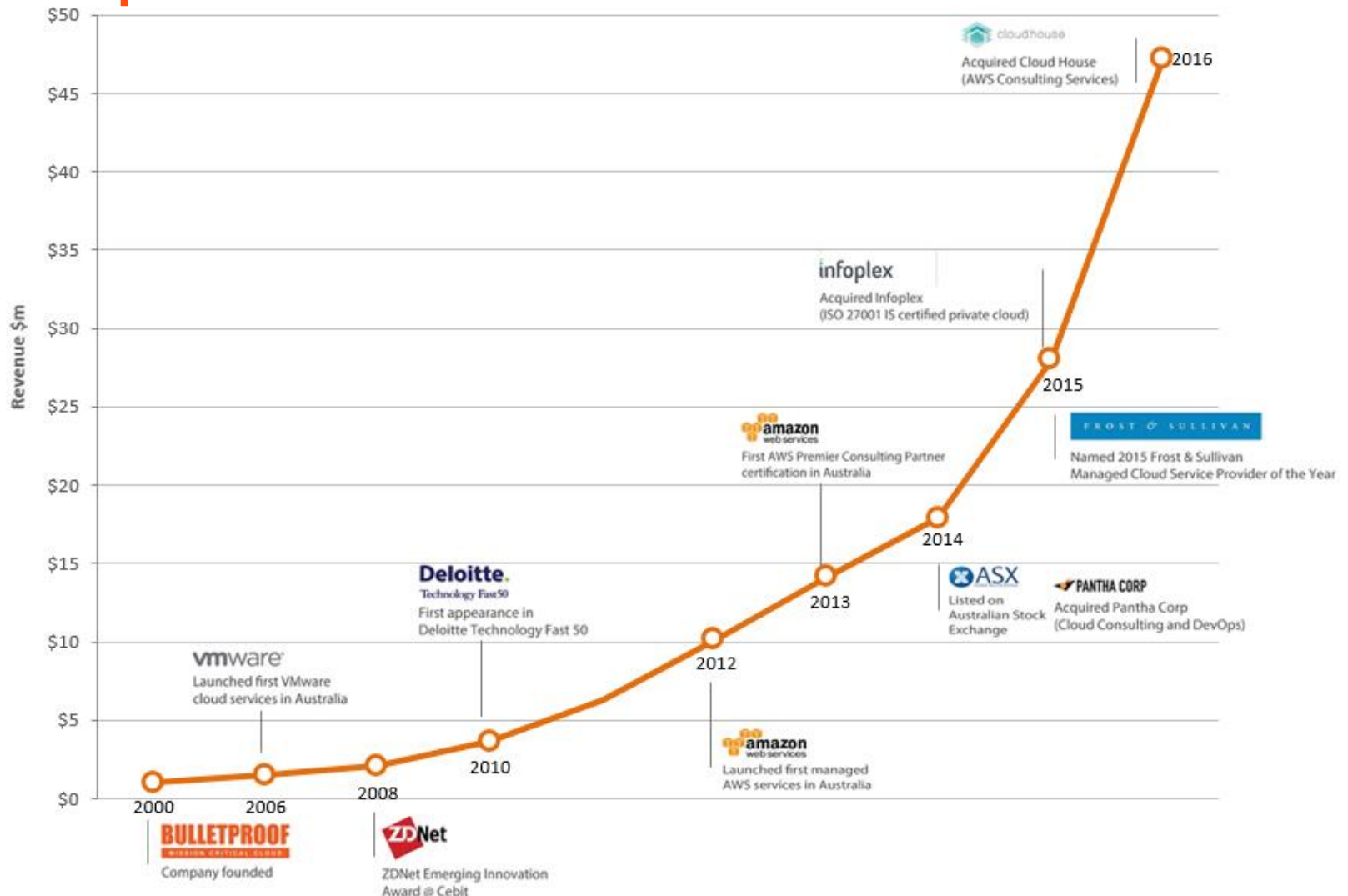
The Cloud Opportunity

Cloud is here to stay. Adoption is growing rapidly.

Cloud provides businesses with the **agility** they need to *transform* and *disrupt*

Cloud migration requires **expertise**, **experience** and **careful planning**, to deliver *security, reliability*, *performance* and *cost control*.

This provides significant value-adding opportunities.

With less than 20% of workloads in the cloud today, this represents a large opportunity over the next 3 years

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The Cloud Opportunity

A fundamental shift is under way from a 'build' to 'consume' model for IT workloads.

% of companies planning to have following environments as primary environment for at least 1 workload type in 2015 and 2018
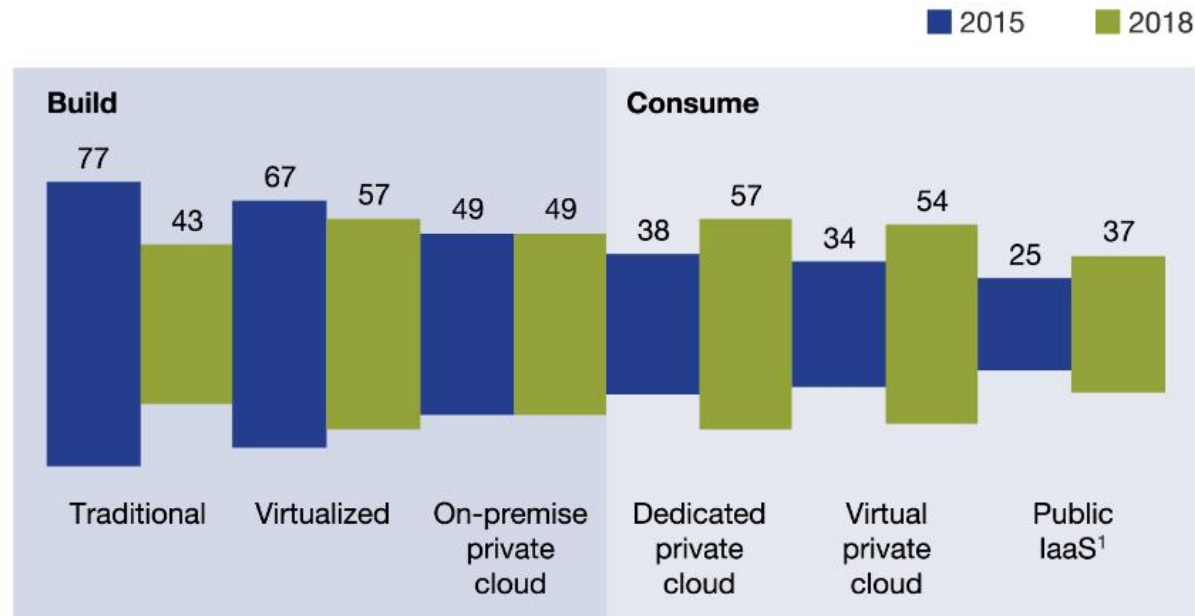
¹Infrastructure as a service.

McKinsey&Company | Source: McKinsey IT-as-a-Service (ITaaS) Cloud Survey

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Cloud in Australia – Market Snapshot

## The Australian Cloud Market is growing rapidly. According to Gartner:

- Market expected to reach US$4.74bn in 2016, 14% up on 2015
- Public Cloud growth in advanced APJ nations to reach US$11.5bn by 2018
- Most enterprises expected to embrace a multi-cloud strategy
- Hybrid cloud (private and public cloud mix) expected to dominate

Type of Cloud	Major A/NZ Players	Managed By	Use Case
Global Hyperscale IaaS - Pay as you go - Global locations - Industry Standard - Application Platform	amazon web services™ / Microsoft Azure / Google Cloud Platform	BULLETPROOF MISSION CRITICAL CLOUD / MELBOURNE IT / rackspace	New Applications Web & Digital Transformation Enterprise Applications *Dynamic, Customer-facing*
Provider Cloud - In country - Standard platforms (VMware, OpenStack) - Managed Options	BULLETPROOF MISSION CRITICAL CLOUD / rackspace	Provider Managed	Public/Private – enterprise apps Compliance Constraints Security / DR requirements *Stable, Enterprise-facing*

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Bulletproof Services

Bulletproof is the leading Cloud Services Provider in Australia/NZ

- Customers want to transform their businesses with Cloud

- They need expertise focused on business outcomes such as transformation and agility

- They require excellence to operate a secure, reliable, performing solution that meets business objectives

- Our cohesive service offering meets customers' needs at all stages of their journey to the cloud

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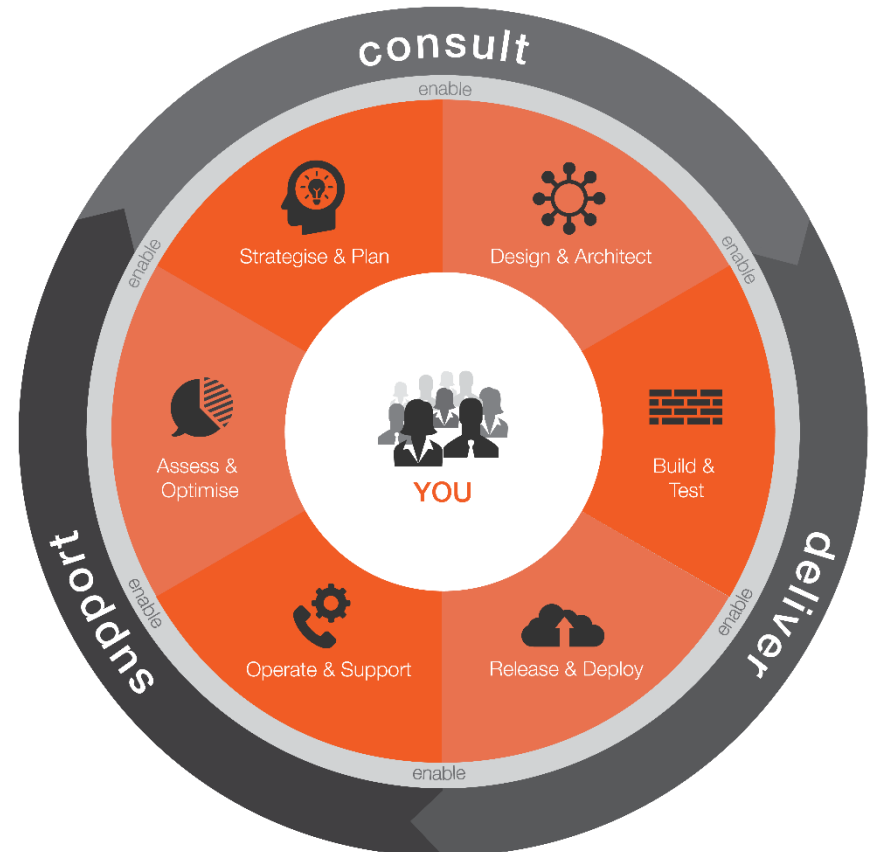
CrownBet

CrownBet is one of the fastest growing online bookmakers in Australia, and is the only Australian-owned online bookmaker of significant scale operating in the sector.

Bulletproof helps with:

Hybrid Cloud	AWS Migration	Total Cost Optimisation	Agile, DevOps & Automation	Mission Critical Campaign	Bulletproof Support	Big Data enablement

Success factors:

2014 Working together Since…	**x15** Site Scalability	**100%** uptime	**2x** Flawless Melbourne Cup campaigns	**$2.7**m ROI savings over 3yrs
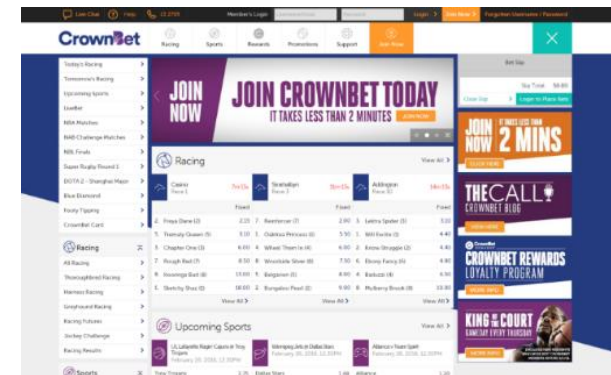
Click here for the full Case Study

> It's a delicate balance between managing your infrastructure in house or using a cloud services partner. You have to trust that the partner can do their job, because you're essentially going from 100% internally managed, to an ideal fully managed environment – allowing you to concentrate on business specific activities and stay ahead of the game.
> **- Gus D'Onofrio, Chief Technology Officer, CrownBet**

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InLoop is a specialist provider of eCommerce solutions. InLoop provides a range of cashless payment systems through two operating divisions: Flexischools and Intrapay

Bulletproof provides:

Private Cloud	AWS Migration	Application Cloud Migration	Application Optimisation	Agile, DevOps & Automation	Bulletproof Support

Success factors:

2012	**35-45%**	**55:1**	**600,000**
working together since…	In cost savings	Scalability	Customers experiencing enhanced services

Click here for the full Case Study

> Bulletproof has provided the most pro-active and intelligent technical support I've seen in the industry. From the first planning discussions through to implementation and testing, Bulletproof's expertise and ongoing assistance has been invaluable for our migration to an AWS auto-scale environment
> **- Christopher Simon, Chief Technology Officer - InLoop**

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Network TEN

Network Ten (ASX:TEN) is one of Australia's leading entertainment and news content companies.

Bulletproof provides:

Private Cloud	Application Optimisation	Mission Critical Campaign	Bulletproof Support	Sitecore in the Cloud

Success factors:

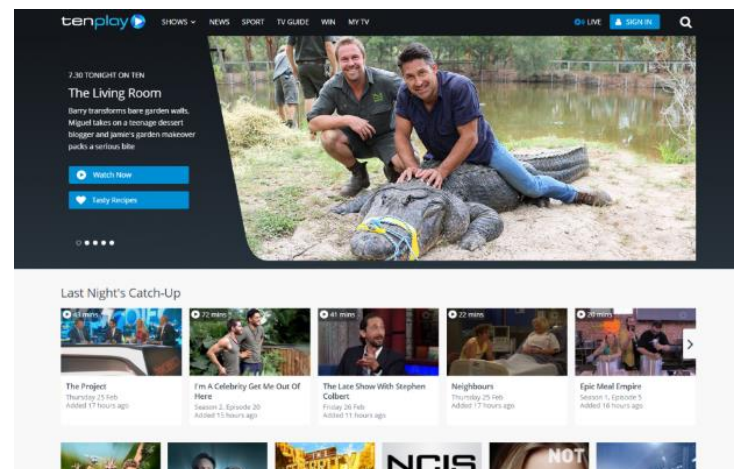| **2012**	**300%**	**100%**
working together since…	Scalability	uptime

Click here for the full Case Study

> Bulletproof is our trusted Cloud expert. We can rely on them to proactively support and manage our digital environments, so we can focus on the viewer experience. We regularly run high demand campaigns and rely on the proactive support and robust Cloud architecture provided by Bulletproof. They always go above and beyond. They are not just a hosting supplier, they are a Cloud partner.
> **- Domenic Romeo - Head of Development, Network TEN**

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Sell Anywhere

- **In production with Myer** and others
- A Bulletproof-developed as-a-service platform that allows retailers to reach new customers
- Retail integration tool – connecting systems to deliver a 360 online sales channel
- Perfect for enterprise retailers with complex digital sales and fulfilment processes
- Allows retailers to:
  - Host a marketplace
  - Sell via a marketplace such as eBay
  - Sync offline fulfilment processes with the online experience i.e. Click and Collect
  - Enables consolidated sales channels between partners and franchises
  - Innovate and integrate systems to deliver leading customer experiences

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Key Customers

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FY16 Financial Results Highlights

Revenue $47.2m   ⬆   69%

Underlying[1] EBITDA $4.7m   ⬆   13%

Underlying[1] EBIT $0.9m   ⬆   2%
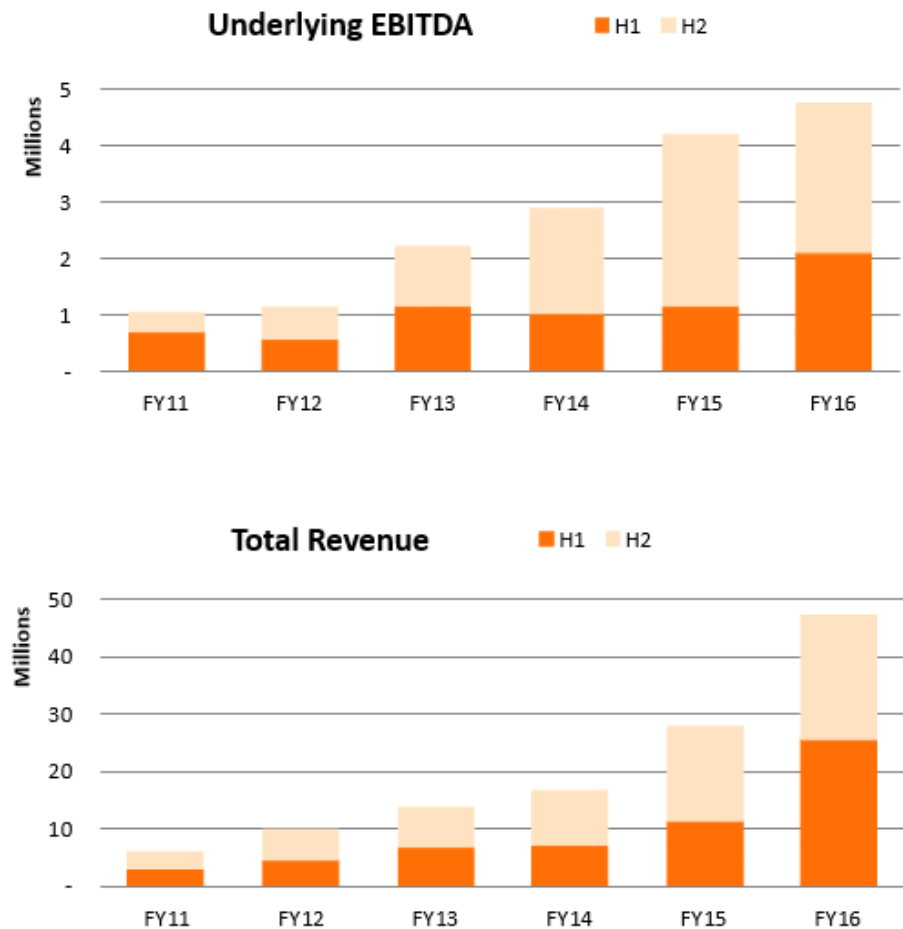
Underlying[1] NPAT $0.8m   ⬆   51%

Operating Cash Flow $5.1m   ⬆   49%

1. Net of Acquisition costs, Financial liabilities re-valuation and Bargain purchase on business combination
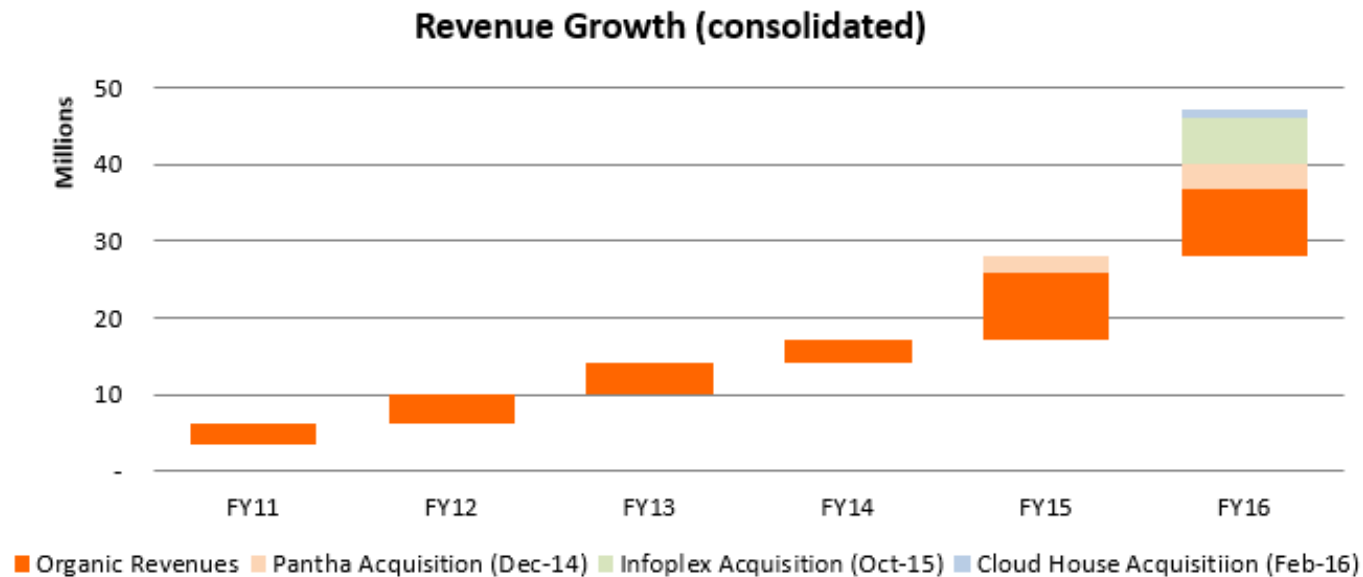
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FY16 Result Detail

Underlying	FY15	FY16
Sales revenue	$28.0m	$47.2m
Other income	$1.2m	$0.3m
Consumables Used	($10.6m)	($20.6m)
Employee benefits expense	($10.5m)	($15.8m)
Other expenses	($4.2m)	($7.0m)
Adj for acquisition costs	$0.3m	$0.5m
Underlying EBITDA	**$4.2m**	**$4.7m**
Depc'n and Amort	($3.3m)	($3.8m)
Underlying EBIT	**$0.9m**	**$0.9m**
Net Interest	($0.2m)	($0.1m)
Income Tax	($0.2m)	$0.05m
Underlying NPAT	**$0.5m**	**$0.8m**

Adjustments to Reported	FY15	FY16
Financial Liabilities	$4.1m	$0.7m
Bargain Purchase	-	$0.6m
Acquisition costs (adj for tax)	($0.3m)	($0.4m)
Net Profit / (Loss) after Tax	**$4.4m**	**$1.8m**

Underlying EBITDA (H1, H2) — Millions, FY11–FY16

Total Revenue (H1, H2) — Millions, FY11–FY16

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FY16 Result – Acquisition Contribution

- Total Revenue up 69% to $47.2m
    - Strong organic Revenue growth of $8.8m, up 31% on FY15 (5 year CAGR 41%)
    - Acquisitions contributed $10.4m in FY16
    - Consolidated 5 year CAGR of 50%

Revenue Growth (consolidated)

Organic Revenues Pantha Acquisition (Dec-14) Infoplex Acquisition (Oct-15) Cloud House Acquisitiion (Feb-16)

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Acquisition Fully Integrated

infoplex

- Experienced engineering team joined Bulletproof operations team

- GM of Infoplex now GM, Business Development and Partners for Bulletproof

- Re-certification of ISO27001 as required by corporate & government

- Product offering merged with pre-existing Bulletproof private cloud offering

- Renewal of key customer contracts for 2-3 years, including Genworth, a top 3 customer

- Additional private cloud customers on-boarded

- Revenue contribution from Infoplex Private Cloud platform expected to be c.$8m in FY17, up 14% on annualised revenue from FY16

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Acquisition Integration on track

cloud.house

- Access to rapidly-growing New Zealand Cloud Services market

- Working with leading Cloud-based accounting software company Xero

- Bulletproof NZ brand launch completed at AWS Summit New Zealand, June 2016

- NZ's only AWS Premier Consulting and Managed Services Partner

- Expanding blue chip enterprise client base

- Revenue contribution expected to be in excess of NZ$3.5m in FY17, up 20% on annualised revenue from FY16

- Bulletproof's Managed Service offering available to existing New Zealand Cloud House customers

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FY17 Outlook
Transition and transformation

- Revenues expected to be up c.30% to c.$60m for full year FY17

- Professional Services revenues expected to continue to grow strongly

- 1H17 underlying profitability expected to be down on 1H16 as product offerings and efficiency improvements transition to profits from 2H17

- Strategic outcomes to deliver strong increase to profitability in 2H17

- Underlying EBITDA expected to be up c.26% to c.$6m for full year FY17

- Underlying EBIT expected to be up c.82% to c.$1.5m for full year FY17

- Management focused on driving further growth in profits in FY18 and FY19

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The Future

Continued Execution on Opportunity

- Expected continued strong growth in end to end Cloud Services Revenues
- Integration of acquisitions delivering wider offering and cross-synergies
- Continued leadership as premier A/NZ end-to-end Cloud Services provider

Ongoing Revenue and Underlying Profitability Growth

- Integration of acquired and rapidly growing organic revenue streams
- Revenue growth rates expected to be above market rates of 25-30% CAGR
- Cross-selling opportunities provide customer revenue growth opportunities
- Management team focus to deliver bottom line growth expected from 2H17 and beyond

Continued development of Application products

- Dedicated Product Development area continues to deliver
- Application Products live with key customers
- Revenues expected to grow in future periods

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