XTD

(:XTD)

Corporate Presentation

October 2016

Overview

> XTD Ltd is the world's first, large format, cross-track digital media and technology system designed for metro transit environments.
> The system broadcasts high-resolution digital video, supported by high fidelity sound, in both open air and underground locations.
>
> The business is developing technology to facilitate interaction between its media system and people's mobile devices.

www.xtd.tv
to view video

Disclaimer

This presentation contains summary information about XTD Ltd (XTD) and is current as at 3 October 2016.

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Company Overview

- XTD operates in one of the world's fastest-growing marketing sectors, Digital Out of Home. The XTD system provides metro-rail networks and out-of-home media companies with new sources of revenue through deep engagement with commuters on their daily journeys

- The company has announced its first international deal with the signing of a binding term-sheet to trial the XTD system in New Delhi's metro train network

- New India agreement with TDI International is an initial step towards a long-term partnership between the two companies

- XTD continues to pursue overseas expansion plans

- Company's existing fully-operational systems in Melbourne and Brisbane are on 7-year contracts and in demand from media buyers

- Created a new division specialising in developing technology that interacts between XTD systems and commuters' mobile devices to build on-site digital experience and capture user profiles.

- FY16 revenue of $3.5m; year on year growth of 183%

- Three consecutive cash-flow positive quarters in FY16

Executive Team

Steve Wildisen CHIEF EXECUTIVE OFFICER

Frank Hurley NON-EXECUTIVE CHAIRMAN

Stuart Richardson NON-EXECUTIVE DIRECTOR

John Toll NON-EXECUTIVE DIRECTOR

Mark Niutta NON-EXECUTIVE DIRECTOR

Investment Highlights

Current capital structure

Total Ordinary Shares		**132,986,077**
Performance Shares	Class C Performance Shares	4,500,013
	Class D Performance Shares	15,000,037
Total Performance Shares		**19,500,050**
Market Capitalisation	Fully diluted at $0.20/share	$30,497,225

Top 20 shareholders

Top 20 Total	**70,461,367 shares**	**53.06%**

Trading information

Ticker	XTD
Shares quoted on ASX	109.8m
Share Price	$0.20
Market Capitalisation	$22 m (free-float)
Escrow shares	23.1 m
Cash Position *	$2.2 m

*As at 30 June 2016

12 Month share price performance

Share Price

Share Volume

$0.35 — 3.5M
$0.30 — 3M
$0.25 — 2.5M
$0.20 — 2M
$0.15 — 1.5M
$0.10 — 1M
$0.05 — .5M
$0 — 0

1 September 2015

19 September 2016

Out-Of-Home Advertising Sector
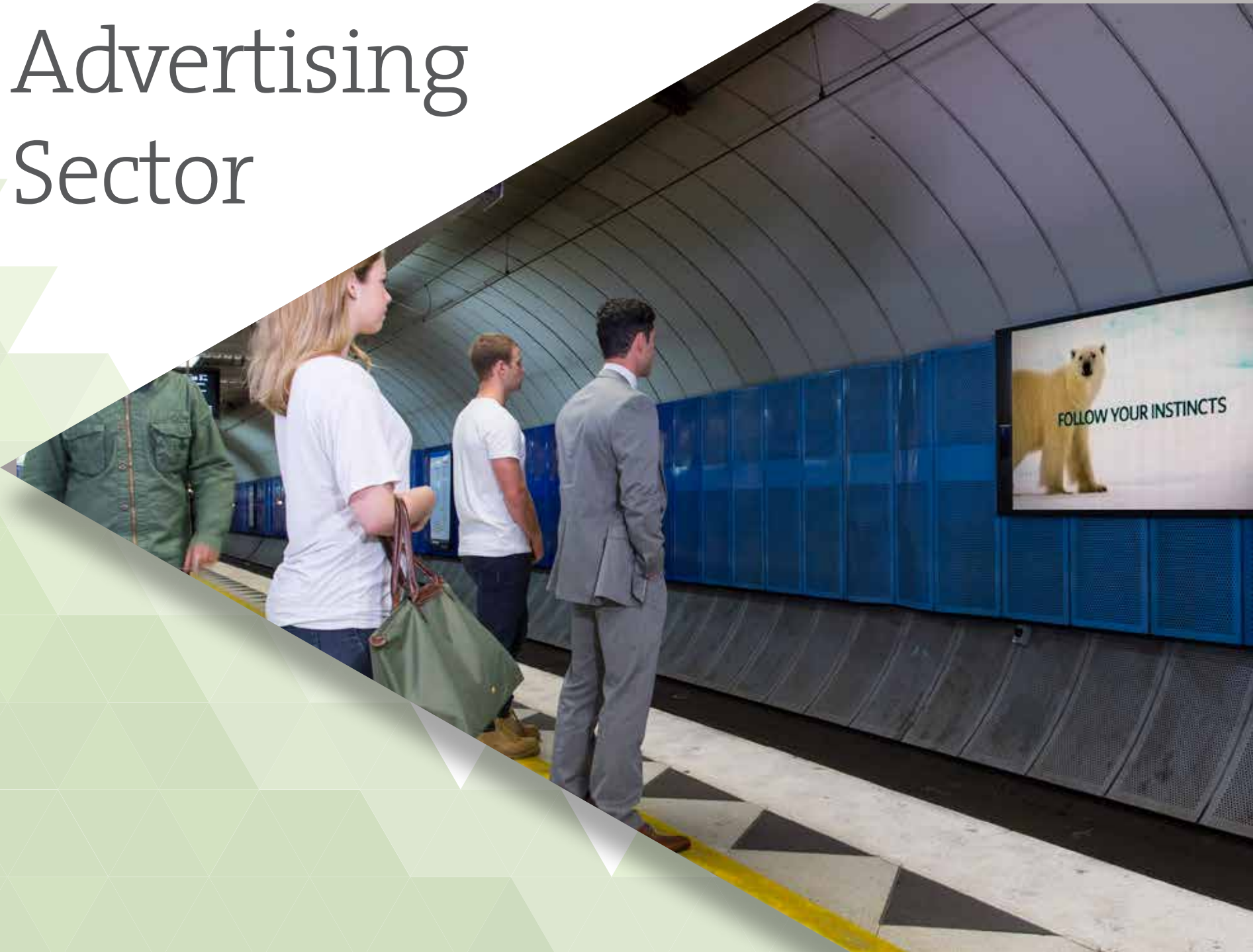
Total Australia OOH revenue ; 2002 – 2015 (value in $m)

Traditional OOH
CAGR 7%
(Compound Annual Growth Rate)
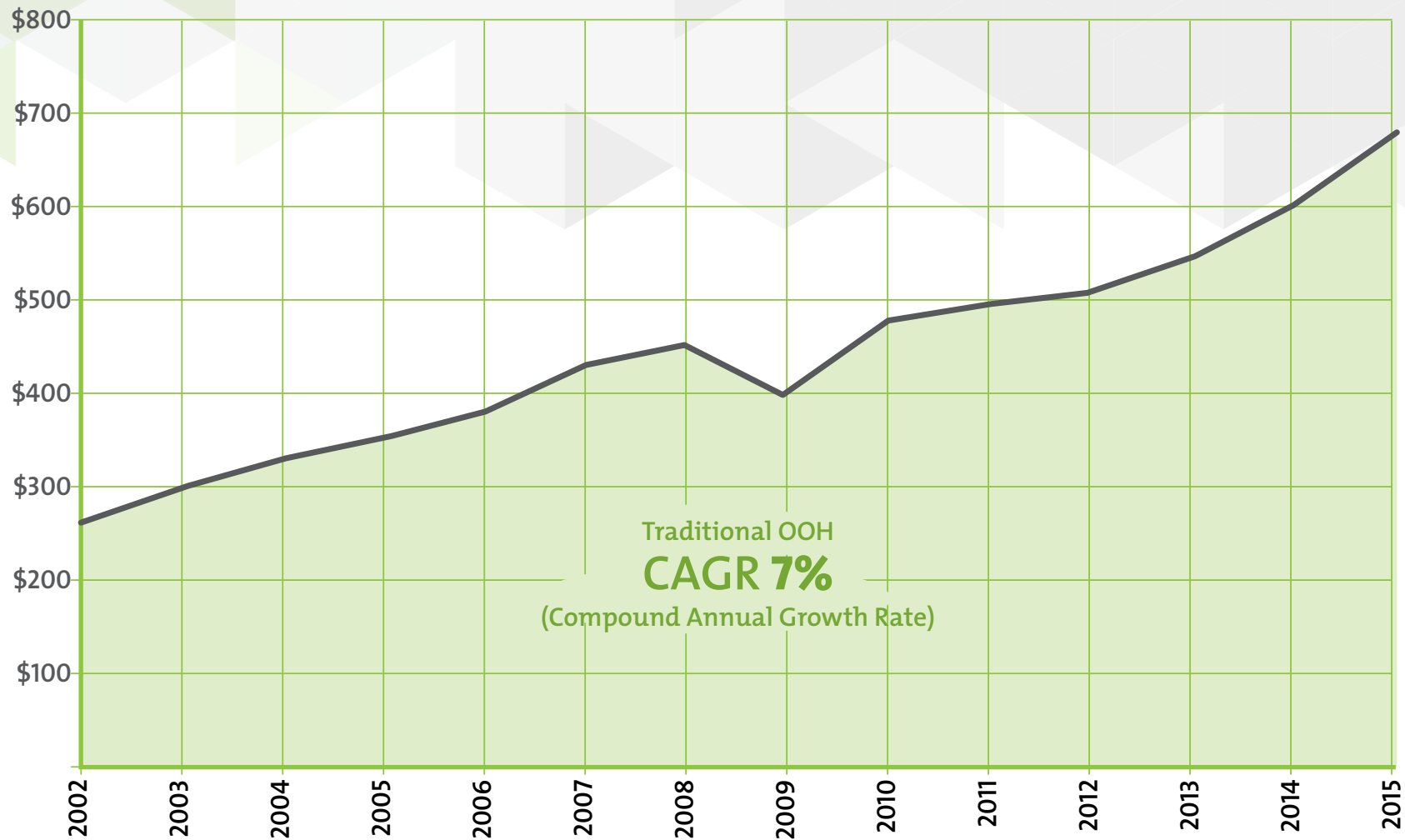
Sector Overview

Australia DOOH as a % of OOH ; 2012 - 2015 (value in $m)

Legend:
- Digital Out-of-Home (DOOH)
- Total Out-of-Home (OOH)

$508м — 7.5%
$548м — 11.3%
$579м — 17%
$678м — 28%

Digital OOH
CAGR 44%
(Compound Annual Growth Rate)

2012   2013   2014   2015

$700м
$600м
$500м
$400м
$300м
$200м
$100м

Sector Overview
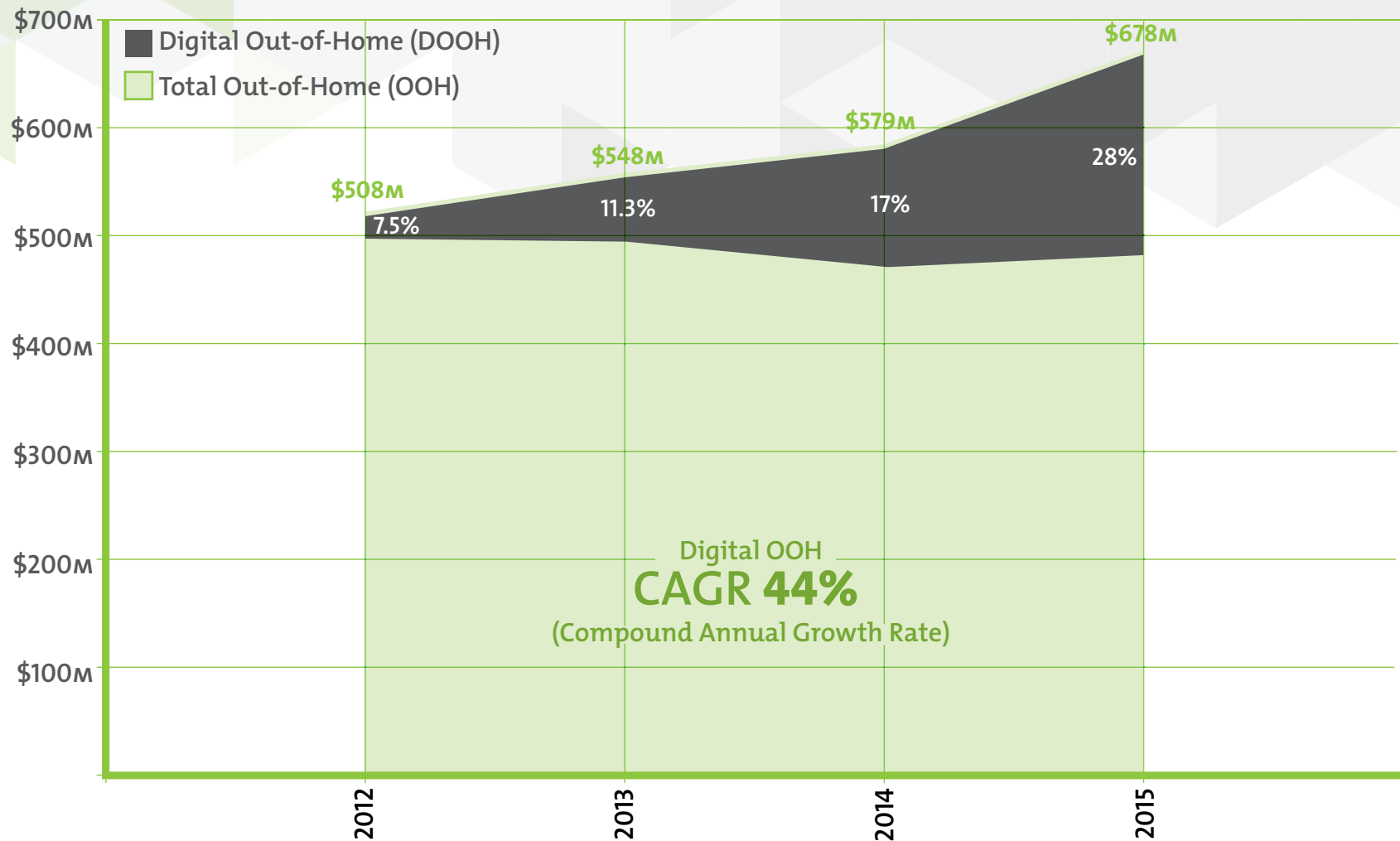
Benefits of OOH advertising vs traditional mediums

High Impact	Engaging	Cost Effective	Media Multiplier	Sustained Awareness	Impacts Path to Purchase
Dominant visibility, strong branding and messaging that attracts people	Relevant messaging and strong creative are extremely engaging	Studies have shown campaigns with greater than 15% of the total spend on OOH have higher return on investment for marketers	Improves the return on investment of other media	Effective way of increasing reach and recall of a marketing campaign	Location-based technology provides consumers with access to brands and relevant content on their Path to Purchase

Sector Overview

Train stations – OOH advertising sector

Hundreds of millions of people use rail stations every day

Marketers and media buyers understand the financial benefits of connecting to commuters as they wait for their transport

▶ Large volume, captured audiences with long dwell times

▶ Audience demographics can be specified

However, traditional cross track static posters are:

▶ Expensive to print and mount

▶ Difficult to change

▶ Difficult to maintain

▶ Losing appeal to commuters

commuters will spend an average of 12 minutes a day on a platform

XTD's Cross Track Digital System

Our Product

- Brings new revenue streams to major metro rail operators and outdoor media companies

- Large-format high-definition digital media screens that complement existing signage and rail environments

- System engages rail commuters with crystal-clear video images supported by high-definition sound

- Stand-alone digital media channel that does not interfere with existing station controls or monitoring equipment

- System designed to be low maintenance and monitored 24/7

Improved commuter experience

Media Buyers

Increased revenue

▶ New opportunities to connect with consumers

Flexibility

▶ Can sell content in 8 second stills, 15 second animated slides or commercials, 30 second TVC and 60 second movie trailers or infomercials

Known time, events, location & audience

▶ Allows content to be changed throughout day to capture specific demographics

▶ Ability to reflect current weather, event details and news

▶ Content can be tailored to each platform

▶ Audience demographic and psychographic information can be specified
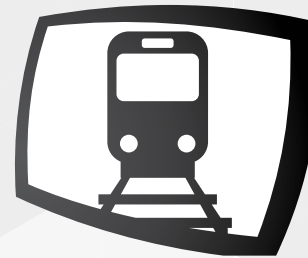
Rail Operator

Increased revenue

▶ Ratio of approximately 6 to 1 when comparing commissions from digital advertising versus static posters

Improved commuter experience
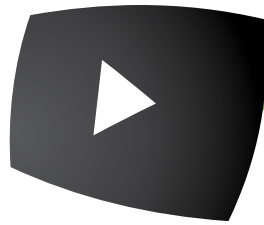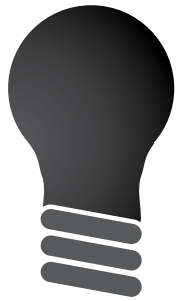
▶ Content includes news, weather & rail network updates
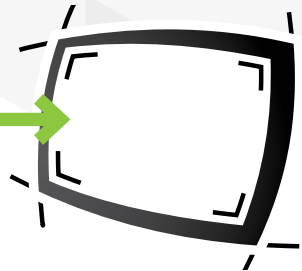
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XTD Revenue Model

Advertiser

$35,000[1] to secure spot
a 15 second spot in both
Melbourne & Brisbane
45 XTD screens for 1 week

Media Buyer

$3,500 Commission (~10%)

Media Seller

$9,450 Revenue share (~27%)

Rail Operator

$6,650 Revenue share (~19%)

XTD

$15,400 Revenue share (~44%)

1   The rate card quoted above is indicative only and rates and discounts are based on media advertising market seasonality and demand. The actual amount to be charged by APN Outdoor in its capacity as exclusive sales agent will depend on prevailing market rates and industry discounting at the time. The rates quoted above reflect an approximate 50% market rate discount.

2   Commissions and revenue shares shown are indicative only and may be subject to change from time to time.

XTD Australian Sales

Financial Performance

YoY growth of **48%** in first two months of FY16/17

FY14/15	FY15/16	FY16/17
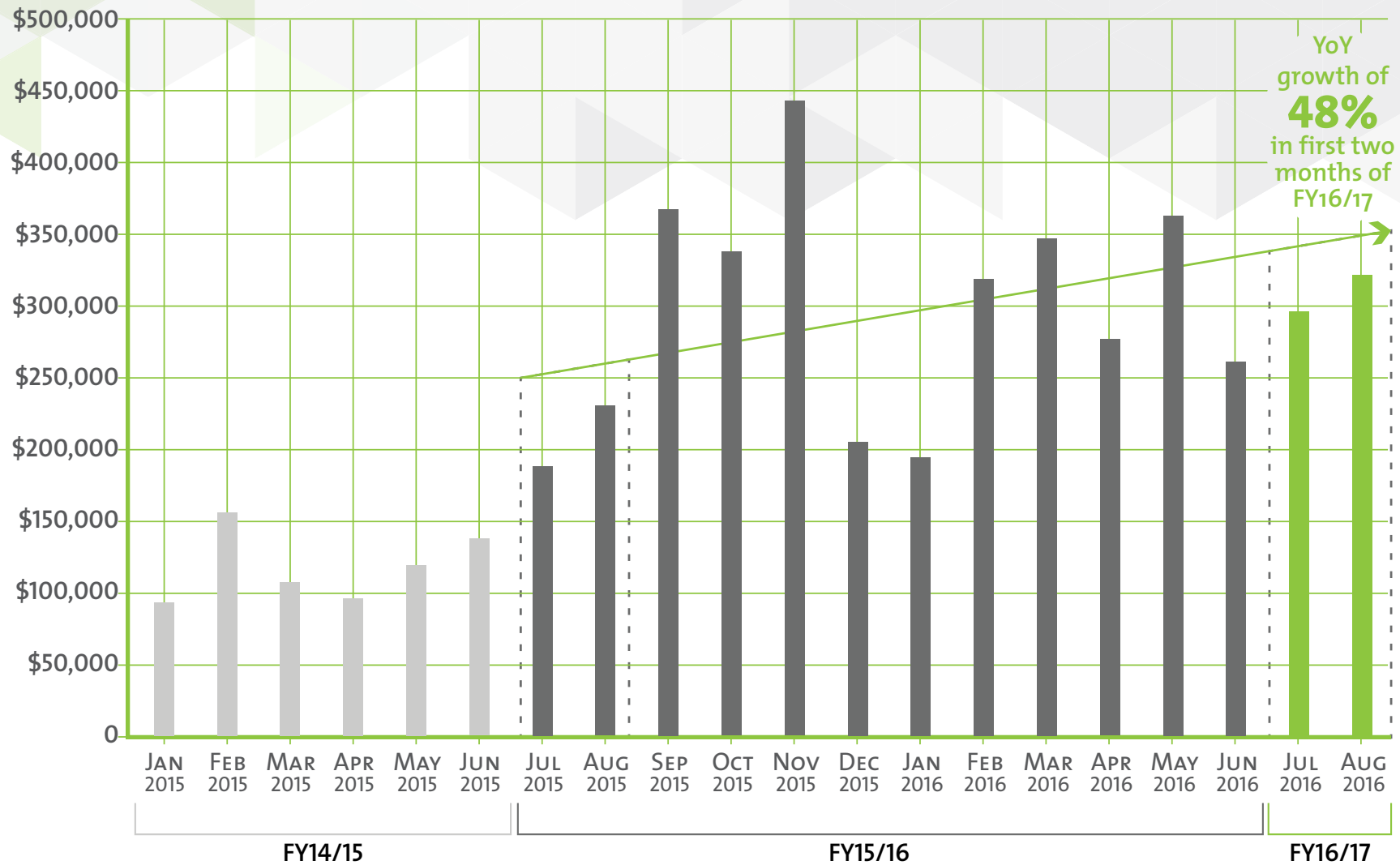
Current Contracts

XTD Melbourne contract – 32 screens

METRO

Station	Platforms	Screens
Melbourne Central	4	12
Parliament	4	12
Flagstaff	4	8

32 Screens operational across Melbourne Central, Parliament & Flagstaff stations

Exclusive 7-year cross track contract with Metro Trains Melbourne (MTM)*

▶ MTM owned by Hong Kong listed MTR Corporation

▶ MTR also operates rail networks in Hong Kong, London, Stockholm, Beijing (2 lines), Shenzhen & Hangzhou

12 month re-seller agreement with APN Outdoor to source advertising content for 32 XTD screens

* 6 years remaining

Current Contracts

XTD Queensland contract — 13 screens

QueenslandRail

Station	Platforms	Screens
Fortitude Valley	2	5
Southbank	1	2
South Brisbane	1	2
Toowong	2	4

▶ Seven-year contract with Queensland Rail
with 13 screens across 4 stations
fully operational *

▶ 12 month re-seller agreement with APN Outdoor

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* 6.5 years remaining

XTD system trial with TDI, India

Signed a binding term sheet to trial the XTD system at a location within the New Delhi metro rail network. Initial step towards long-term partnership between the two companies.

- Delhi's metro rail network is the world's 12th largest. India's most modern rail transit system.

- Carries 3 million passengers daily, vs Australia's national daily metro-rail commuter total of 1.8 million passengers.

- Delhi Metro certified by the United Nations as the world's first rail-based system to get carbon credits for reducing greenhouse gas emissions.

- TDI one of the largest outdoor media companies in India. Has exclusive advertising rights to 100 of the Delhi Metro's 160 rail stations.

- Installing a test of the XTD system will allow TDI full appreciation of the functionality and capabilities of the XTD system.

- XTD responsible for supply and install of the trial system.

- TDI responsible for securing advertisers to use the system during trial. Commercial receipts split 50/50 between the two parties.

Summary

▶ Robust market metrics with continuous growth

▶ Strong performance from Melbourne and Queensland operations

▶ Predictable and recurring revenue generation with attractive profit margins

▶ Attractive and consistent top line growth achieved since listing on the ASX

▶ Significant trial landed with TDI India for Delhi

▶ Currently in discussions with several international rail operators

Thankyou, for further details, contact

Steven Wildisen
CEO

0413 204 400
steve.wildisen@xtd.tv

Nathan Ryan
Investor Relations

0420 582 887
nathan.ryan@nwrcommunications.com.au

Appendix

Embark

EMBARK.

- ▶ Launched end of May 2016
- ▶ 45,000+ downloads / 25,000+ MAUs
- ▶ Active users spend over 2 minutes with Embark per day on average
- ▶ Launched with partnership showcasing transit and Vivid Sydney locations
- ▶ Support from Apple and Google
- ▶ Smartphone and Apple Watch versions
- ▶ Latest version contains audio and haptic Accessibility features for both platforms
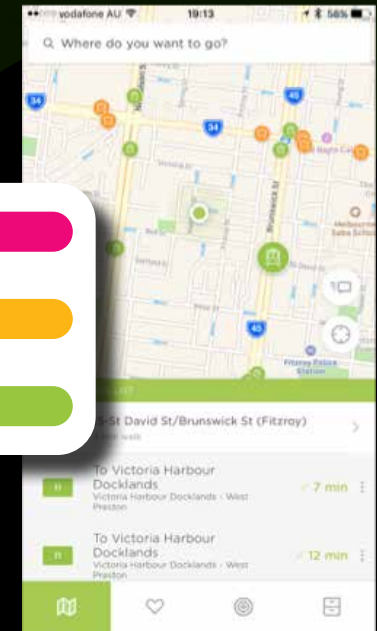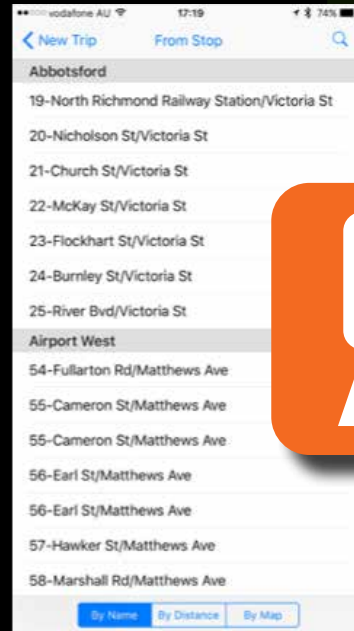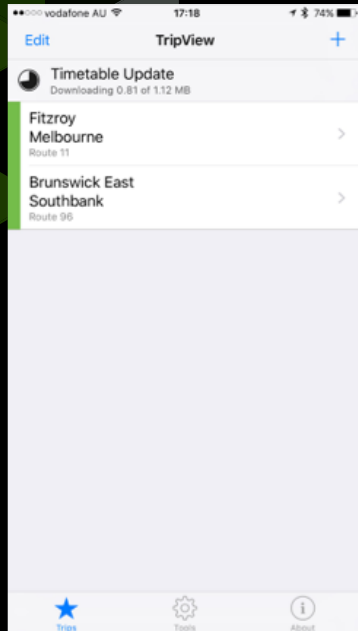- ▶ LIVE transit information for over 200 cities globally

GET IT ON Google play

Download on the App Store

AUSTRALIAN MADE
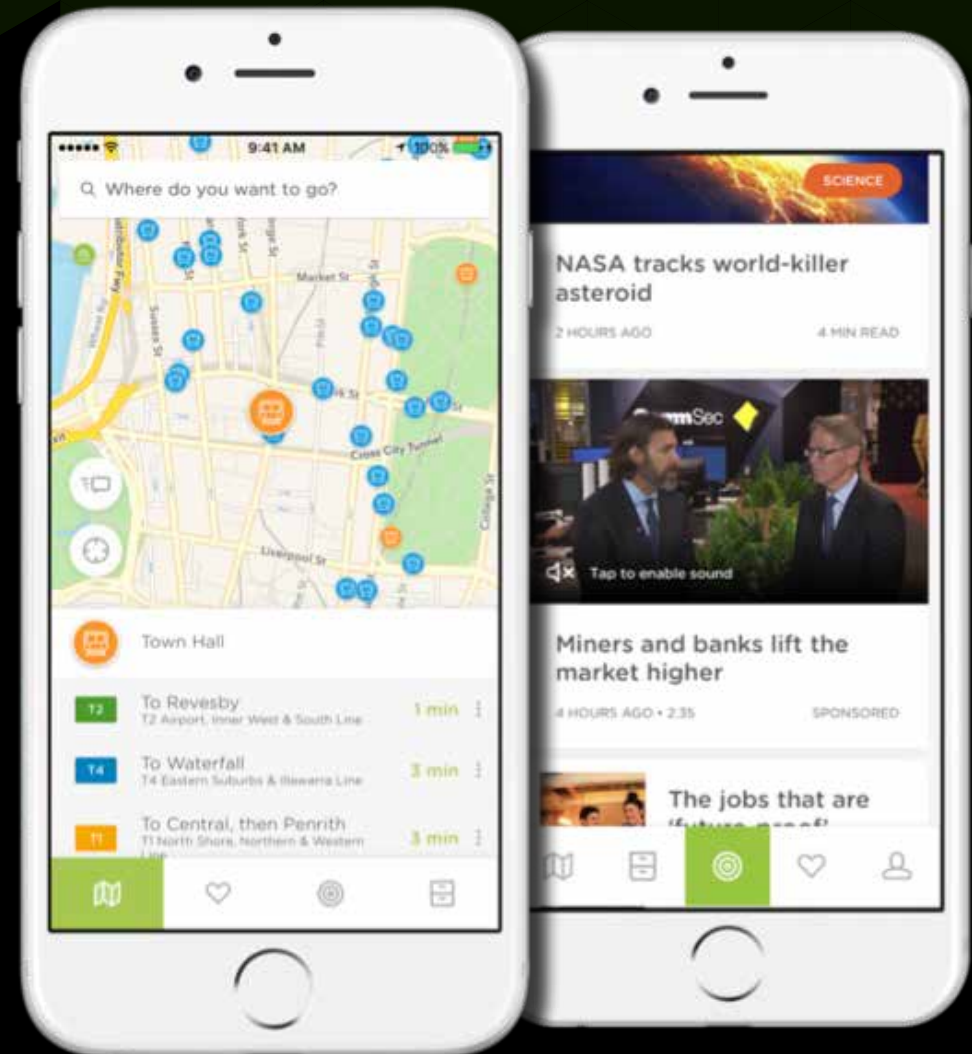
Local incumbents

Timetable download required, only works in Melbourne and Sydney.

Trip creation starts un-intuitively, by selecting a mode, instead of a destination.

Existing knowledge is assumed, asking users to select which stop to start their journey at.

Works nationally without downloads, asks users for a destination, and also shows them nearby stops and services.

CONTACT LIGHT

By putting the commuter first and thinking globally we're leapfrogging the competition...

"Love the app! Great UI and seems like it's going replace the 4 transport apps I currently use!

Hanna Burrows
Embark User

Global aspirations

moovit

Israeli developed product with a reach of hundreds of cities, but little awareness or adoption in Australia and lacks local context.

Citymapper

Only available in a handful of cities globally on a market demand basis. Only in Sydney and Melbourne in Australia.

Competitors are building audiences with no clear ideas on monetising those users yet.
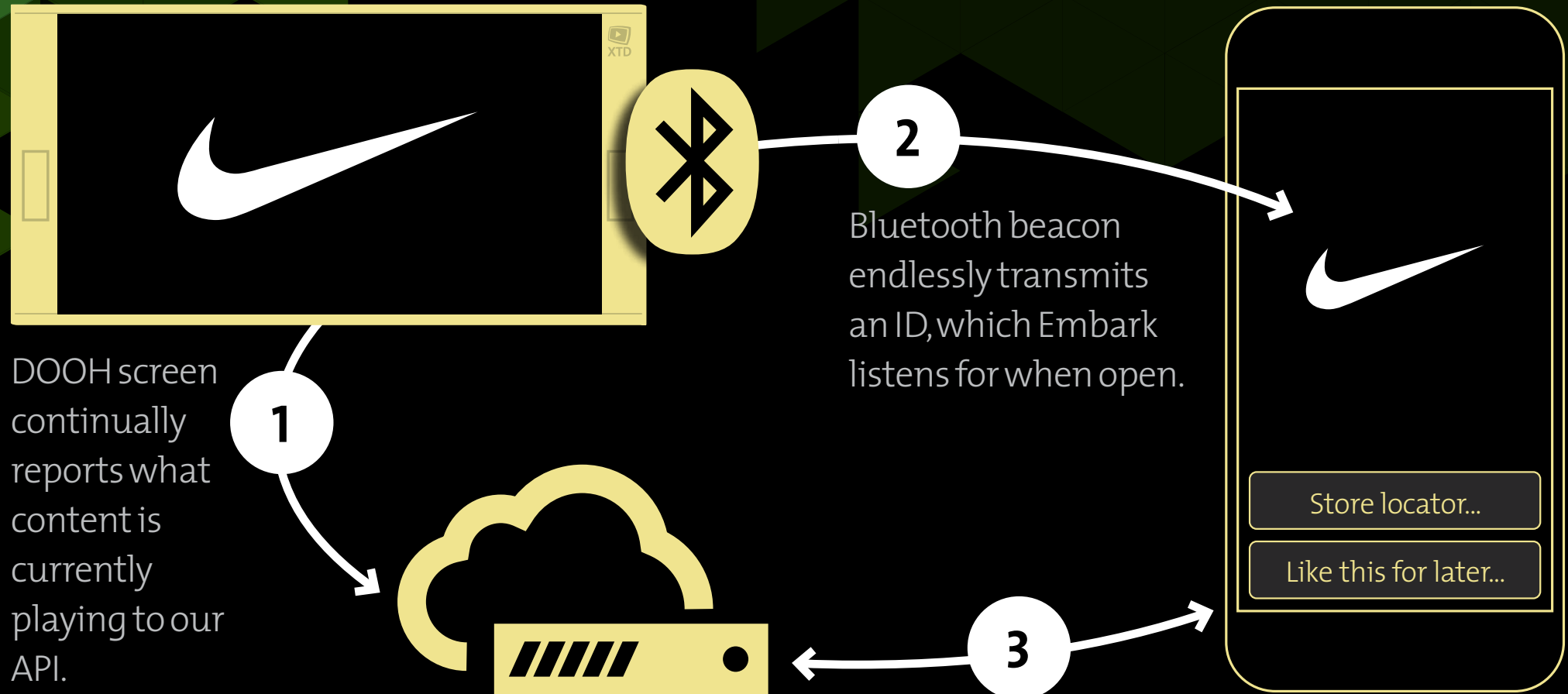
Embark is capitalising on our breakthrough technology as a point of differentiation – with defined revenue streams.

Patented Technology

No scanning, no tapping

XTD

1 DOOH screen continually reports what content is currently playing to our API.

2 Bluetooth beacon endlessly transmits an ID, which Embark listens for when open.

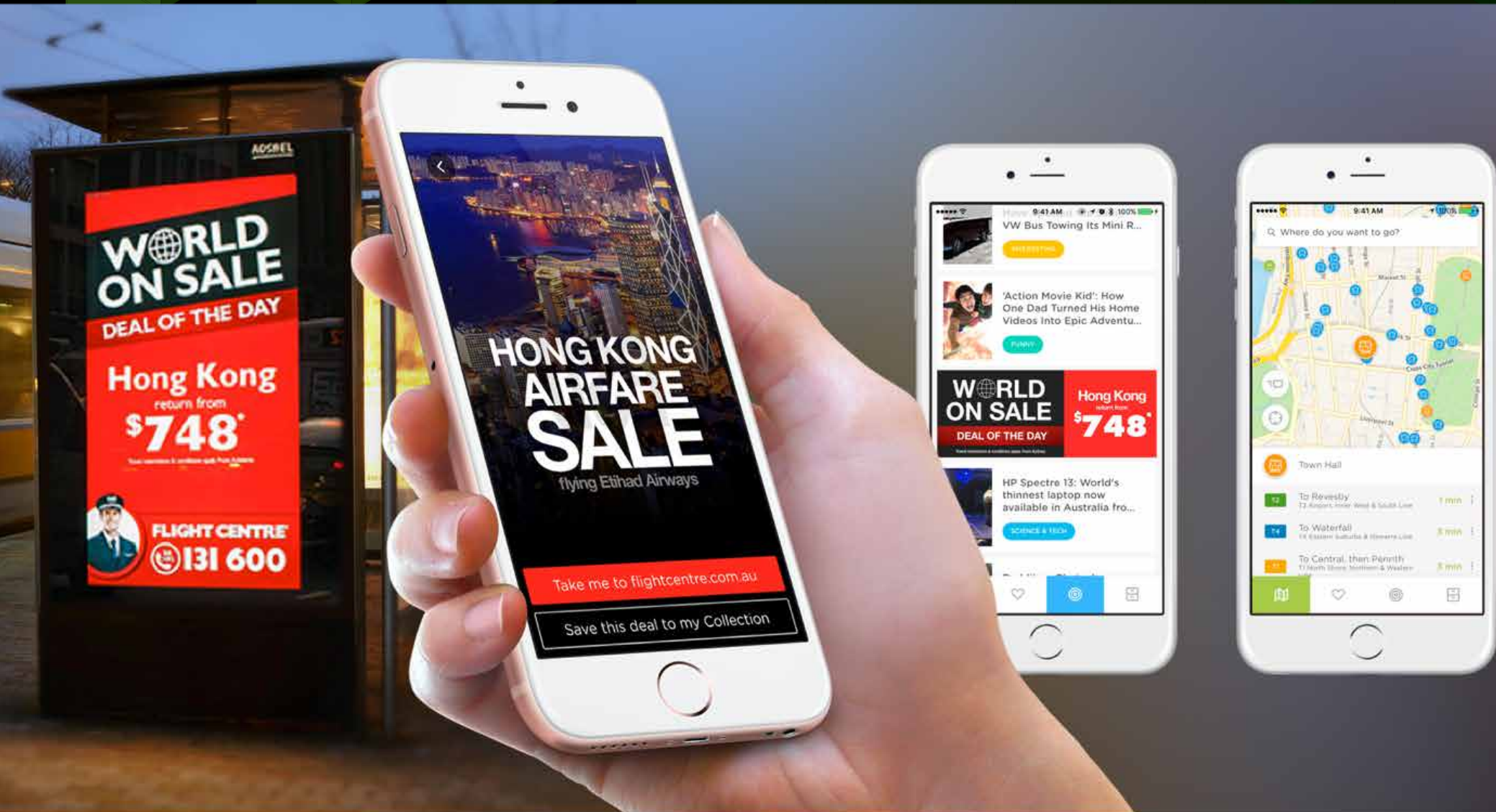**3**

Store locator...

Like this for later...

When Embark launches, it checks if it is in range of a beacon, matches the beacon to a screen, and asks our API what is playing on that screen.

Embark then displays content that relates to screen content, which changes as the content on DOOH screen changes.
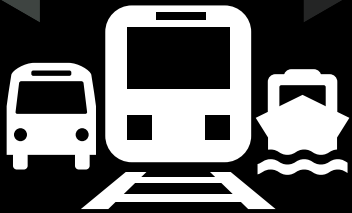
CONTACT LIGHT

CONTACT LIGHT

Start local, grow global

Daily Commuters
in Australia
3 million

Inbound
Tourism
7.7 million

Outbound
Tourism
8.9 million

30

Sources: ABS and Tourism Australia

The rollout

City-by-city approach to global commuters

Tokyo	New York	London	Paris	Delhi
12 million	**6 million**	**4 million**	**5 million**	**3 million**

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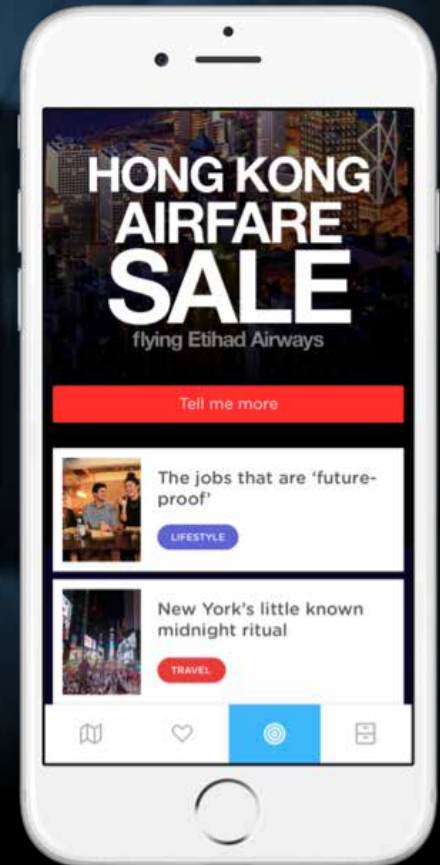
CONTACT LIGHT

1 OOH content

2 Impression

3 Hand-off & engagement

4 Re-enactment

5 Transaction

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XTD™

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