



PERFORMANCE-BASED ADVERTISING

Innovative Digital Solutions to Increase Sales and ROI

Luke Taylor

Managing Director & Chief Executive Officer

e investor.enquiry@techmpire.com

p +61 8 9473 2500

w www.techmpire.com

DISCLAIMER

This presentation contains summary information about Tech Mpire Limited (Tech Mpire) and is current as at April 2016. The information in this presentation is of general background and does not purport to be complete.

This presentation is not investment or financial product advice (nor tax, accounting or legal advice) and is not intended to be used for the basis of making an investment decision. Investors should obtain their own advice before making any investment decision.

This document has been prepared based on information available at the time of preparation. No representation or warranty, express or implied, is made as to the fairness, accuracy or completeness of the information, opinions and conclusions contained in this presentation.

Some of the statements appearing in this presentation are in the nature of forward looking statements. You should be aware that such statements are only predictions based on assumptions, and are subject to inherent risks and uncertainties. Those risks and uncertainties include factors and risks specific to the industry in which Tech Mpire operates as well as general economic conditions, prevailing exchange rates and interest rates and conditions in the financial markets.

Actual events or results may differ materially from the events or results expressed or implied in any forward looking statement. Neither Tech Mpire, or their officers or any person involved in the preparation of this presentation makes any representation or warranty (express or implied) as to the accuracy or likelihood of fulfilment of any forward looking statement, or any events or results expressed or implied in any forward looking statement, except to the extent required by law. You are cautioned not to place undue reliance on any forward looking statement. The forward looking statements in this presentation reflect Tech Mpire's views as at the date of this presentation.

To the maximum extent permitted by law, Tech Mpire and its related bodies corporate (as that term is defined in the Corporations Act) and the officers, directors, employees, advisers and agents of those entities do not accept any responsibility or liability including, without limitation, any liability arising from fault or negligence on the part of any person, for any loss arising from the use of the presentation or its contents or otherwise arising in connection with it.

CORPORATE OVERVIEW

- Tech Mpire (ASX: TMP) is an advertising technology and performance marketing company, with a global presence and a focus on innovation
- With proprietary technology, TMP develops comprehensive customer acquisition solutions for our clients and provides granular visibility into the drivers of online advertising performance
- In the year to Dec 2015, both the network of active affiliates and the number of active advertisers more than doubled, with growth of 129% and 104% respectively
- Over the same period, average revenue per client increased 82%
- In the first half of FY16, TMP achieved record financial performance generating \$17.6 million in revenue
- Continuing into the second half of FY16, the company endeavours to increase spend of existing clients; grow the network size and quality; grow advertiser client base; and continue increasing gross margins

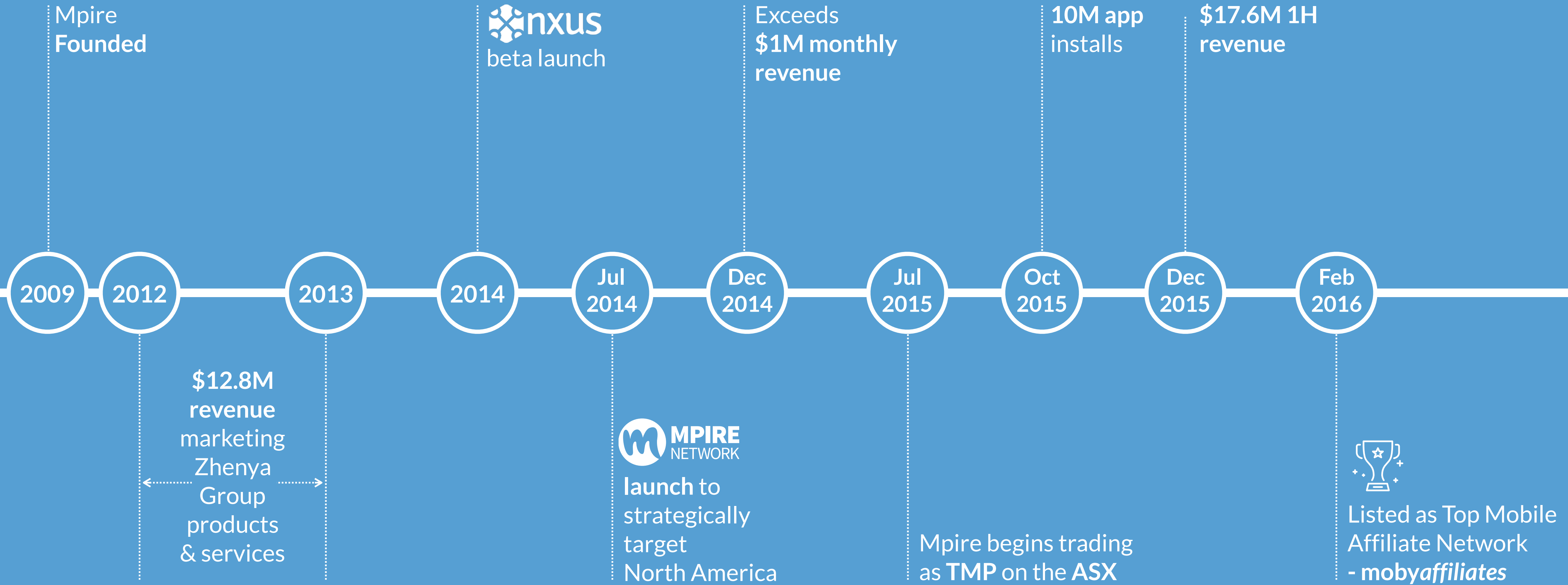
Stock Information (as of March 30, 2016)

ASX	TMP
52 Week Share Price	\$0.25 - \$0.81
Shares on Issue	60.7 million
Market Cap (undiluted)	\$26.7 million
EV Value (undiluted)	\$21.8 million

Share Price Performance and Volume



KEY MILESTONES



MANAGEMENT TEAM



LUKE TAYLOR
Managing Director
Chief Executive Officer

Perth, Australia

As Managing Director and CEO of Tech Mpire since 2014, Luke is responsible for all aspects of Tech Mpire's global operations. Prior to this, Luke served as Director of Operations for the group, managing product development and operational reporting of the business. Luke has over 12 years experience managing and growing various mobile and internet technology companies.

Luke has a proven ability to manage multifunctional teams both directly and remotely, and has a track record for successfully developing and deploying ROI driven strategies. Luke has recruited the current management team to grow the digital performance-based network and bring Tech Mpire to the next level of performance and execution.



ZHENYA TSVETNENKO
Non-executive Director
Founder

Perth, Australia

Zhenya has over 8 years experience in mobile premium messaging services and internet marketing. He is a highly successful entrepreneur and is also the Executive Chairman of Digital CC Limited (ASX: DCC).

Zhenya was awarded the prestigious Ernst and Young, Entrepreneur of the Year 2010 young category and the Western Australian Business News 40 under 40 awards 2011.



STEPHEN BELBEN
Non-executive Chairman

Perth, Australia

Mr Belben has 17 years' experience in both executive and non-executive director roles, at a number of public and private companies. This experience follows 9 years as a senior partner at Ernst and Young, specialising in corporate and assurance work in Western Australia.



JEFF BOTNICK
Chief Marketing Officer

Toronto, Canada

Jeff is a sales and marketing professional with over 12 years of experience across digital media, e-marketing and business development in the United States and Canada.

Having managed and grown two of the largest performance based agencies in the USA, Jeff has earned a strong reputation in performance marketing. Further, he has proven himself as an innovative and effective team builder capable of driving results in both start-up and mature businesses.



CLARE MADELIN
Chief Financial Officer
Joint Company Secretary

Perth, Australia

Clare is a Chartered Accountant with over 30 years' experience in both commerce and professional practice in Australia and the United Kingdom.

Her roles have included Chief Financial Officer and Company Secretary of a number of public and private companies across a range of industries, including ASX listed entity Advanced Braking Technology Ltd.



FIONA MUIR
Joint Company Secretary

Perth, Australia

Fiona is a chartered accountant with over 15 years experience in both commerce and professional practice in South Africa, Australia and the United Kingdom.

Fiona has extensive experience in corporate transactions having worked as the Chief Financial Officer of ASX listed Cape Lambert Resources Limited and Xceed Resources Limited. Fiona has also acted as Company Secretary for a number of ASX listed entities including DMC Mining Limited, Corvette Resources Limited, Matrix Metals Limited and Xceed Resources Limited.

Rapid Growth Market **Opportunity**

“Brands and agencies are focusing ever more attention on interactive screens, following consumers as they **flock to digital platforms to be entertained, engaged, and informed**”

Sherrill Mane,
Senior Vice President Research, Analytics, and Measurement, IAB

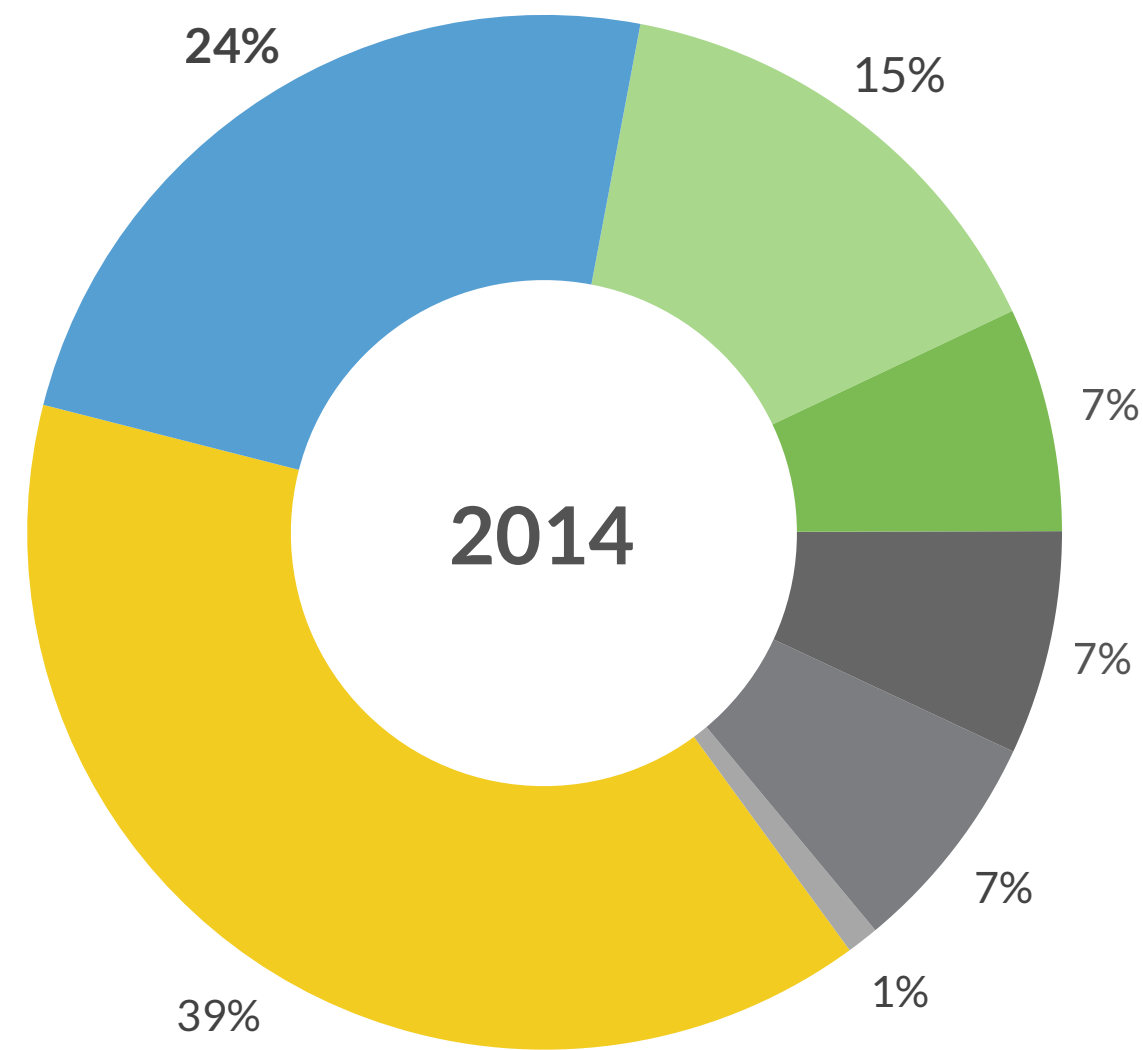
GLOBAL AD SPEND BY MEDIUM

In 2014, Internet ad spend made up 24% of total global ad spend

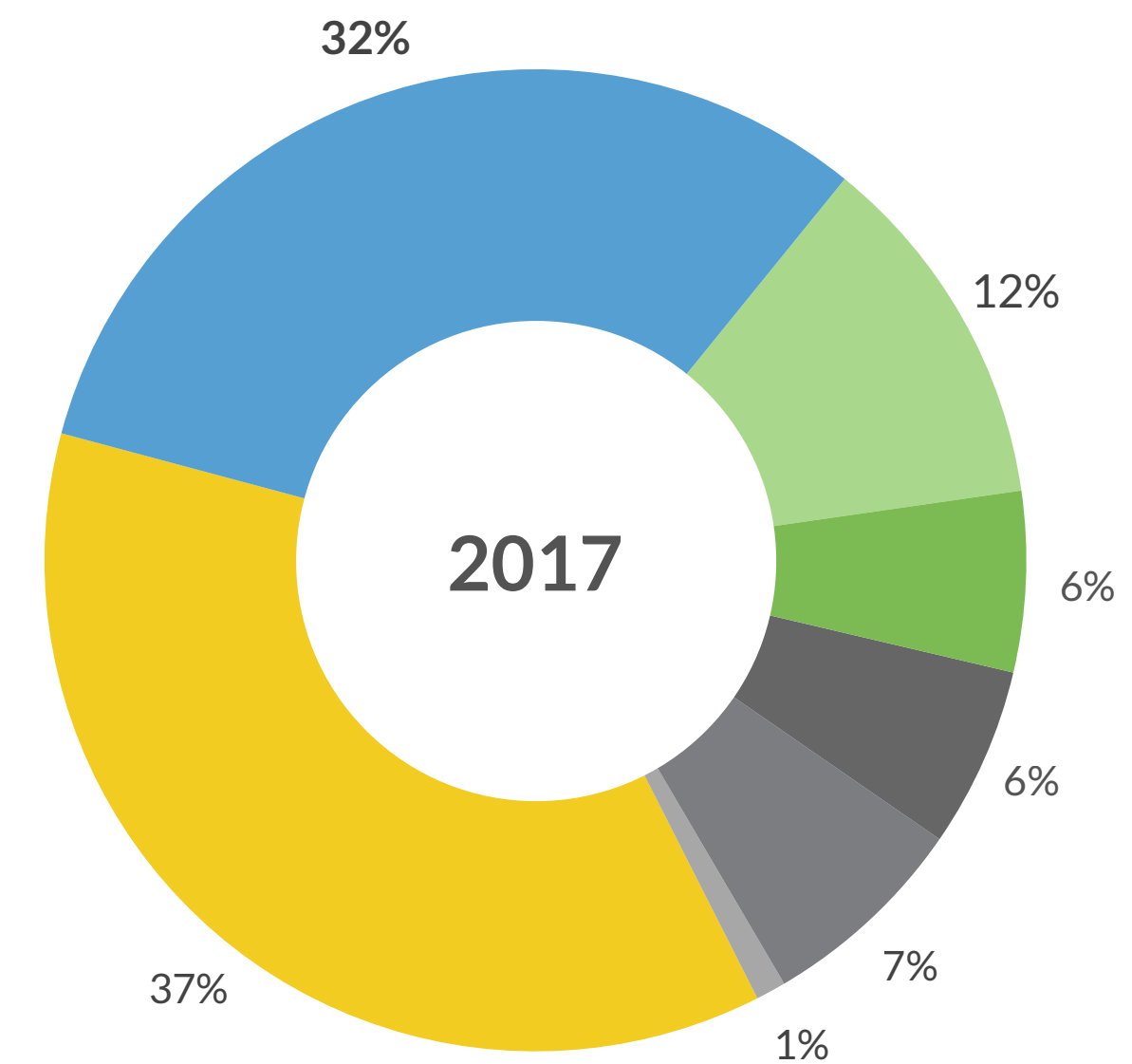
More than Newspaper and Magazine combined

By 2017, this is expected to increase to 32%

By 2019, Internet ad spend will overtake TV to become the single largest contributor to advertising revenue



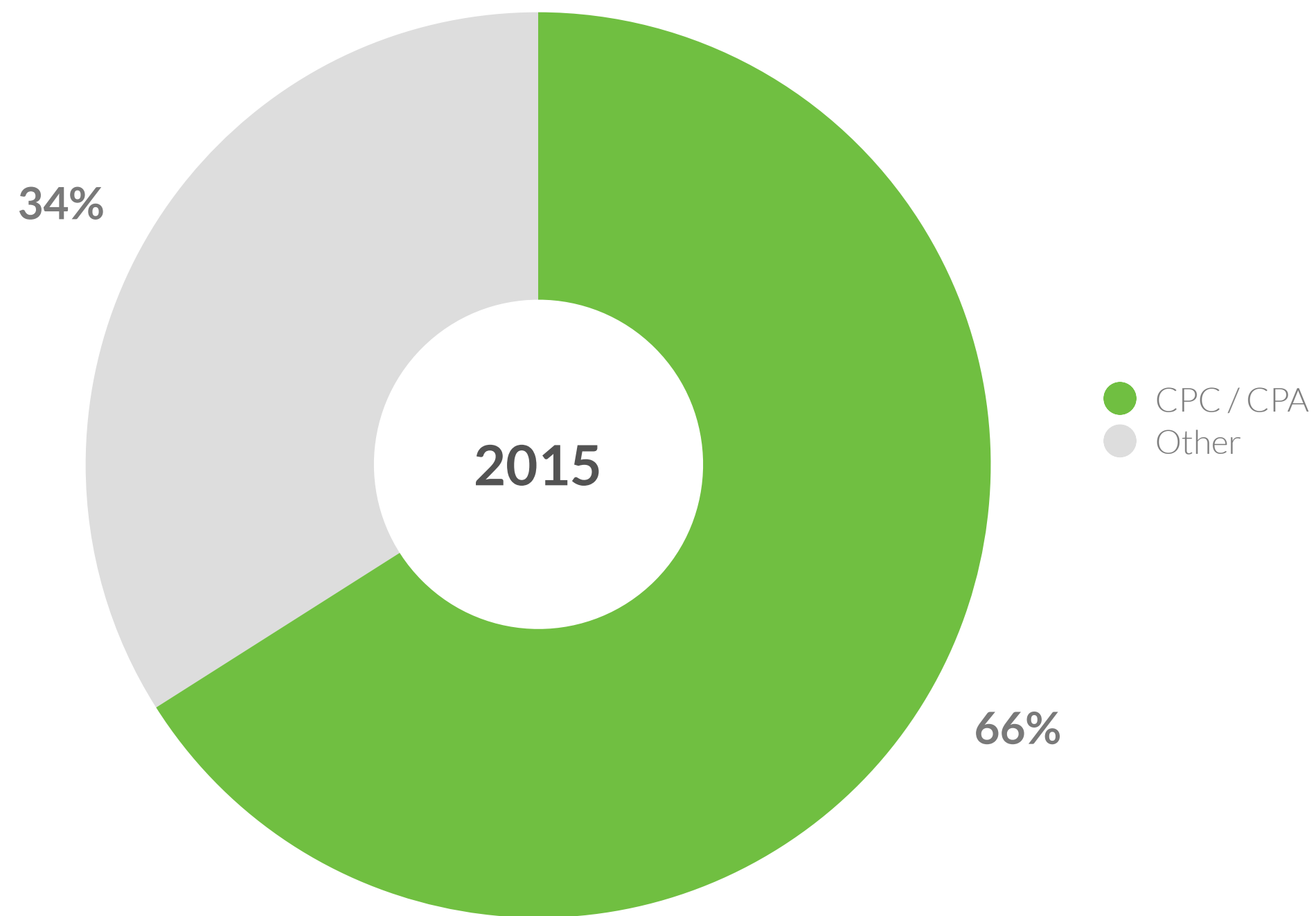
- Internet
- Newspaper
- Magazine
- Radio
- Outdoor
- Cinema
- Television



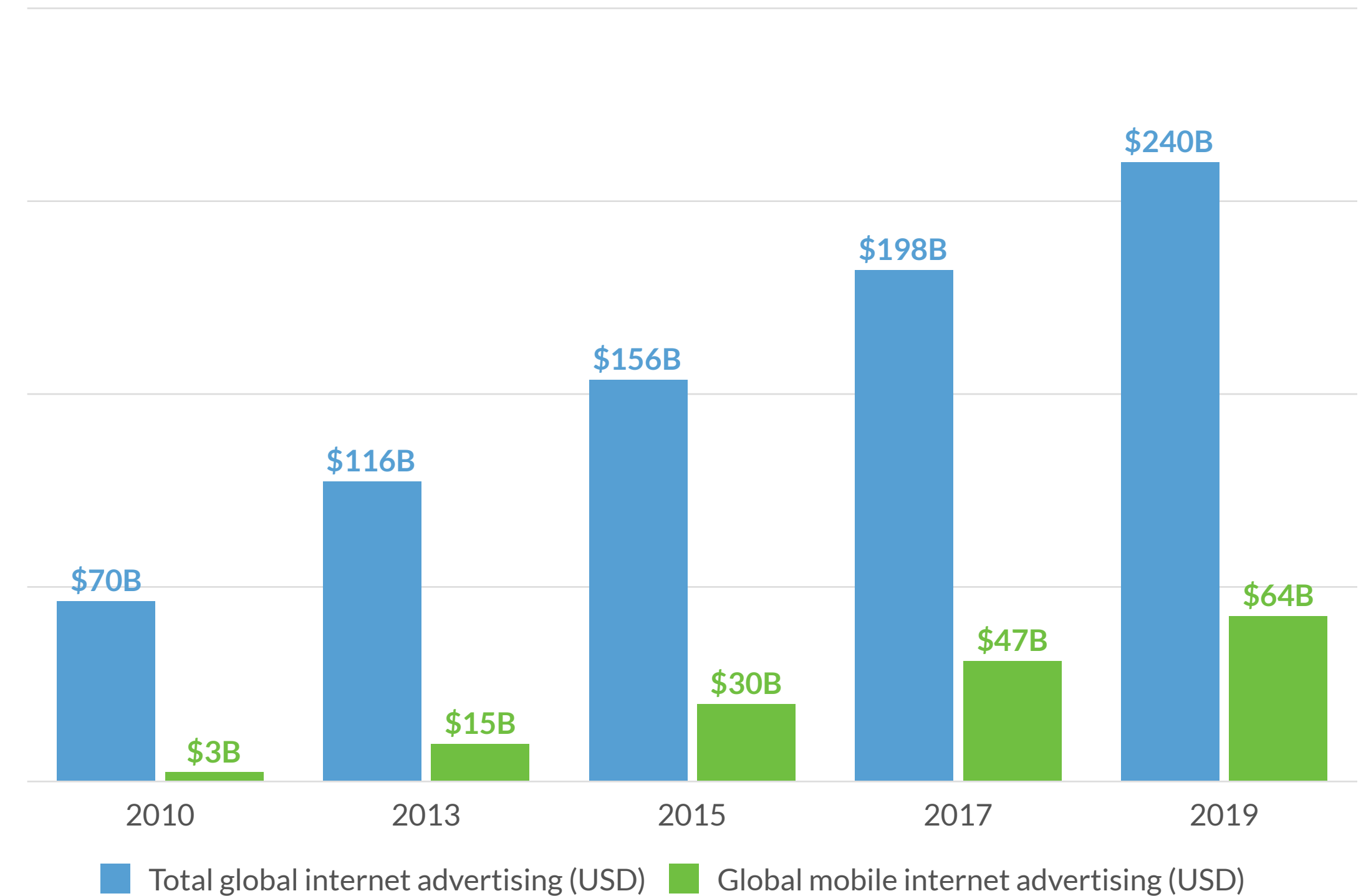
ONLINE ADVERTISING GROWTH

sub header

In 2015, performance-based marketing comprised 66% of the total US online ad spend



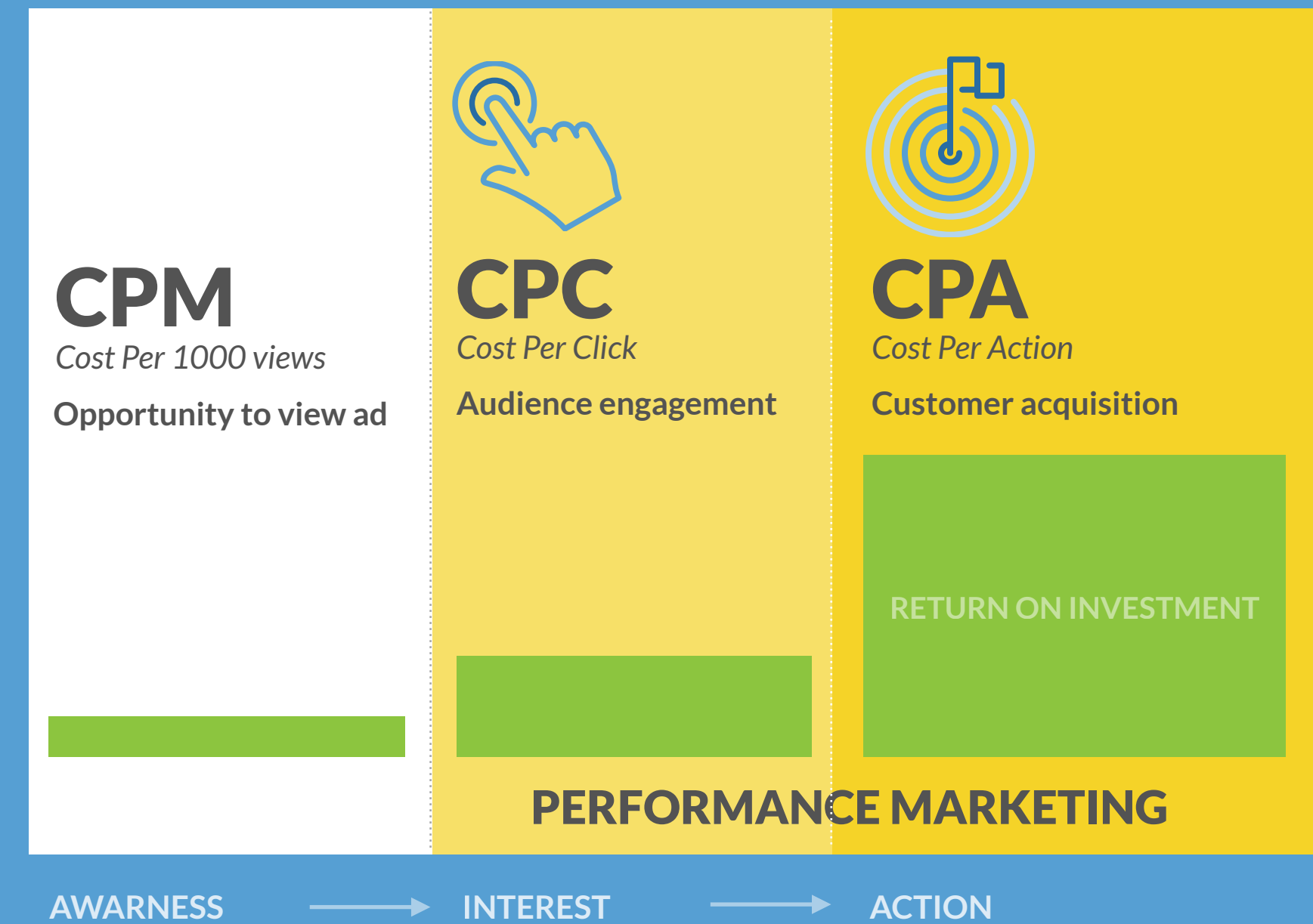
The global internet advertising market is forecast to grow to **US\$240B** in 2019 with mobile accounting for **US\$64B**



NETWORK OVERVIEW

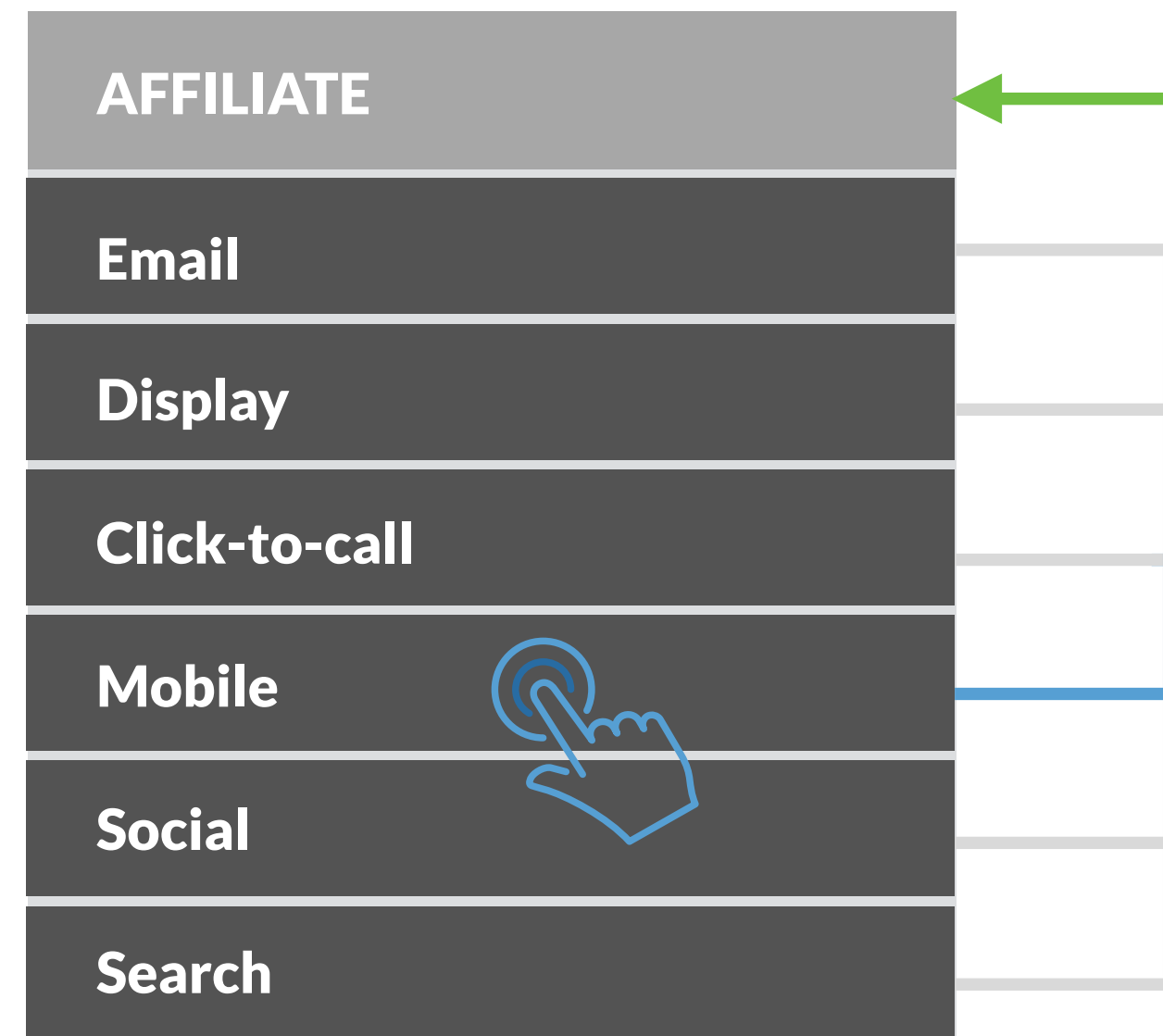
PERFORMANCE-BASED ADVERTISING

In a performance-based advertising model (CPA), the advertiser only incurs an advertising cost when a predefined “conversion” is achieved, such as a service or product sale, software and mobile app installation, customer acquisition, or other measurable goal.



PERFORMANCE MARKETING WITH MPIRE

Supply

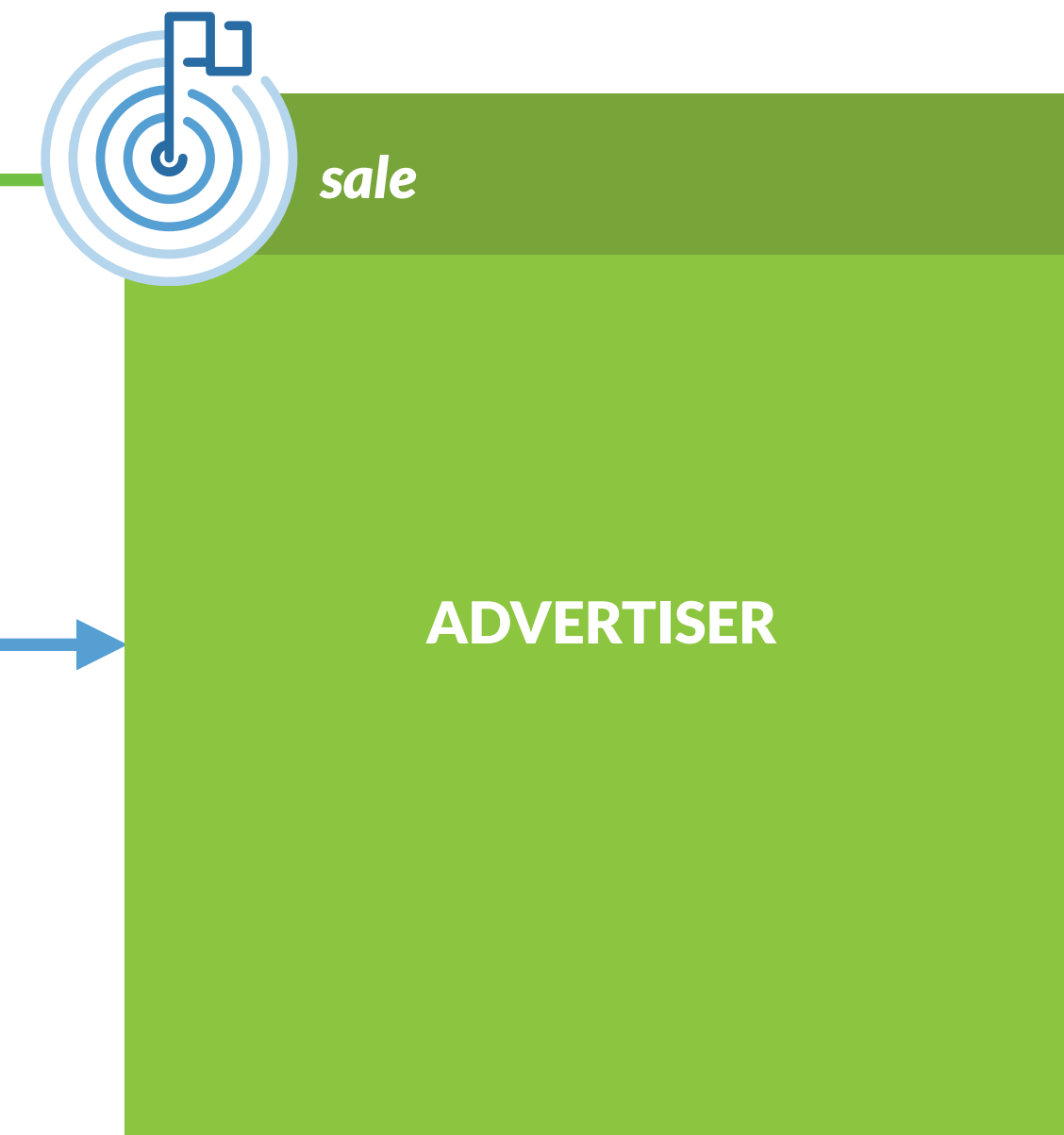


The **Affiliate** engages an audience via various channels and promotes the advertisers products and services. Clicks from their audience are seamlessly routed through Mpire's platform, to the advertiser's website.



Mpire's platform provides the best audience to the advertiser and the most relevant campaigns to the audience. nxus tracks all consumer interactions and manages the correct attribution of conversions.

Demand



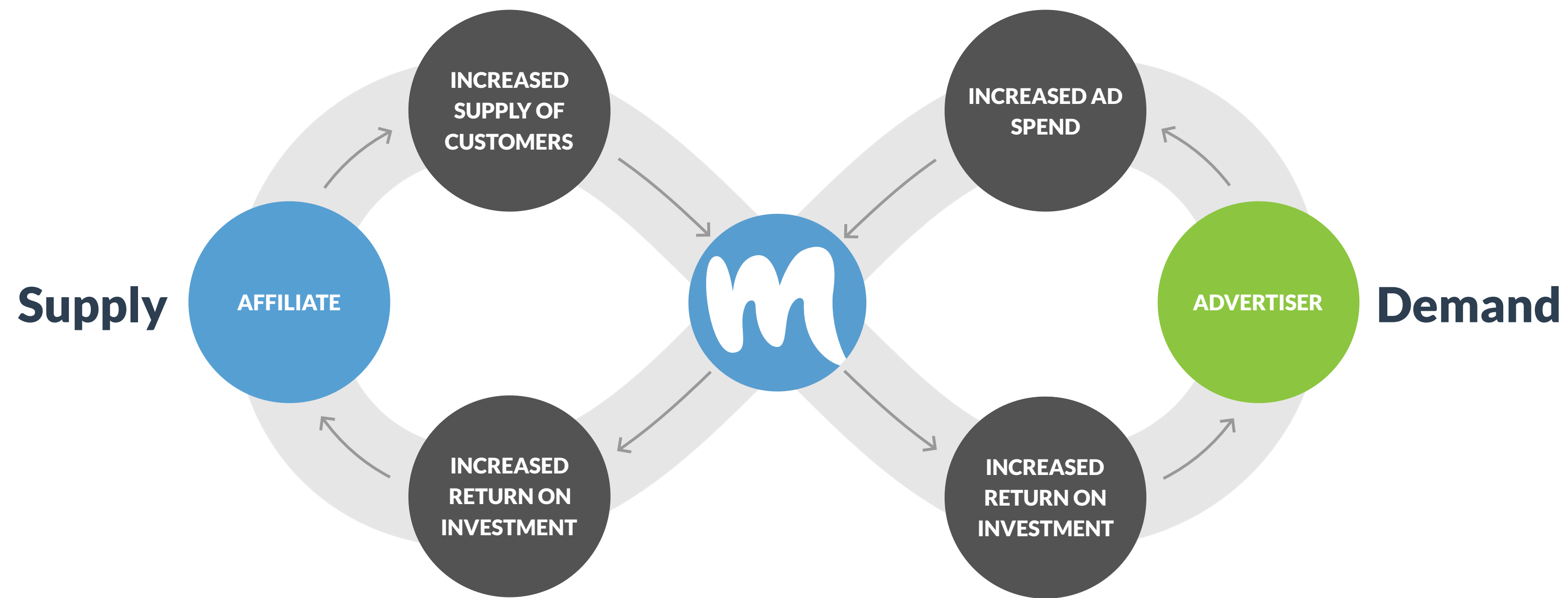
The **Advertiser** only pays for performance, e.g. when there is a sale, install or a lead. Greatly reducing the media spend risk.

REVENUE MODEL

Iterative supply and demand growth

Mpire credits an agreed payout to the affiliate responsible for generating the conversion

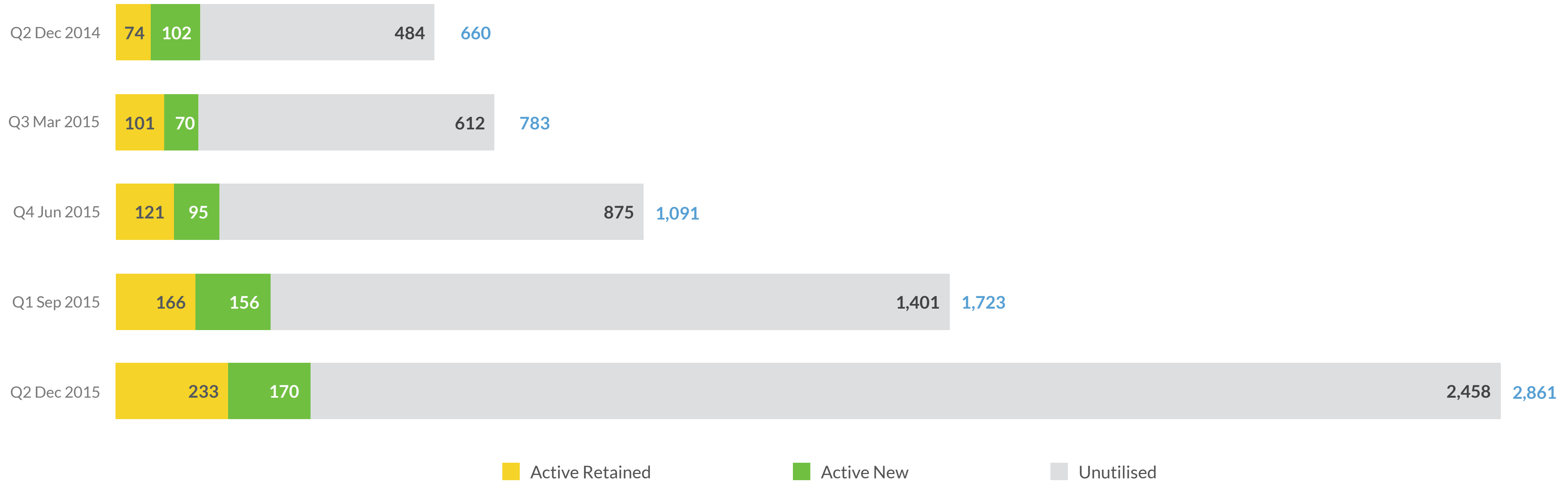
The Advertiser pays Mpire an agreed price per conversion (CPA)



Our Performance

AFFILIATE GROWTH

Tech Mpire shows consistent growth in its supply-side



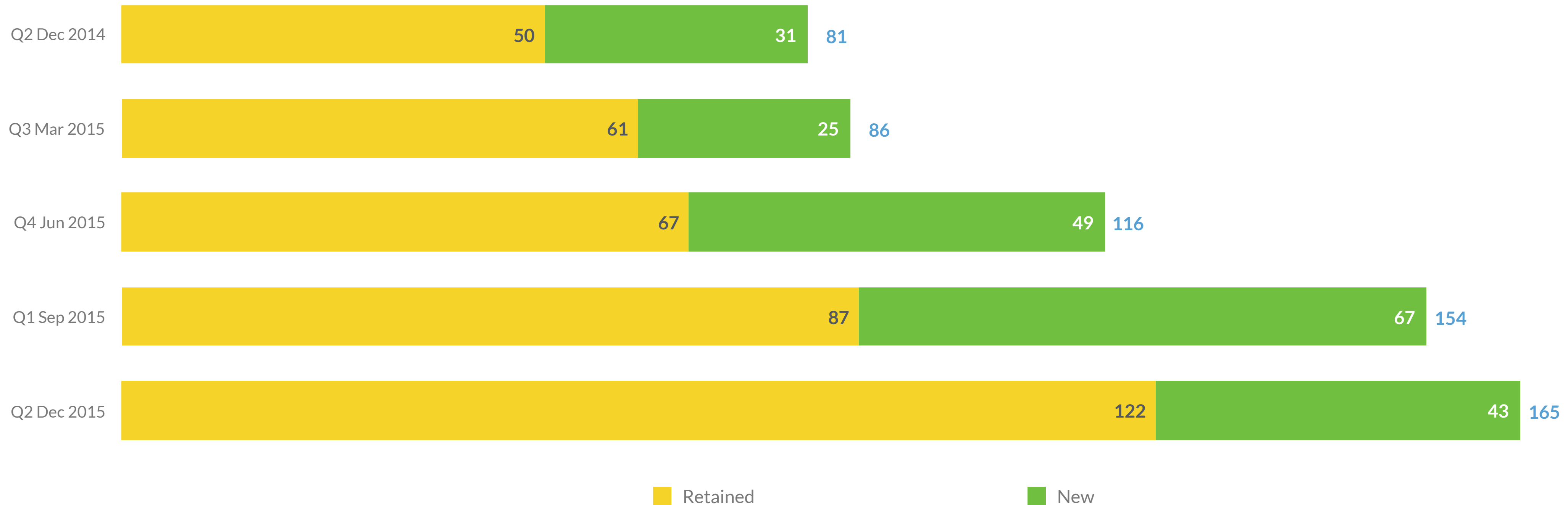
Growth of active affiliate base

129%

calendar year 2015

ADVERTISER

Tech Mpire shows consistent growth in its demand-side



Growth of advertiser base

104%

calendar year 2015

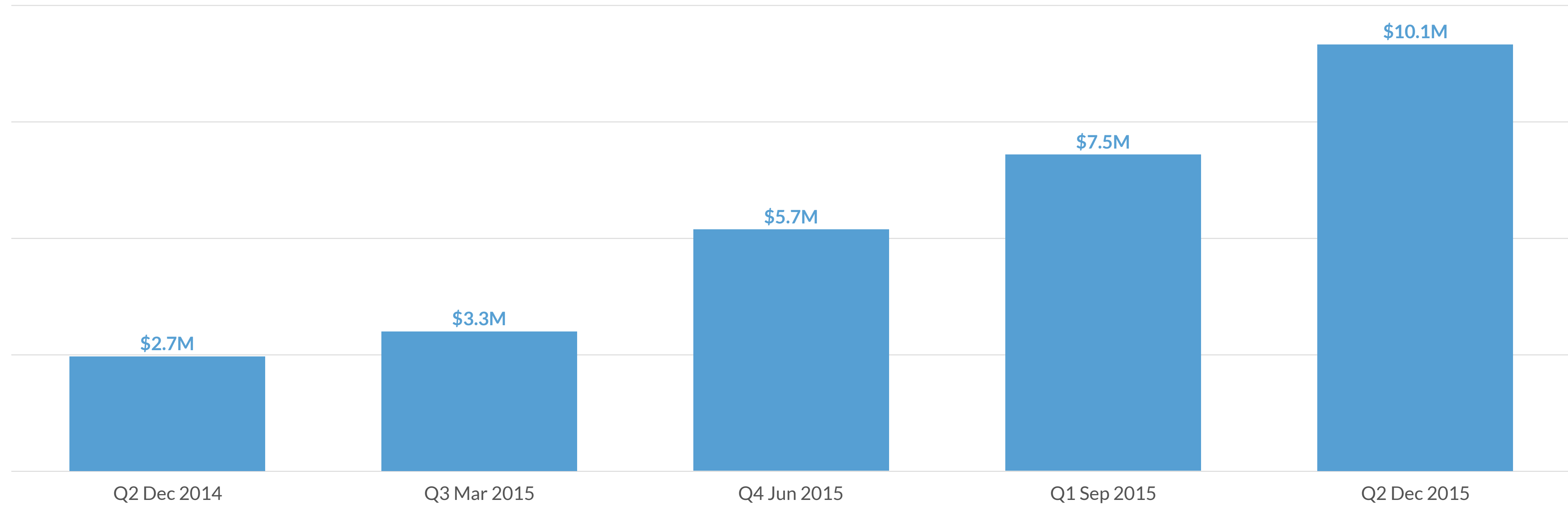
Monthly advertiser retention

84%

average

QUARTERLY REVENUE

Mpire's financial track record reflects the company's consistent growth



Quarterly revenue growth

40%

average

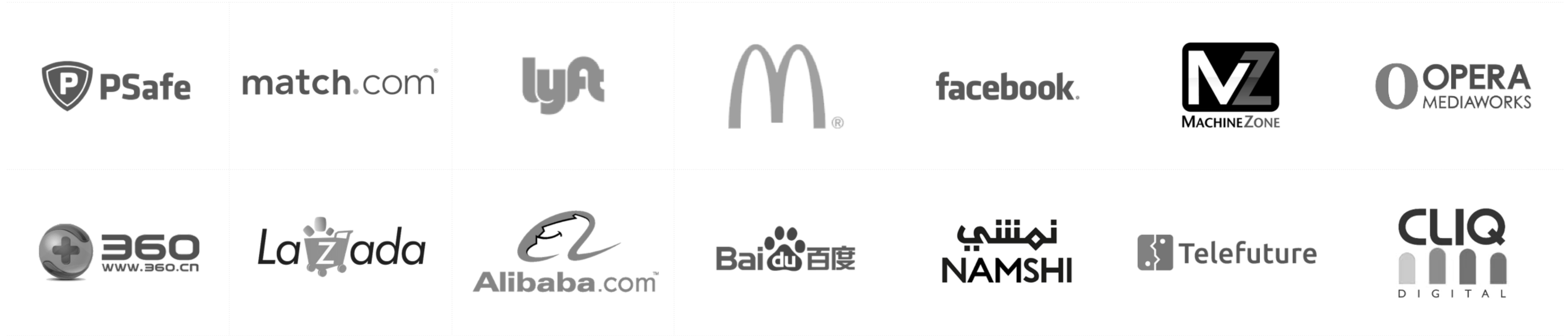
Half-year revenue

\$17.6M

1H FY2016 total revenue

ADVERTISER

Tech Mpire clients are some of the largest companies globally



Combined market cap

\$750B+

estimated as per financial exchange information

Revenue from major brands

~90%

estimated Q2 Dec 15 - medium to large business



Mperials are passionate about technology and focused on performance

The network team is split across two main functions:

Supply-side - Affiliate team

- Develop high quality affiliate and publisher partners to expand the networks' supply value
- Optimise the target campaigns to maximise the monetisation of the affiliates audience
- Provide tools and guidance to monetise publisher inventory whilst maintaining a positive consumer experience
- Perform screening and monitoring to safeguard the quality of our network and the traffic our clients receive

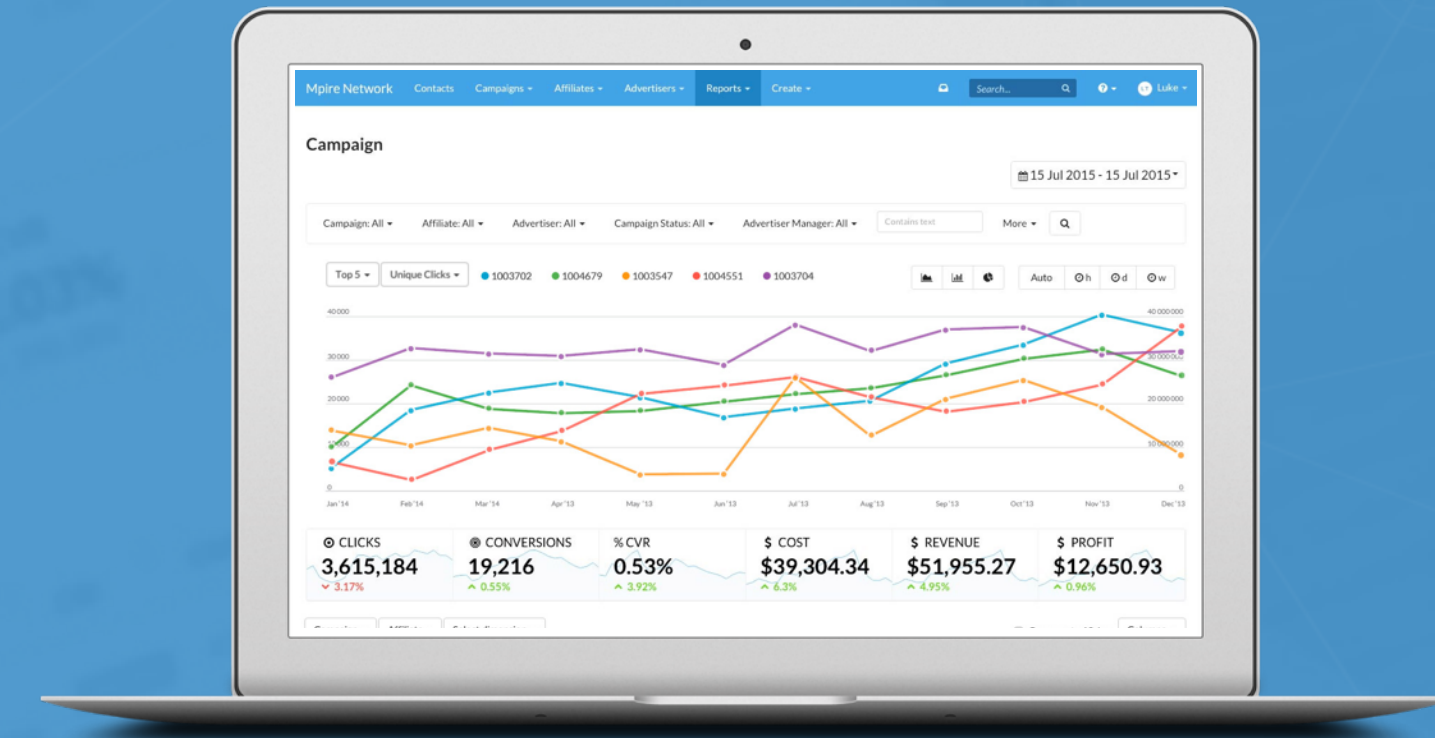
Demand-side - Advertiser team

- Develop high value advertiser clients to expand the networks' sales demand and increase revenue
- Optimise the supply of consumers to maximise the impact and optimise the value of the advertisers ad spend
- Provide actionable insights into each part of the consumer journey and purchase behaviour
- Perform screening and monitoring to safeguard the quality of our network and the calibre of clients we service



Cloud-based enterprise attribution platform

- Currently running the entire Mpire Network
- Accurate, real-time analytics
- Scalable and comprehensive campaign optimisation
- Operational efficiency
- ROI focused tools and workflows
- Significant opportunity to deliver nxus commercially



Tech Mpire developed nxus over the last 4 years due to the need for a scalable and comprehensive network platform to build revenues, measure conversions and optimise digital spend.

nxus provides a suite of easy to use features which allows Tech Mpire to enhance the effectiveness and efficiency of performance marketing.

INNOVATION

Our focus on technology has paid off and continues to provide competitive advantage. Much of our success is due to our ability to process large volumes of data in real-time

- Continued development of **screening and monitoring techniques** to safeguard the quality of our network and the traffic our clients receive
- **Tracking post conversion events** to target and optimise the consumers with the most engagement and best life time value
- **Collecting more raw data points** across the consumer journey

In the year ahead we plan to invest further in tech with a combination of acquisition and recruitment

- Integrating **big data** into our existing services to optimise further via machine learning
- Supply-side tools in development to help publishers further monetise their inventory and improve the overall quality of the network
- Providing advertisers with even more transparency and actionable audience data



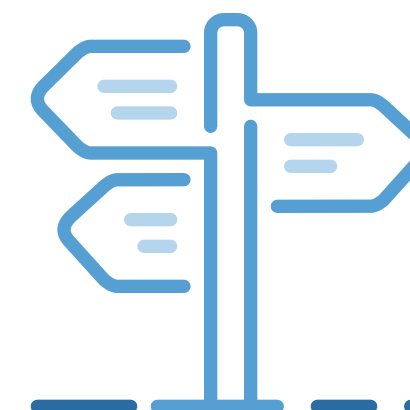
21%

of Mperials are devoted to product and engineering



29M+

attributions analysed and reported



164B+

consumer journey data points recorded

INVESTMENT OPPORTUNITY



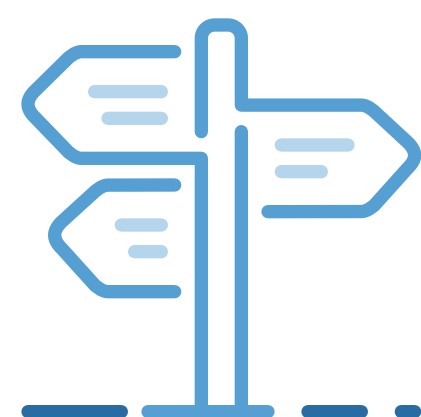
Market leading digital advertising platform

Delivering performance-based marketing to a rapidly growing, global advertiser client base



Positioned in high growth market

Operates within an expanding market. Online advertising estimated to be worth \$240 billion by 2019. US affiliate marketing to reach US\$6.4 billion by 2019.



Focused growth strategy

Focused growth strategy to drive organic and international expansion across a rapidly growing market.



Strong customer and affiliate validation

Significant growth achieved over the 12 months to December 2015. Both the active client base and affiliate network more than doubled in size. Revenue per client increased substantially and retention rate stayed strong.



Solid financial growth

Average quarterly revenue growth of 40% achieved in the year to December 2015, significantly outperforming revenue growth targets.



Innovative technology

Platform functionality continues to evolve with programmatic advertising capabilities expected to add further value for clients and publishers.



“People don't read ads, they read what interests them. **And sometimes, that happens to be an ad.**”

Howard Luck Gossage



Thank You



Investor Presentation - April 2016