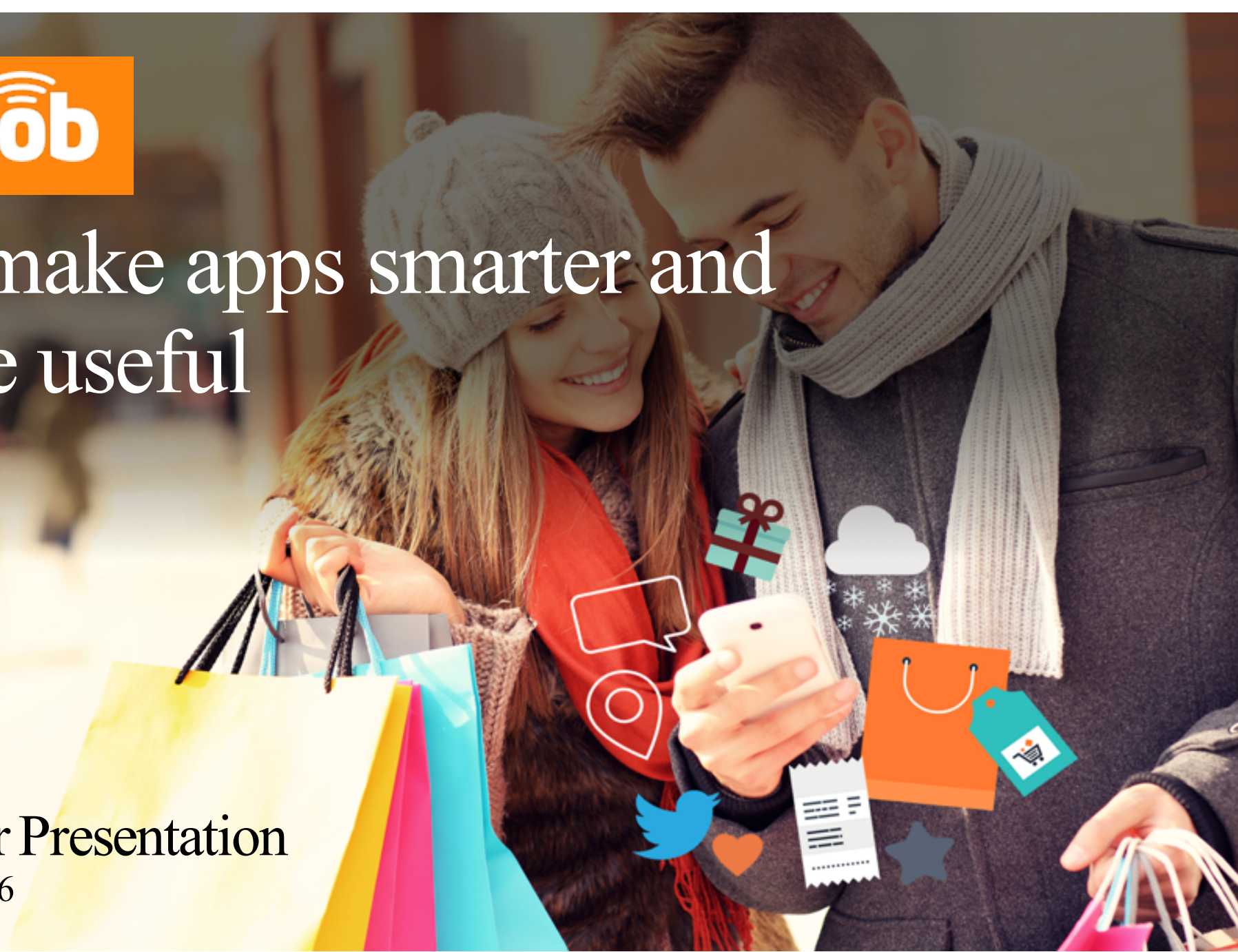




We make apps smarter and more useful

Investor Presentation

13 April 2016



A dark, blurred background image showing a person's hands holding a smartphone. The person is wearing a ring on their left hand. The background is out of focus, showing other people in a crowd.

The VMob Opportunity

Mobile is critical to drive in-store sales

Forrester's latest research shows that more than \$1 trillion of total retail sales in 2015 were influenced by mobile phones, with most of this coming from in-store transactions

- While e-commerce sales continue to grow, consumers still complete most of their purchases in stores. Per Forrester, e-commerce sales totalled \$334 billion in 2015 while offline sales totalled \$2.9 trillion.
- However, shoppers are increasingly engaging with digital touch points – often with their smartphone – to research a purchase. In 2016, Forrester expects Web-influenced sales to total \$1.3 trillion and, by 2020, to reach \$1.6 trillion.

Merchants recognise the transformation challenge, but current solutions are ineffective

Fragmented solution

Linking online, mobile, social and in-store is key to delivering a consistent customer experience across all touch points of customer interaction

Data explosion

According to Oracle, 93% of retailers believe their organisation is losing revenue opportunities by not being able to fully leverage the information they collect

Inability to personalise

Merchants cannot predict customers' intent or personalise marketing efforts effectively

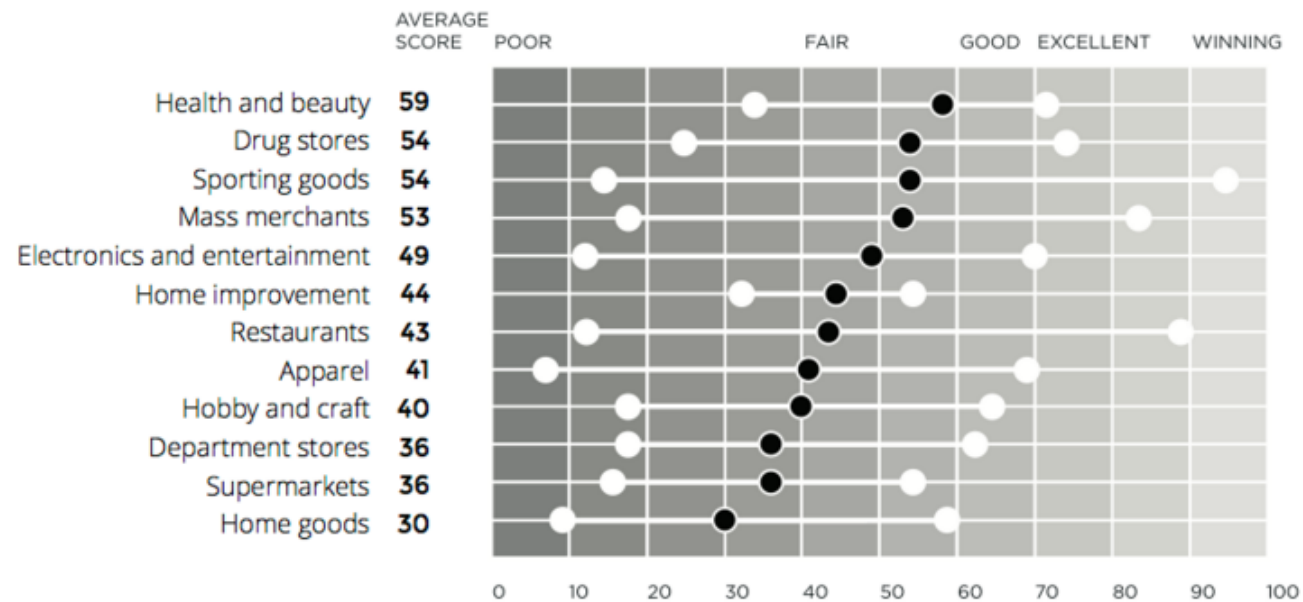
Lack of visibility into user engagement

Organisations lack insights into what product and contents are most effective and utilised by customers

Most merchants have a poor mobile offering

There's a massive gap between customers expectations of mobile experience and what merchants are providing

APPLAUSE RETAIL APP QUALITY INDEX - MINIMUM, AVERAGE & MAXIMUM SCORE



SOURCE: APPLAUSE ANALYTICS, AUGUST 2015

● AVG. SCORE ○ CATEGORY MIN/MAX

A person's hands are shown holding a black smartphone. The background is a blurred crowd of people. A dark blue semi-transparent overlay covers the entire image. The text "What does VMob do?" is written in white serif font on the left side of the image.

What does VMob do?

VMob makes apps smarter and more useful

VMob leverages a merchant's existing mobile environment to collect, interpret and communicate data, providing intelligence that influences customer behaviour and drives in-store sales.

World's largest Convenience Store

7-Eleven: Fuel Lock & Mobile Wallet

Challenge

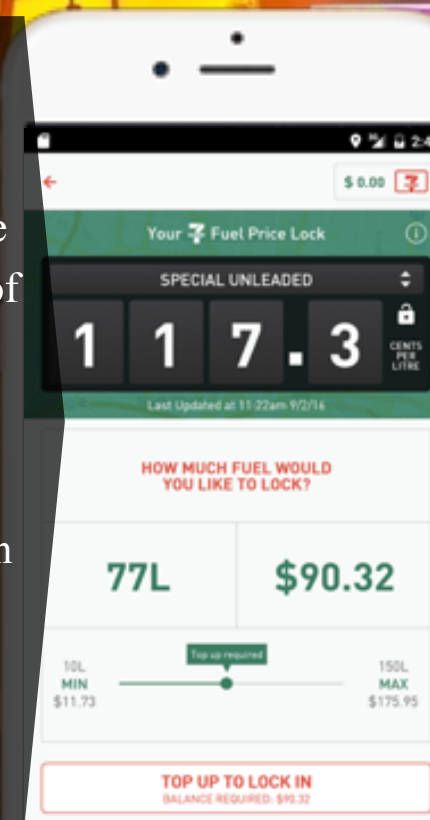
- Most customers visit a convenience store based on impulse rather than a pre planned visit.
- 7-Eleven wanted to ensure their mobile app provided utility to their customers and made 7-Eleven a 'destination' of choice.

Solution Description

- 7-Eleven customers can load funds into the mobile app and then lock in the lowest fuel price available to them. They then have a week in which they can use the price lock and save money on their fuel.
- The app also allows hyper-local promotions to be delivered based on customers' personal preferences and normalised spend levels.

Results

- National media coverage due to the innovative nature of the mobile app.
- 40,000 downloads in 10 days and as high as number 7 in the app store .



World's largest Brewer Anheuser-Busch InBev: Digital Chalkboards



Challenge

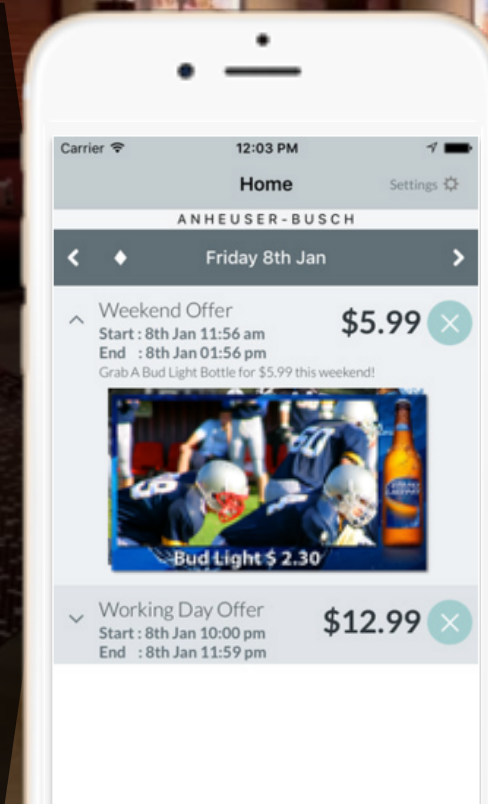
- Because of regulations, ABI has no visibility to promotion performance in the bars they supply.
- They wanted a platform that created utility for the bars at the same time as collecting data.

Solution Description

- AB TV allows bar owners to download a mobile app to their phone to create in-bar promotions on the TV screens.
- The VMob platform generates the promotion overlay on the TV and captures the promotion pricing and sport broadcasts playing at the time.

Results

- Phase 2 of the pilot is running in 2 states.
- Material uplift in sales being measured and further US rollout in discussion.



World's Largest Quick Service Restaurant McDonald's: Closed loop analytics driving revenue

Challenge

- McDonald's has suffered declining revenue across multiple markets as competition has steadily eroded its share of wallet.
- It needed a way to increase market penetration and drive higher frequency from its existing customers.

Solution Description

- McDonald's connected its existing mobile offer app in several countries to the VMob platform, which then started collecting permission based data.
- VMob's data driven platform delivered personalised content including offers that increased average transaction value and drove incremental guest count without cannibalising baseline revenue.

Results

- ROI 10 : 1
- 16% increase in customer base
- 3% increase frequency of visit
- 6% increase in total spend
- 6% decrease in average discount
- 22% decrease in churn



A woman with long, dark hair is sitting on a wooden bench, looking down at a smartphone in her hands. The background is a blurred outdoor setting, possibly a schoolyard or park, with trees and a building visible. The image is dimly lit, giving it a moody, atmospheric feel.

VMob Offering and Go To Market Strategy

What VMob Does

Personal

Send The Right Content to The Right People at the Right Time

Collect real-time, real-world data including mobile, wearables, weather, location and traffic conditions, and use it to personalise marketing content and customer experiences.

Physical Merchants

Turn Online Customers Into Offline Sales

Continue conversations with visitors to physical retail locations by connecting Wi-Fi, beacons, NFC devices, digital displays and POS systems to create engaging, seamless, customer experiences.

End to End

Track Channel Contribution From Engagement To Sale

VMob closes the loop, tracking and analysing behaviour to help understand and guide the entire customer journey: from the first push message to the final transaction.

Intelligent

Make More Informed Marketing Decisions

VMob collects and analyses millions of customer data points and makes intelligent decisions at every stage of the customer journey, harnessing the power of big data, machine learning, business intelligence and predictive analytics.

How does VMob make money?

We deliver as a managed service or as a SaaS platform only.
The investment level is generally aligned to the number of stores.

Bronze

- Strategy
- Content
- Reporting
- Software licence
- SaaS
- Support

Min US\$350k/year

Silver

- Bronze Service + Analytics
- Third party data

Min US\$600k/year

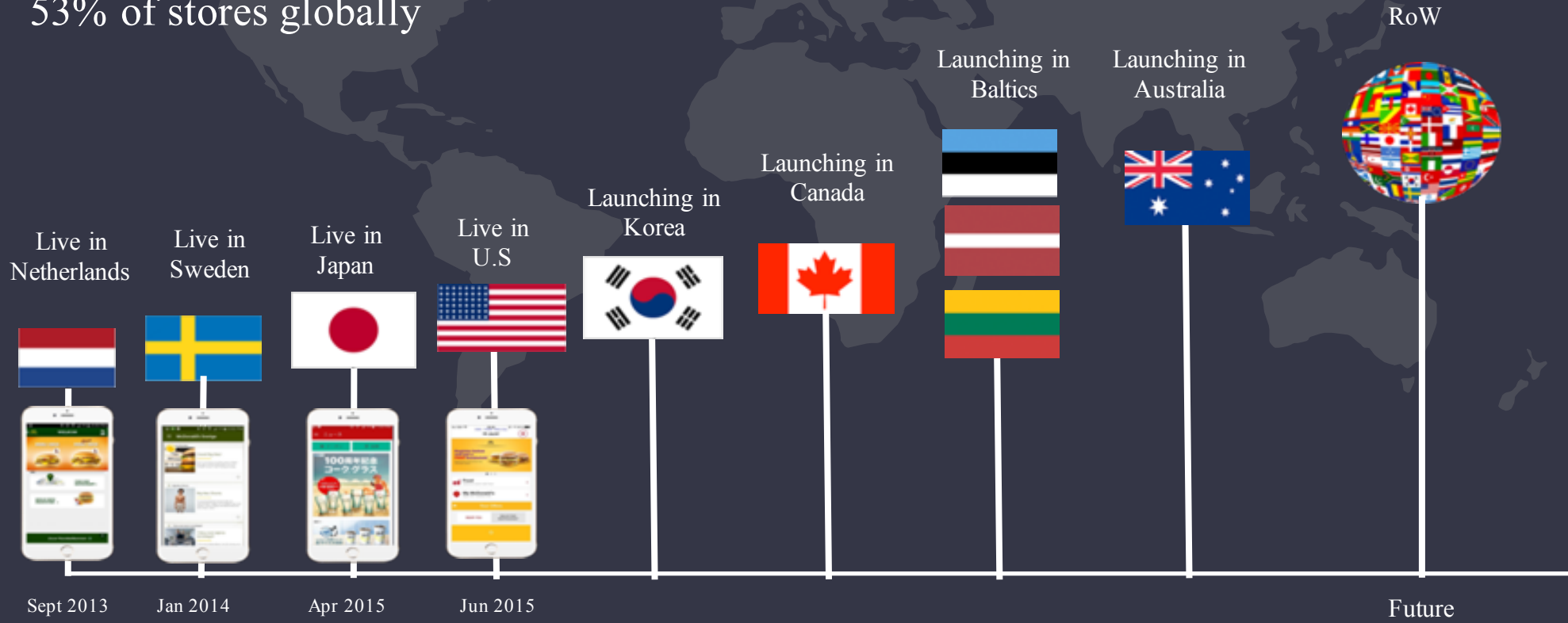
Gold

- Silver + Advanced analytics
- Multiple third party data imports
- Multiple IoT devices

Min US\$1.2m+/year

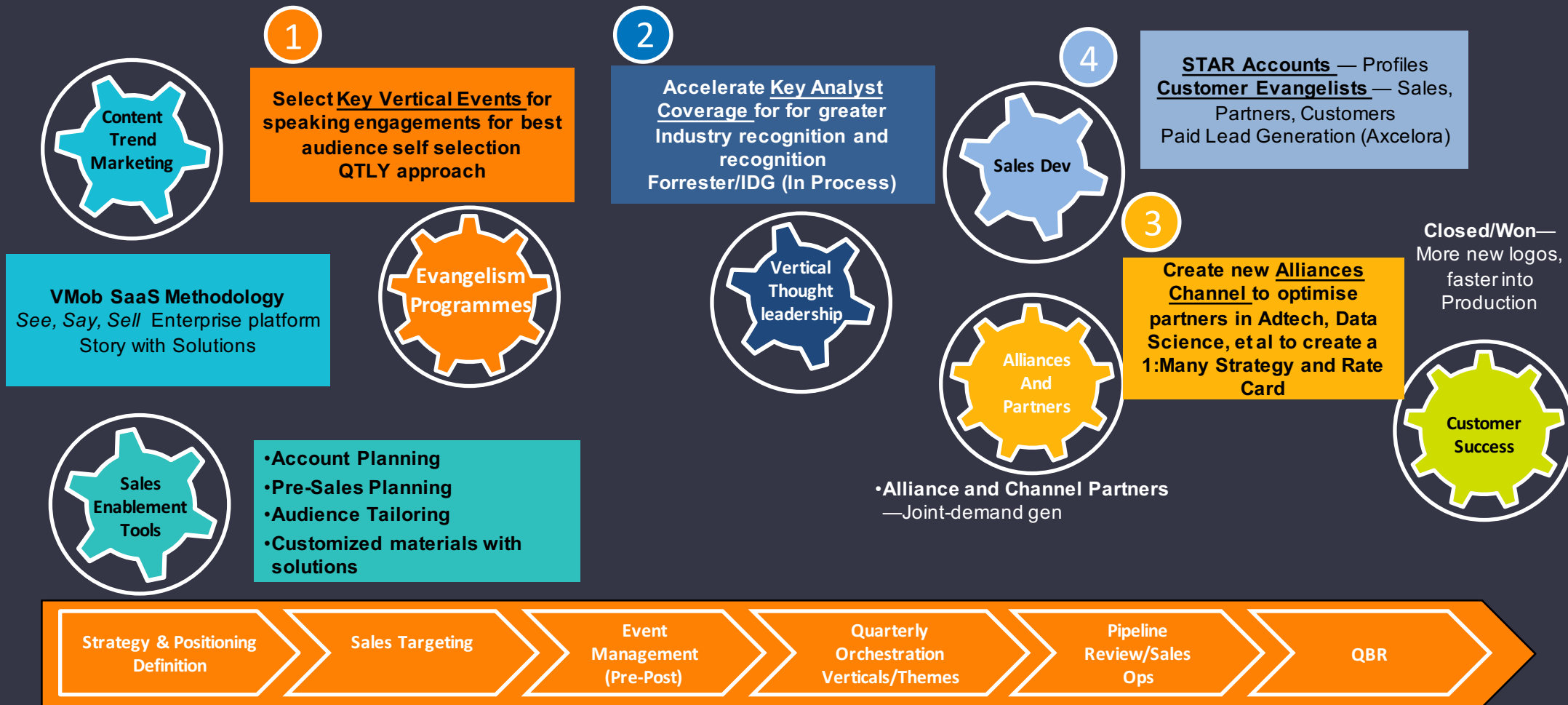
Example: McDonald's global roll out

- An example of how VMob is able to scale globally with the world's largest merchants
- Launched in Netherlands, Sweden and Japan in 2013 and 2014
- Signed global contract in October 2014
- Total McDonald's stores globally – 33,500 in 119 Countries
- VMob currently deployed in 4 markets (17,000+ stores)
- 53% of stores globally



Go To Market Strategy

One Voice from 'Marketing' — Alignment amongst Sales, Marketing, and Partner Programmes



Strong Partnership

Microsoft Strategy

- Microsoft has three key strategic pillars
 - Cloud first
 - Mobile first
 - Intelligent Cloud
- Because VMob is hosted in Microsoft Azure and millions of people use apps that are connected to VMob, Microsoft gets a significant amount of Azure revenue from VMob.
- VMob turns Azure services from a commodity into a value-added solution.

VMob Value-add

- VMob is one of Microsoft's largest global Azure partners earning millions of dollars in Azure revenues from global enterprise clients.
- Microsoft account managers are KPI'd on how much Azure they sell to these clients.
- Sales employees are credited with selling VMob in the same way as they get credited for selling Office365.
- Using Cortana Analytics, VMob creates more value for its eco-system and generates even more revenue for Microsoft when analytics are processed.

A woman with long, dark hair is sitting on a wooden bench, looking down at a smartphone in her hands. She is wearing a dark jacket with a patterned back. The background is a blurred outdoor setting, possibly a schoolyard or park, with trees and a building visible. The overall image has a dark, muted color palette.

VMob Technology

The VMob 'secret sauce'

Retailers need to converge contextual and environmental data to influence customers behaviour. The VMob platform acquires, stores, manages, cleanses and normalises all this data.

Data Convergence

Ingest raw data

Cleanse

Normalise

Analyse

Insights

Predict



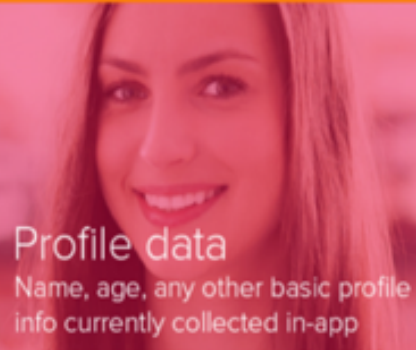
Purchase history
Point of sale, eCommerce,
mCommerce



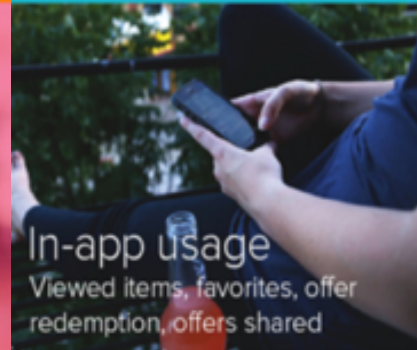
Social profile
Marital status, likes, gender



IoT data
Device location, beacons, RFID,
wearables, digital signage, WiFi



Profile data
Name, age, any other basic profile
info currently collected in-app



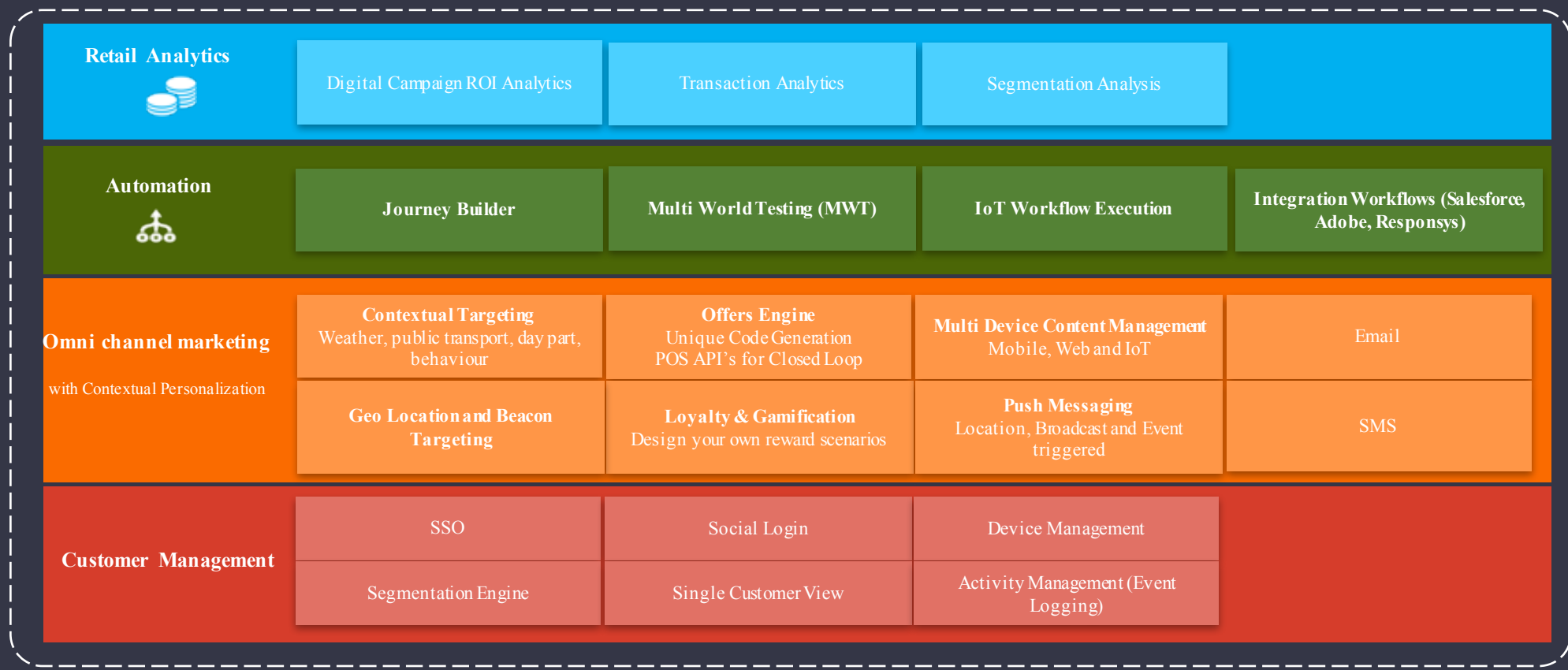
In-app usage
Viewed items, favorites, offer
redemption, offers shared



External variables
Local weather, local events, traffic
conditions

The VMob Product Stack

The platform has been built uniquely for a mobile first & Internet of Things (IoT) world – not built on an old email marketing engine.



Company Information



Recent Executive Appointments



Jen Millard – Chief Revenue Officer (San Francisco based)

- Jen Millard is a retail and technology leader with 20+ years of revenue experience. Jen has led large retail organisations like Saks and Bed Bath and Beyond and co-founded multiple companies in the loyalty and card linked offers space. In 2012 she sold Truaxis Inc. to MasterCard Worldwide and then remained to run loyalty solutions from 2012-2016. She had global responsibility for both merchant and financial services loyalty programming globally.



Stephen Davies – Chief Financial Officer (Auckland based)

- Stephen has held senior financial positions with a number of New Zealand based companies with international growth focus, including Group Financial Controller and Financial Projects Executive with Rank Group over a six year period.

Proven executive team



Scott Bradley

Chief Executive Officer

Scott Bradley has shaped his career around uncovering and amplifying customer-focused engagement solutions for some of the world's biggest brands during his 25 years in the marketing, analytics and technology industries.



Bob Drummond

Chief Operating Officer

Bob has spent his career executing lean growth strategies for successful software technology start-ups in Europe, East Asia, and the US. He started out as a software engineer and holds an Engineering degree and an MBA.



David Inggs

Chief Technology Officer

David is a technology leader and has previously held directorships and shareholding in five successful technology companies. He has broad expertise in all aspects of the software product (ISV) and technology business.



Jen Millard

Chief Revenue Officer

Jen Millard is a retail and technology leader with 20+ years of revenue experience. Jen has led large retail organizations like Saks and Bed Bath and Beyond. She sold Truaxis Inc. to MasterCard Worldwide and then remained to run loyalty solutions from 2012-2016.



Stephen Davies

Chief Financial Officer

Stephen has held senior financial positions with a number of New Zealand based companies with international growth focus, including Group Financial Controller and Financial Projects Executive with Rank Group over a six year period.

Recent Board Appointments & Advisors



Sharon Hunter - Non Executive Director

- Sharon Hunter joined as Non Executive director to the Board. She is a seasoned entrepreneur and on numerous boards including The Skin Institute, Veritas and Hunter Powell Investments. In 1989 she co-founded PC Direct. The company was sold in 1997, after which Sharon went on to form investment vehicle Hunter Powell Investments with Tenby Powell.



Ross Jenkins - Advisor to the Board

- Ross Jenkins (ex Xero CFO and COO) was recently appointed as Advisor to the Board. Ross left Xero in Dec 2015 after 4.5 years, including 12 months based in San Francisco as COO. Ross brings a wealth of SaaS industry experience and is assisting the Company with international expansion and capital markets strategy.

Highly experienced board of directors



Phil Norman

Non Executive Chairman

Phil is a specialist in business services for high growth companies. He was the founding Chairman of Xero, one of NZ's most successful technology companies of recent times.



Tim Cook

Non Executive Director

Tim holds Directorship and Chair positions in a number of companies, including two which are publicly listed, spanning the Automobile, Health, Food, Medical and Software industries.



Sharon Hunter

Non Executive Director

Sharon is an experienced company director and entrepreneur, chair of Cranleigh New Zealand, and independent director of The Skin Institute Group and Veritas Group.



Michael Carden

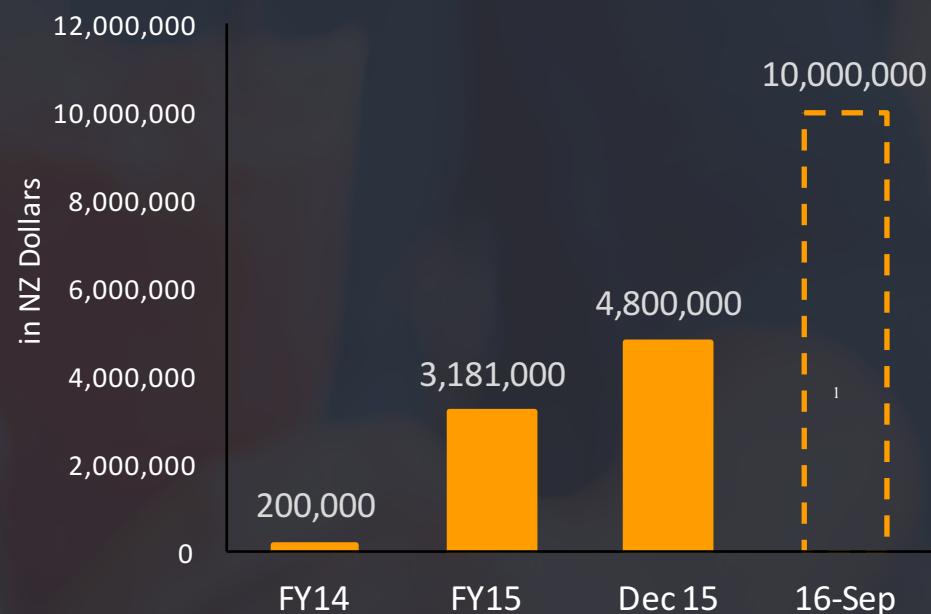
Non Executive Director

Mike is well known in the New Zealand and Silicon Valley Tech industries for a leading knowledge of successful SaaS business models and proven B2B technology sales and marketing.

Financial Performance

- Achieved 53c / share and NZD\$43M market capitalisation.
- Migrated to NZX main board in December 2015.
- Raised NZD\$5M in 2H 2015.
- Company still on track for ACMR of NZD\$10M ACMR by Sept 2016.
- Goal to bring in strategic investors for next round of capital when NZD\$10M ACMR is achieved.

Contracted Recurring Revenue



Investment Offer: Private Placement of Ordinary Shares

- The Company is raising NZ\$3.0M through a private placement of 7,500,000 ordinary shares priced at NZ\$0.40 per share with an ability to accept over-subscriptions of up to NZ\$1,000,000 at the discretion of the Board.
- The capital raised will be used to fund the Company's growth in offshore markets, particularly the US, and the ongoing development of its technology platform.
- The placement will be made to wholesale investors in New Zealand and sophisticated investors in Australia.
- The placement will proceed subject to ratification of previous private placements at a Special Meeting of Shareholders on 28 April 2016.
- Further capital raising is likely in the second half of 2016. The strategy for that capital raising will be determined closer to the time but it may include a US-based strategic shareholder to assist the Company to further develop its business in the US.



For more information, please contact:
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Stephen Davies stephen.davies@vmob.com

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