



**MARKETBOOMER**  
supply chain evolution

# What does Marketboomer do?



# Marketboomer's Unique Selling Proposition

## Centralised Catalogue and Best Buy

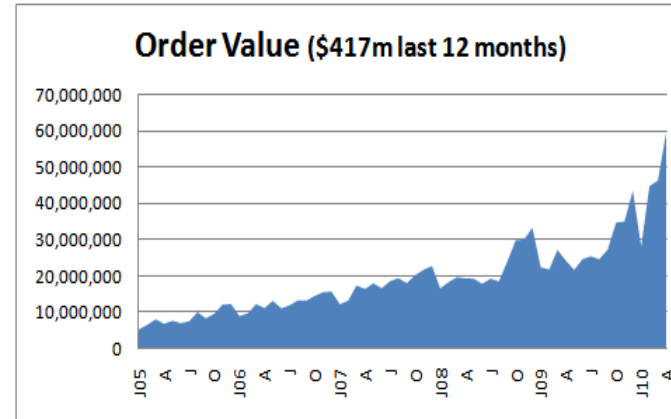
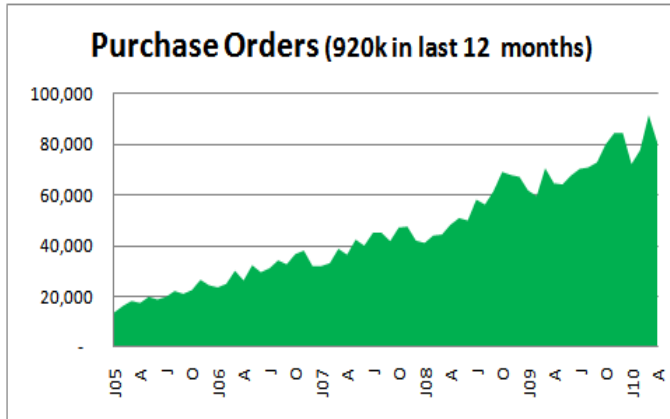
Unique product descriptions (common to all buyers and suppliers) managed by Marketboomer

Best Buy automatically selects the best priced supplier every time a purchase is made. This creates a highly competitive market

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Product	Hotel 1	Hotel 2	Hotel 3	Hotel 4	Hotel 5	Hotel 6	Hotel 7	Hotel 8	Hotel 9	Hotel 10	Hotel 11	Hotel 12	Hotel 13	Hotel 14	Hotel 15	Hotel 16	Hotel 17	Hotel 18	Hotel 19	Variance
2	Pineapple : {Standard Quality} 1kg	3.80	4.02		4.50	5.01	4.43	4.44	5.75	3.94	3.95	5.40	5.40	3.94	5.50	3.93	4.34	4.74	3.90	5.50	51%
3	Rockmelon : {Standard Quality} 1kg	7.87	7.97		8.54		9.53	8.90	9.73	10.60	9.95		9.25	10.24	9.50	9.99		10.93	10.25	9.50	39%
4	Strawberries : {Standard Quality} 1kg	12.48			20.00			14.13	14.60	13.40	11.59	21.00		13.45	22.00	13.13	13.75		13.10	22.00	90%
5	Watermelon : {Standard Quality} 1kg	1.85		1.90		4.49	2.01	2.15	2.10	2.12		1.80	1.80	2.04	3.25		2.14	2.50	2.04	3.25	149%
6	Potatoes : Large {Standard Quality} 1kg			2.01	2.13		1.98	2.05	1.96		2.16	2.25	2.25	2.04	2.50	2.14	1.90	2.45	2.18	2.50	32%
7	Zucchini / Courgettes : Green {Standard Quality} 1kg		5.93	6.04	5.97	5.94	9.77	7.03	8.40	7.11	7.23	11.50	11.50	6.95	15.00	7.31	8.29			15.00	153%
8	Carrots : {Standard Quality} 1kg	1.62	1.67	1.65	1.61	1.61	2.50	2.51	2.51	2.38	2.36	2.50	2.50	2.38	2.65		2.47	3.50	2.40	2.65	118%
9	Capsicums : Red {Standard Quality} 1kg	6.30	6.01	6.23	6.43	6.58	7.16	7.59	7.81		7.13	8.75	8.75	7.01	10.00	7.45	7.64	9.40	7.18	10.00	66%
10	Lettuce Iceberg : {Standard Quality} 1kg	4.86		4.80		5.60	5.37	5.42	5.24	4.49	4.58		7.50	4.87	9.50	4.68	6.05		4.50	9.50	112%
11	Capsicums : Yellow {Standard Quality} 1kg	6.32		6.25		6.51	7.39	7.60	7.54	7.13	6.69	8.75	8.75	7.25	11.00	7.53	7.68	7.00	7.29	11.00	76%
12	Broccoli : {Standard Quality} 1kg	7.48		7.37				8.71	8.39	7.48	7.63	12.00		7.52	12.00	7.66	9.10		7.56	12.00	63%
13	Corn : Baby {Standard Quality} 1kg	31.63	32.37	31.54				22.88		24.29	33.29	14.50			13.00	23.69	19.50			13.00	156%
14	Cucumber : {Standard Quality} 1kg		2.72		3.02			3.31	3.08	2.94	3.34				3.65	3.05	3.14	4.21	2.99	3.65	55%
15	Apples Green : {Standard Quality} 1kg	5.28	5.41		5.25		4.96	5.28	5.07	5.53	5.66			5.38	3.90		4.97	6.00	5.55	3.90	54%
16	Grapes : Black Seedless {Standard Quality} 1kg	10.77	8.75	10.16	13.50		9.98		9.95	9.94		10.00		10.06	10.00		9.91			10.00	54%
17	Lemons : {Standard Quality} 1kg	3.80		3.83	4.20	3.86		3.75	3.44	3.96		3.50	3.50	3.94	3.15	3.92	4.04		3.88	3.15	33%
18	Apples Red : {Standard Quality} 1kg	4.84			5.07				4.49	5.52	5.55			5.49	3.90		4.57	5.77	5.40	3.90	48%
19	Oranges : {Standard Quality} 1kg	3.21	2.76	2.79	2.77	2.79		2.94		3.02		2.60	2.60	3.01	2.80	3.01	3.03		3.00	2.80	24%
20	Zucchini / Courgettes : Yellow {Standard Quality} 1kg		8.78	9.64	11.93	9.58				8.83	8.83		17.50	8.82	16.00		10.41	12.42		16.00	99%
21	Aubergine / Eggplant : {Standard Quality} 1kg			2.09	2.15	2.15	1.63	2.15	1.68	2.25			1.60	2.19	2.10		1.76	2.50	2.73	2.10	71%
22	Pears : {Standard Quality} 1kg		7.17		6.75		6.15			6.53	7.03			6.50	5.00	6.52	6.21		6.65	5.00	43%
23	Onions : White {Standard Quality} 1kg			5.72	12.00	8.19			4.43	4.25	6.37	4.00		4.89	4.30	19.18			4.72	4.30	380%
24	Tomatoes Cherry : Red {Standard Quality} 1kg		10.70	10.65	11.00		12.22	16.75	11.05	10.40	10.39	12.00	12.00	10.84	17.00	10.37	10.36	14.57		17.00	64%
25	Mint : {Standard Quality} 1kg	6.88	7.11	6.70	8.00			5.22	3.69	5.89	7.16	5.00	5.00	5.55	6.00	5.62		7.52	5.56	6.00	117%
26	Cauliflower : {Standard Quality} 1kg	3.15		3.72	2.83		3.37	3.24	3.23	2.82	3.10			2.81	3.80	3.04	3.60	4.13	2.85	3.80	47%
27	Leeks : {Standard Quality} 1kg	12.35	9.51	9.38			7.73	8.44	7.63	8.81	8.72			8.90	9.00	8.72	7.50		8.67	9.00	65%
28	Grapefruit : Pink {Standard Quality} 1kg			3.67			3.64	3.74	3.67	4.37	4.46	3.00		4.44	3.40	4.64	3.65	6.26	4.30	3.40	109%

Example of a pricing comparison report (Middle East) produced by Marketboomer for fresh produce

# Overview / Key Information



Trophy client list:



>5,000 suppliers

Low resistance business model: User license fee plus 2.5% on Best Buy spend, annuity revenue

Internet

Cloud / SaaS model, 100% owned IP (>AUD\$10m invested in development)



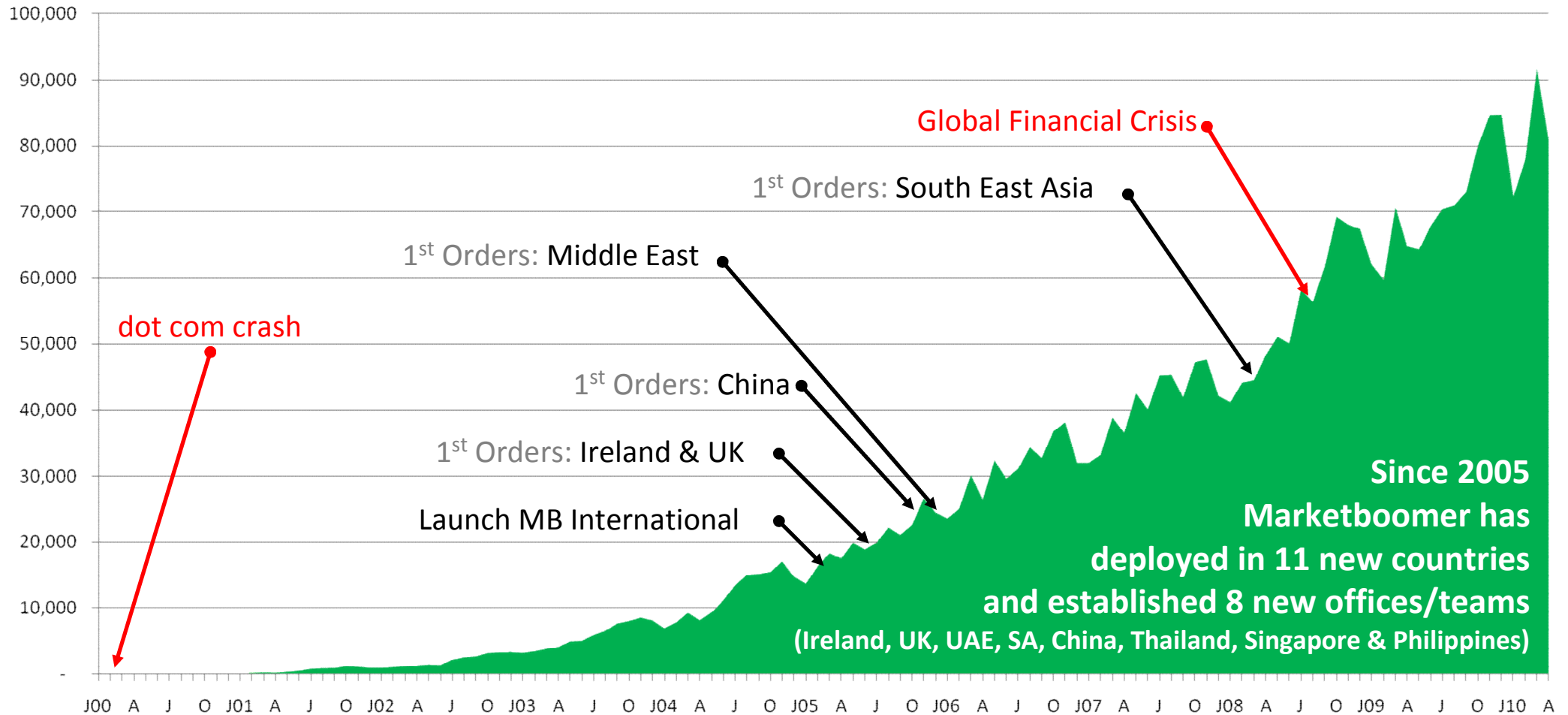
Global client base 'pulling'  
 Marketboomer to new territories  
 International foot print / infrastructure  
 Mature, smart business & processes



**Marketboomer is a proven business with a demonstrable track record, experienced passionate team, loyal customers and a unique selling proposition**

# Marketboomer growth in Purchase Orders

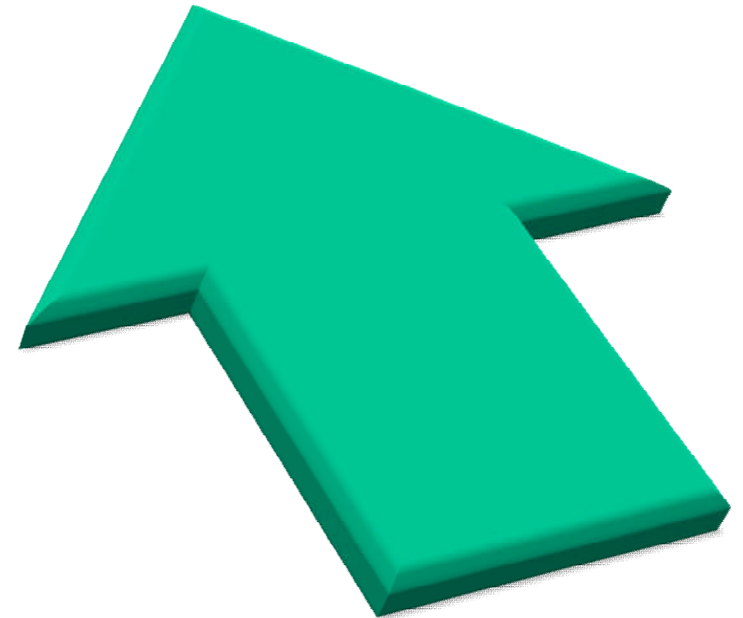
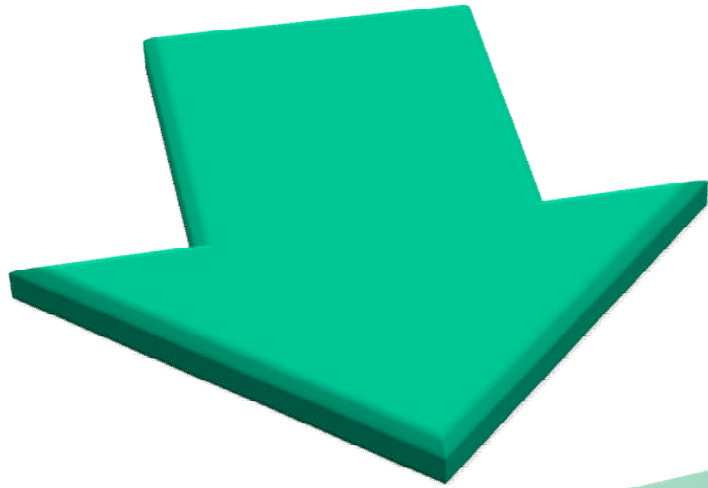
(Jan 2000 – Apr 2010)



This chart demonstrates the resilience of the Marketboomer business and consistent growth in purchase orders processed through Marketboomer (between January 2000 to April 2010)

# Tipping point – 'coming of age'

Organic Growth  
Timing: Need/Acceptance  
Momentum /  
Track Record

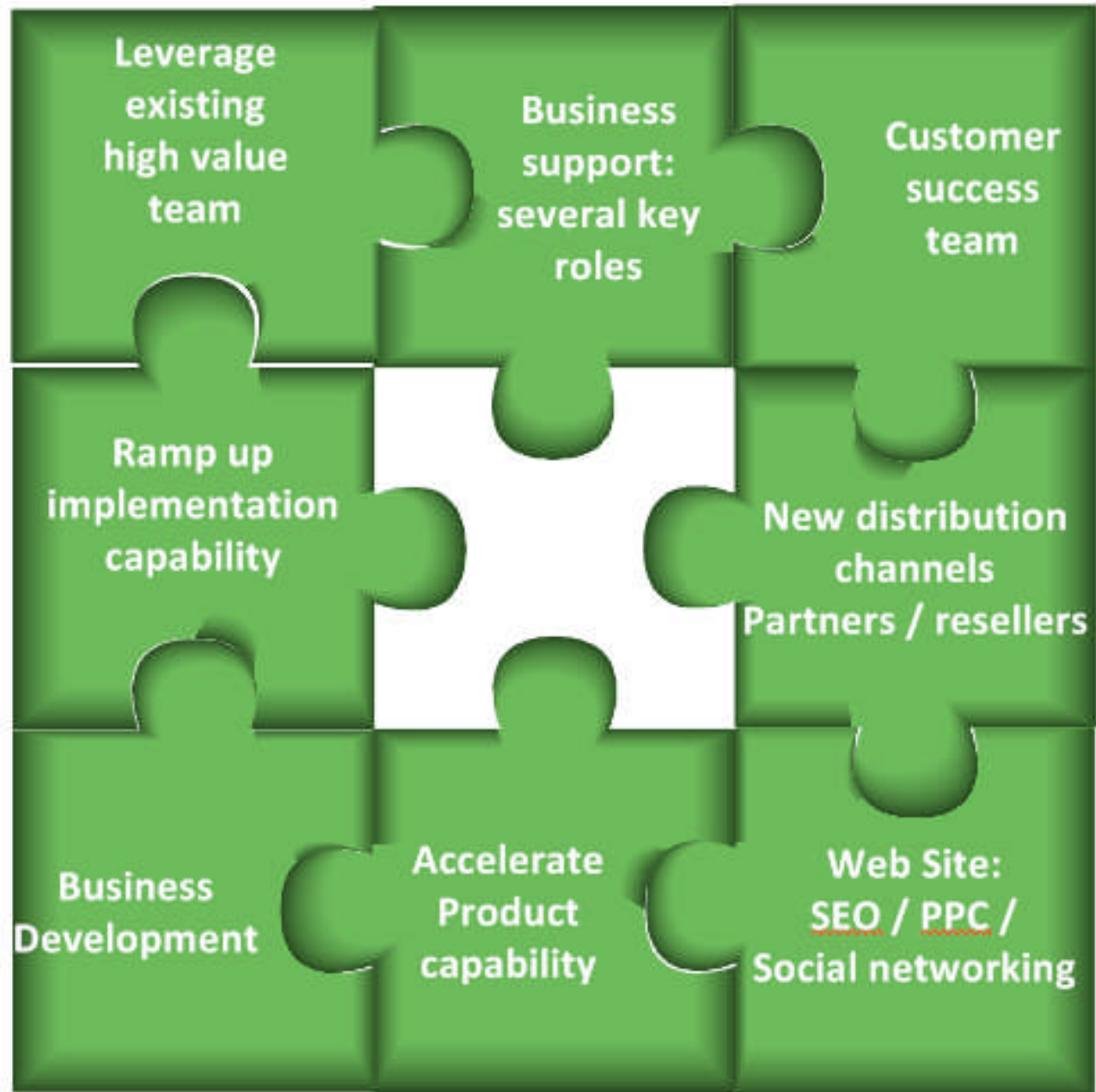


Experience / Knowledge  
Business Model  
Resources / Scale

# What's next – growth path



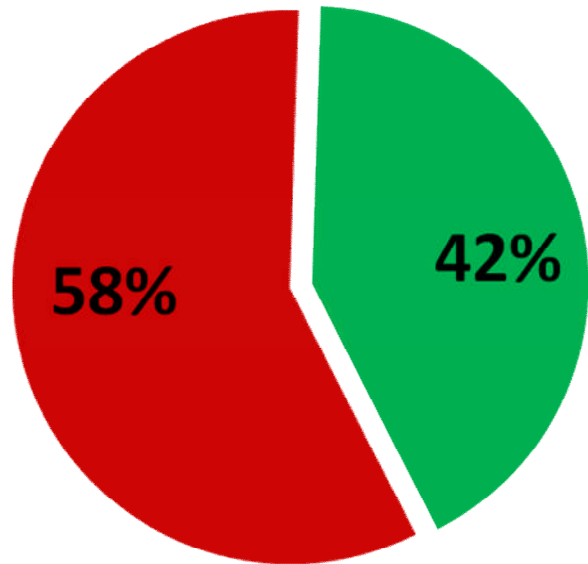
**To achieve our potential we need to invest and ramp up an already successful and proven business:**





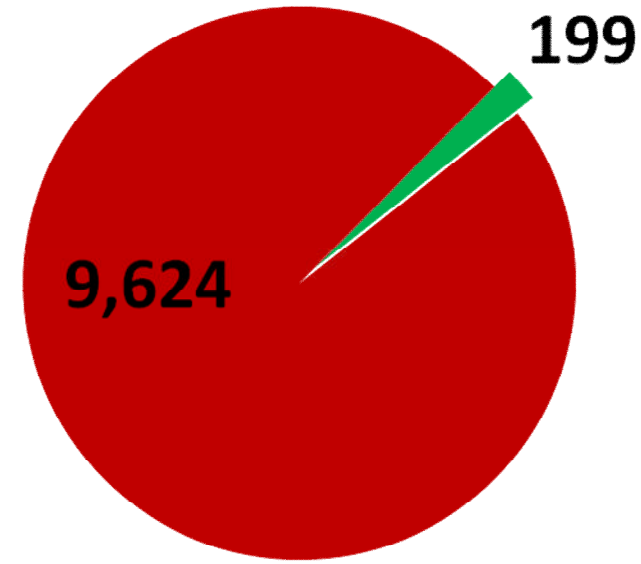
# What's next – the opportunity

Expand revenue from existing installations



■ Potential Additional Revenue  
■ Current Revenue

Implement new properties from existing clients



■ Potential Properties  
■ Installed Properties

Estimated 450,000 hotels worldwide  
(e.g. 950 Ireland, 13,000 UK, 350 Dubai, 10,000 China, 47,000 US, etc, etc)  
millions of restaurants, bars, clubs

# What's next – increasing pace

## **Marketboomer South East Asia**

- Starwood Malaysia – 3 new hotels in KL
- Starwood Thailand - 4 new hotels (2 in Bangkok and 2 in Phuket)
- InterContinental Hotels Thailand – 2 new hotels to be deployed
- InterContinental Hotels Singapore – 1 new hotel

## **Marketboomer Middle East**

- Bin Hendi – 41 restaurants, and
- The Els Golf Club (which is part of the exciting Dubai Sports City project)

## **Marketboomer Ireland & UK**

- Spur Restaurants - 4 restaurants, and
- The Landmark Hotel are rapidly expanding their use of MB

## **Marketboomer Australia**

- 2 new hotels in Australia (1 IHG and 1 Mirvac), and
- 5 new IHG hotels in New Zealand.

## **Marketboomer China**

- Starwood China - 2 new hotels so far this year (18 Starwood hotels opening in 2010)

# Customers



WebspY has been sold to > 6,000 customers globally, many with large corporate PC fleets.

A selection of customers include:



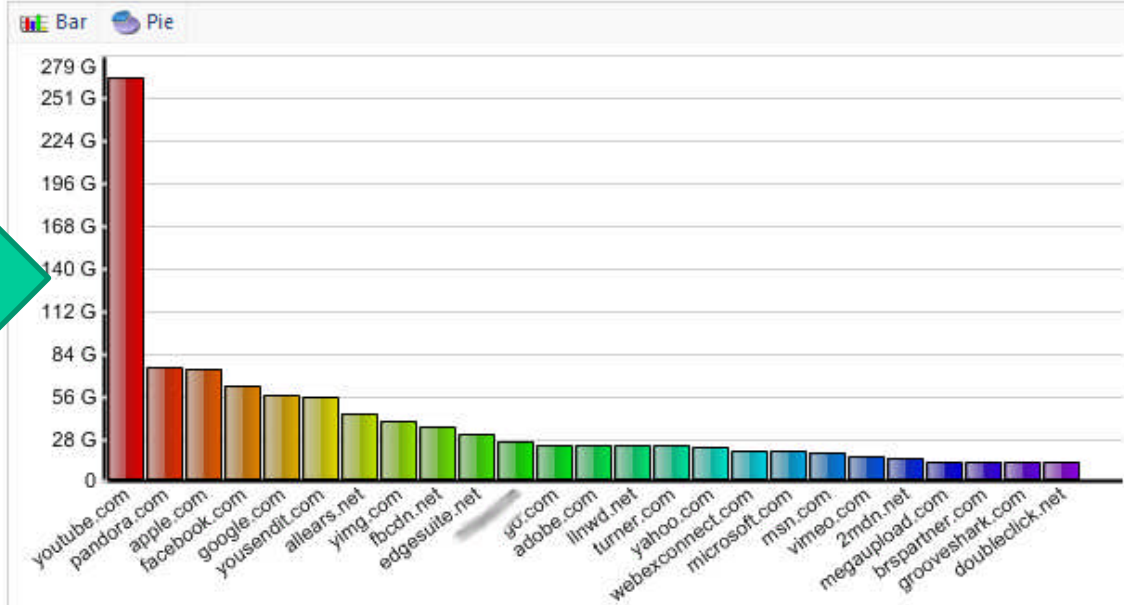
**Templates**

- Internet Cost Report
- Internet Cost Report (by HQ)
- Internet Cost Report (by POP)

Date range 2010-05-27 to 2010-05-28

Organization filter: (No filter) (clear)

- Internet Cost Report
  - Source Address
  - Site Domain**
  - Productivity
  - Category
  - Date



	Site Domain	Bytes Received	Bytes Sent	Hits	Size
1	youtube.com	277,331,039 KB	885,529 KB	368,995	278,216,568 KB
2	pandora.com	77,447,173 KB	597,997 KB	474,071	78,045,169 KB
3	apple.com	75,963,501 KB	630,621 KB	587,494	76,594,121 KB
4	facebook.com	57,517,228 KB	7,454,540 KB	3,127,804	64,971,768 KB
5	google.com	50,172,478 KB	8,617,774 KB	4,856,644	58,790,251 KB
6	yousendit.com	31,985,048 KB	25,069,415 KB	127,018	57,054,463 KB
7	allears.net	24,497,414 KB	21,670,273 KB	40,852,111	46,167,688 KB
8	yimg.com	38,888,282 KB	955,655 KB	2,024,186	39,843,937 KB
9	fbcdn.net	35,129,729 KB	1,960,565 KB	4,304,305	37,090,294 KB
10	edgesuite.net	30,796,166 KB	101,047 KB	162,111	30,897,212 KB
11	[Redacted]	21,783,057 KB	5,169,475 KB	1,057,511	26,952,532 KB
12	go.com	22,772,306 KB	1,634,684 KB	691,830	24,406,990 KB
13	adobe.com	23,767,464 KB	121,849 KB	195,052	23,889,312 KB
14	linwd.net	23,453,687 KB	99,479 KB	159,859	23,553,165 KB
15	turner.com	22,877,440 KB	325,401 KB	720,201	23,202,040 KB

Live data from a WebSpy client:  
 Note 277 GB of YouTube downloads in just 1 day.  
 The Company's own website came number 11 on the list...after all the usual suspects Pandora, Apple, Facebook etc

# Webspy – An overview



- A global leader in reporting solutions for Internet, email and network usage
- Holds Microsoft Gold Partner and Intel Software Partner accreditation
- Product complements solutions from Cisco Ironport, Microsoft, D-Link, Symantec, Juniper, Trend Micro, Nortel, Sun.
- Offices Australia, UK, USA
- Sales model = resellers, distributors and direct



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