



Facilitate Digital (ASX:FAC)
Investor Briefing

March 2011

Facilitate Digital — Snapshot

- ◆ Facilitate Digital (ASX:FAC) is a global provider of software to the digital media industry
- ◆ Our software is 100% proprietary
- ◆ Our major clients are large media agencies including international groups, such as:
 - ◆ WPP (Mindhare, Mediacom, Mediaedge:cia, Maxus)
 - ◆ Omnicom (OMD, Phd)
 - ◆ Publicis (Zenith Optimedia, Starcom)
 - ◆ Interpublic Group (Universal McCann)
- ◆ Revenue is derived from 2-3 year rolling contracts
- ◆ Our footprint is global (APAC, Europe/UK, US)...HQ in Sydney



Facilitate Digital — Core Products

Product	Function	Value to Client	Revenue Model
Facilitate for Agencies (adserving)	Publishing and tracking of online display, search and rich media campaigns	<ol style="list-style-type: none"> 1. Reporting to assess campaign performance (real time) 2. Tools to optimise campaign performance 3. Aggregation of campaign performance data to inform the planning process 	Variable – revenue generated for every ad impression and/or click
Symphony	Planning & Buying Platform - (the IRESS of digital media)	<ol style="list-style-type: none"> 1. Streamlines otherwise manual workflow for 30-40% efficiency gain 2. Aggregation of buying data to inform the buying process 	Fixed & variable – revenue generated from either: (a) Volume of activity/spend channeled via the platform (b) Number of licenced users



HY11 results - snapshot

- ◆ Revenue growth of 9% versus HY09, from \$3.65m to \$3.97m
- ◆ Allowing for currency movement, so on a like for like basis, revenue growth of 18% versus HY09, from \$3.65m to \$4.30m

- ◆ EBITDA growth of 26% versus HY09, from \$603k to \$761k
- ◆ Allowing for currency movement, so on a like for like basis, EBITDA growth of 47% versus HY09, from \$603k to \$884k

- ◆ Signed significant new business that will contribute 2H revenue growth
- ◆ Released major enhancements to the *Symphony* platform that will ensure it remains the industry leader
- ◆ Made good progress with large international prospects
- ◆ The media industry continues to demonstrate strong growth, led by digital

HY11 — financial results

Half Year ended	31/12/2010 Actual	31/12/2010 Adjusted	31/12/2009 Actual	Movement 2009 Actual – 2010 Adjusted
Revenue	3,972,322	4,306,278	3,657,310	18%
Earnings/(loss) before interest, tax, depreciation amortisation and option expense from continuing operations	760,598	884,493	602,753	47%
Net profit/(loss) before tax attributable to members	(229,233)	(103,697)	(183,837)	44%
Net profit/(loss) after tax attributable to members	(281,407)	(165,845)	(120,636)	(37%)

- ◆ Strengthening of the Australian Dollar (AUD) in the twelve months to December 31 against major trading currencies had a negative effect on revenues and profit:
 - ◆ Euro (EUR) from 0.617 to 0.751 or 22%
 - ◆ US Dollar (USD) from 0.902 to 0.994 or 10%
 - ◆ British Pound (GBP) from 0.555 to 0.638 or 15%
- ◆ NPAT was impacted by a \$63k tax credit in HY09 and a \$52k tax provision in HY10, or a year on year differential of \$115k. Normalised NPAT (so excluding this differential), decreased year on year by only \$46k.

HY11 - New Client Wins

	<ul style="list-style-type: none"> ◆ Global Advertiser ◆ Singapore, Philippines, Hong Kong, Malaysia, Indonesia & Thailand ◆ FFA toolset
	<ul style="list-style-type: none"> ◆ Australian Agency ◆ Symphony
	<ul style="list-style-type: none"> ◆ US Agency ◆ Symphony
	<ul style="list-style-type: none"> ◆ Global Agency ◆ Signed in APAC, UK and US ◆ FFA toolset
	<ul style="list-style-type: none"> ◆ US agency ◆ FFA toolset
 	<ul style="list-style-type: none"> ◆ NZ agencies ◆ FFA toolset



HY11 — Major Product Releases

- ◆ Released major enhancements to the *Symphony* platform that will ensure it remains the industry leader
 - ◆ Translated the entire platform into Chinese (China rollout on track for Qtr 3 for GroupM agencies: Mindshare, MediaEdge, Mediacom and Maxus).
Symphony is now available in English, French and Chinese, German to be released in March.
 - ◆ Management of cascading multiple discount schedules
 - ◆ Management of local tax schedules
 - ◆ Campaign performance forecasting
- ◆ Further major enhancements to *Symphony* are scheduled for release in coming weeks, including:
 - ◆ Electronic Purchase (Insertion) Ordering
Auto generate, electronic sign off, sign off permission controls, T's & C's management, versioning...
 - ◆ Integration of campaign audit data - all adservers
 - ◆ Campaign performance reporting - all adservers



HY11 — Media Industry Growth

- ◆ Media sector continues to grow and rebound from GFC
 - ◆ Global advertising industry grew by almost 6% in 2010
 - ◆ Australian industry outperformed with growth of over 13% in 2010
 - ◆ Chinese ad spend forecast to increase by 50% by 2013 and will overtake Germany as world's 3rd largest ad market in 2011.
- ◆ Digital share continues to grow
 - ◆ Australian online advertising sector up more than 18% in 2010
 - ◆ Digital expected to overtake commercial television as largest single medium in Australia by 2014
 - ◆ US Q3 online advertising revenues up 17% on prior year
 - ◆ Despite difficult economic conditions online ad spend increased across a number of European markets (UK 10%, Spain 20%, Italy 15%)



HY11 — Media Industry Key Trends

- ◆ Continuing fragmentation of digital media landscape
 - ◆ Emergence of DSPs and Social Media
 - ◆ Complexity of buying digital media continues to increase
 - ◆ *Validation of Symphony's platform agnostic approach.*
- ◆ Increasing digitisation of trading for all media
 - ◆ 2011 will be year of the "Data Platform", move to buying audience not opportunity
 - ◆ Traditional media looking for solutions to provide scale and compete with growth in digital
 - ◆ *Symphony well placed to offer solutions for cross media buying.*
- ◆ Media Agencies rapidly embracing technology
 - ◆ Primary source of gains in efficiency and scalability
 - ◆ Allows agencies to leverage their data assets
 - ◆ Increasingly a point of competitive differentiation
 - ◆ *Symphony already well positioned as a "partner" for media agencies.*

FY11 — Guidance

- ◆ Targeting revenue of circa \$8m
 - ◆ Deterioration of currency to date accounted for
 - ◆ YOY growth of 14%
- ◆ Targeting EBITDA of circa \$2m
 - ◆ Deterioration of currency to date accounted for
 - ◆ YOY growth of 25%
- ◆ Targeting NPBT range of break even to \$0.5m
 - ◆ Deterioration of currency to date accounted for
 - ◆ YOY growth of 100%+ (*versus FY10 NPBT loss of \$40k*)

Facilitate Digital — Growth Profile by core product

YOY Revenue Contribution by Core Product

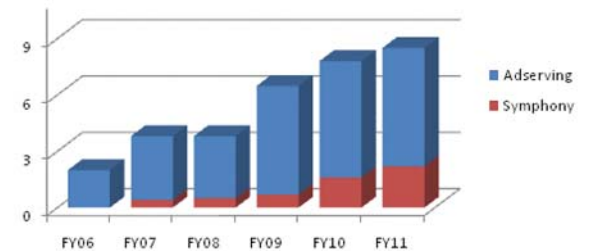
- ◆ FY09 - Symphony contributed 11% of revenue
- ◆ FY10 – Symphony contributed 20% of revenue
- ◆ FY11 – Symphony is expected to contribute 25% of revenue

- ◆ Symphony growth is expected to exceed that of adseriving in FY11
- ◆ In dollar terms, both Adseriving and Symphony revenue streams are expected to grow in FY11

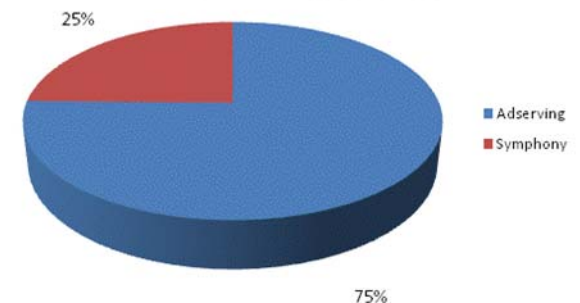
YOY Gross Margin Contribution

- ◆ Adseriving revenues produce a 77% gross margin
- ◆ Symphony revenues produce a 92% gross margin
- ◆ As Symphony revenues grow, gross margin and net margin scale

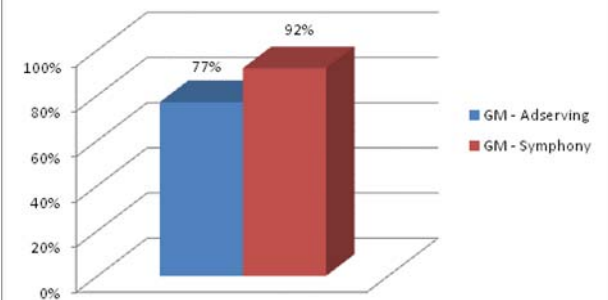
YOY Revenue by Core Product



FY11 Revenue Contribution



Gross Margin by Core Product





Facilitate Digital — The Board

Stuart Simson
Non Executive
Chairman

- ◆ Former Chairman of emitch Limited, ;largest online media agency in Aust and NZ
- ◆ Director of specialist online media agency, Switch Digital Pty Ltd and Parts All Over Pty Ltd.
- ◆ Former Managing Director of The Age and Sunday Age, and Editor and CEO of BRW
- ◆ Council Member of Leadership Victoria

Ian Lowe
CEO & Executive
Director

- ◆ Over 20 years experience in the media industry, including George Patterson Bates and PMP Limited (ASX:PMP)
- ◆ Executive management positions include Managing Director of Red Sheriff Ltd and CEO of Traffion Pty Ltd
- ◆ During Ian's tenure Red Sheriff grew from a staff of 10 to become a global leader in web analytics and market intelligence, with more than 1000 clients in 52 countries

Ben Dixon
COO and Executive
Director

- ◆ 15 years advertising agency experience directing large multinational accounts such as Telstra and Kraft Foods
- ◆ Senior management roles with industry leading agencies such as DDB and Mojo
- ◆ Co-founded Facilitate Digital Pty Ltd in 2000

Charles Sweeney
Non Executive
Director

- ◆ Graduated in Commerce/Law from Melbourne University in 1998
- ◆ Co-founded Facilitate Digital Pty Ltd in 2000
- ◆ Partner for leading firm Cooper Grace Ward, acting for listed and unlisted organisations in the arenas of Corporate Advisory, Capital Markets and IP/IT

Geoff Dixon
Non Executive
Director

- ◆ One of Australia's most experienced and successful corporate executives
- ◆ Former Managing Director and Chief Executive Officer of Qantas Airways Limited
- ◆ Director of Crown Limited and Consolidated Media Holdings Limited
- ◆ Chairman of the Garvan Research Foundation, and Deputy Chairman of Tourism Australia



Stuart Simson

Chairman

stuart.simson@facilitatedigital.com

Ian Lowe

Chief Executive Officer

ian.lowe@facilitatedigital.com

Ben Dixon

Chief Operating Officer

ben.dixon@facilitatedigital.com

Australia, Sydney Headquarters
1/420 Elizabeth Street, Surry Hills, Australia, NSW 2010
T +61 (0) 2 9690 3900 **F** +61 (0) 2 9690 3901

United States 229 Peachtree NE, International Tower Suite
1700, Atlanta, GA 30303, United States
T +1 (1) 678 891 0800 **F** +1 (1) 678 891 2017

United Kingdom Lasenby House, 32 Kingly Street,
London, W1B 5QQ, United Kingdom
T +44 (0) 20 7025 5570 **F** +44 (0) 20 7025 5571

Germany Hamburg Business Centre, Poststrasse 33,
20354 Hamburg, Germany
T +49 (0)160 905 256 72

The Netherlands Stuurmankade 276,
1019 WD Amsterdam Netherlands
T + 31 (0) 20 77 32 842 **F** + 31 (0) 20 89 07 935

Sweden Frejgatan 13, 114 79 Stockholm, Sweden
T +46 (0) 8 519 70 887 **F** +46 (0) 8 551 164 78

Singapore Level 31, 6 Battery Road, Singapore 049909
T +65 6321 9148 **F** +65 6321 9149

New Zealand Level 3 Cathedral House, 48 Wyndam Street,
Auckland, New Zealand
T +64 (0) 9 374 1445 **F** +64 (0) 9 374 1441



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