



OTHER **LEVELS**

High Impact, Data-Driven Intelligent Messaging

Operational Update, July 2018

OtherLevels Snapshot

OTHERLEVELS

OtherLevels (ASX:OLV) provides high impact, data-driven intelligent messaging solutions

SaaS Platform: Automated, real-time, targeted messaging increases conversion opportunities at low cost

Positive Market Dynamics: Opening of US sports betting market, and US and EMEA lottery privatisation

Global Clients: Strong track record specialising in global iGaming, lotteries & travel clients

Accelerated Growth Plan: Operational foundation in place for scalability into new markets



\$5.24m

FY18 Total Revenue
(up 56% on FY17)

\$4.4m

Annual Recurring Revenue at
June 2018

60%+

Current Gross Margin across
products

1.87 billion

FY18 Number of
user devices tracked

Note: All FY18 figures are unaudited

Unlocking Visitor Value For Our Clients

OTHERLEVELS



Increasing Known User Value For Our Clients

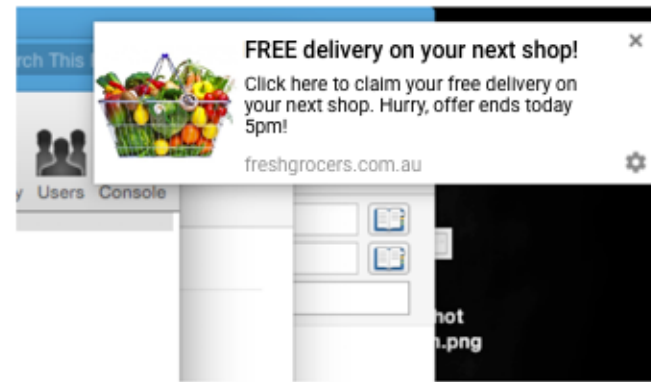
OTHERLEVELS

Once visitor information is captured, a user profile is built from their behaviour

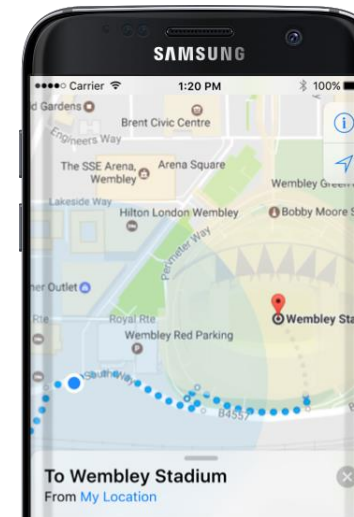
This is updated and refined with each subsequent engagement

This ongoing engagement is cost-effective with high ROI

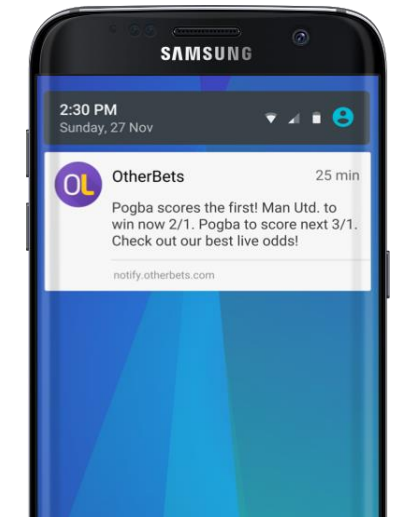
Context-based messaging



Location-based messaging



Event-based messaging



Messaging delivered to web, mobile web and app

Long term value

- Promote engagement
- Maximise retention
- Increase life-time value of users
- Reach across multiple channels

Why This is Important For Our Clients

OTHERLEVELS

OTHERLEVELS



Technology platform
available as a SaaS
license

High touch
repetitive services
delivered as
Managed Services

To maximise ad-hoc
outcomes clients can
utilise our
Professional Services

Anonymous visitors
transition to known
users

Builds user profile of
behaviour increasing
value of the user

Ongoing personalised
content maximises
conversion & ROI

No need to retarget
with paid media or
ads

Integrates with
client's existing
platforms (e.g.
Salesforce¹)

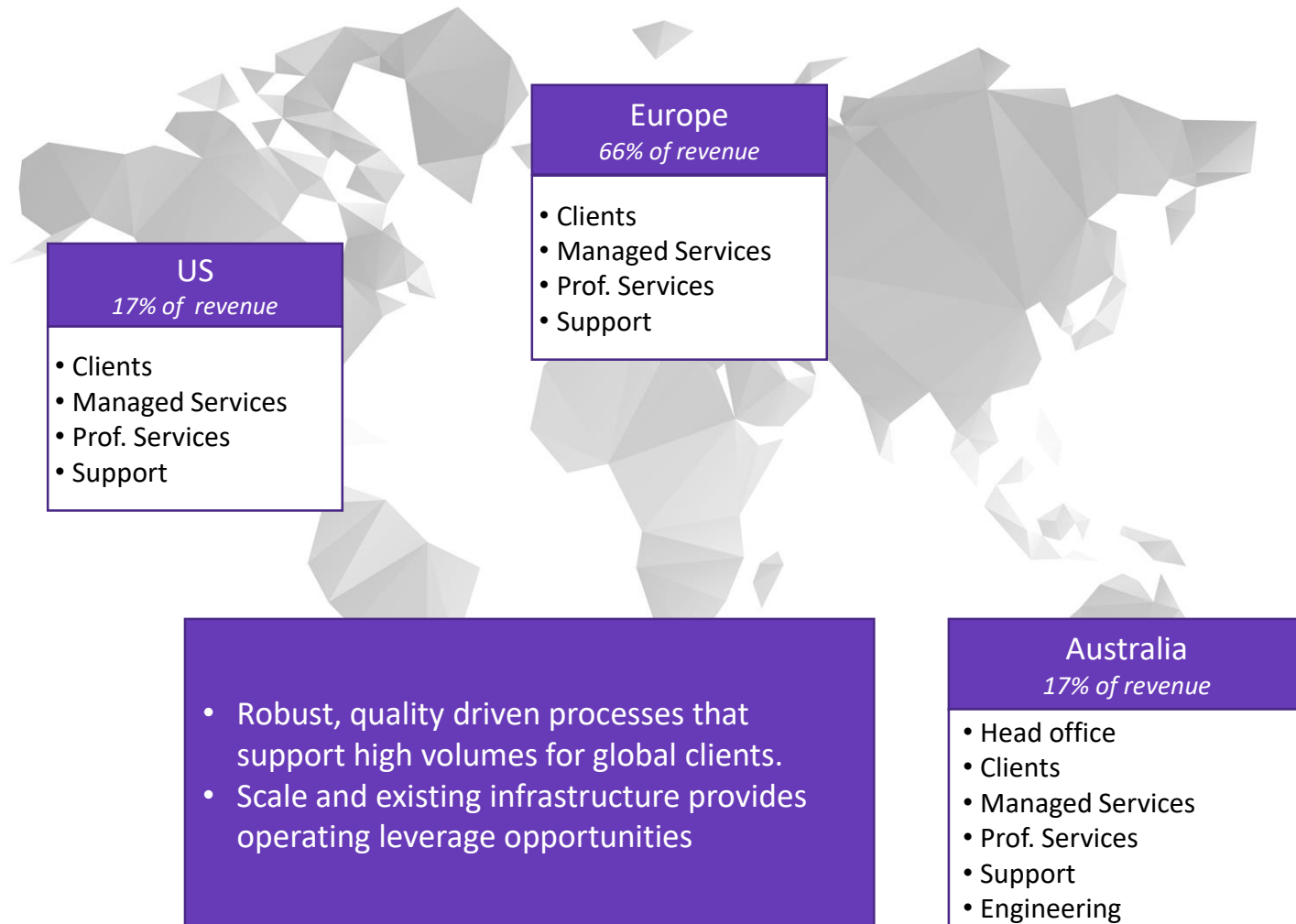
High
Impact
for Client

- Increased revenue
- Low cost user acquisition
- More promotional opportunities
- Higher engagement
- Greater long term user value
- Complements email marketing activities

1. OtherLevels is a Salesforce partner, and is integrated with Salesforce Marketing Cloud

Proven Delivery at Scale

OTHERLEVELS



1.87 billion

Opt-in devices tracked for our clients

6.47 billion

Events & data points recorded per month

250 million

Up to 250m messages delivered for our clients per month

Sustained Progress in FY18

OTHERLEVELS

\$5.24m

FY18 Total revenue
(up 56% on FY17)

\$4.4m

Annual recurring revenue (ARR)
at June 2018

60%+

Gross margin across products

83%

International income
generated

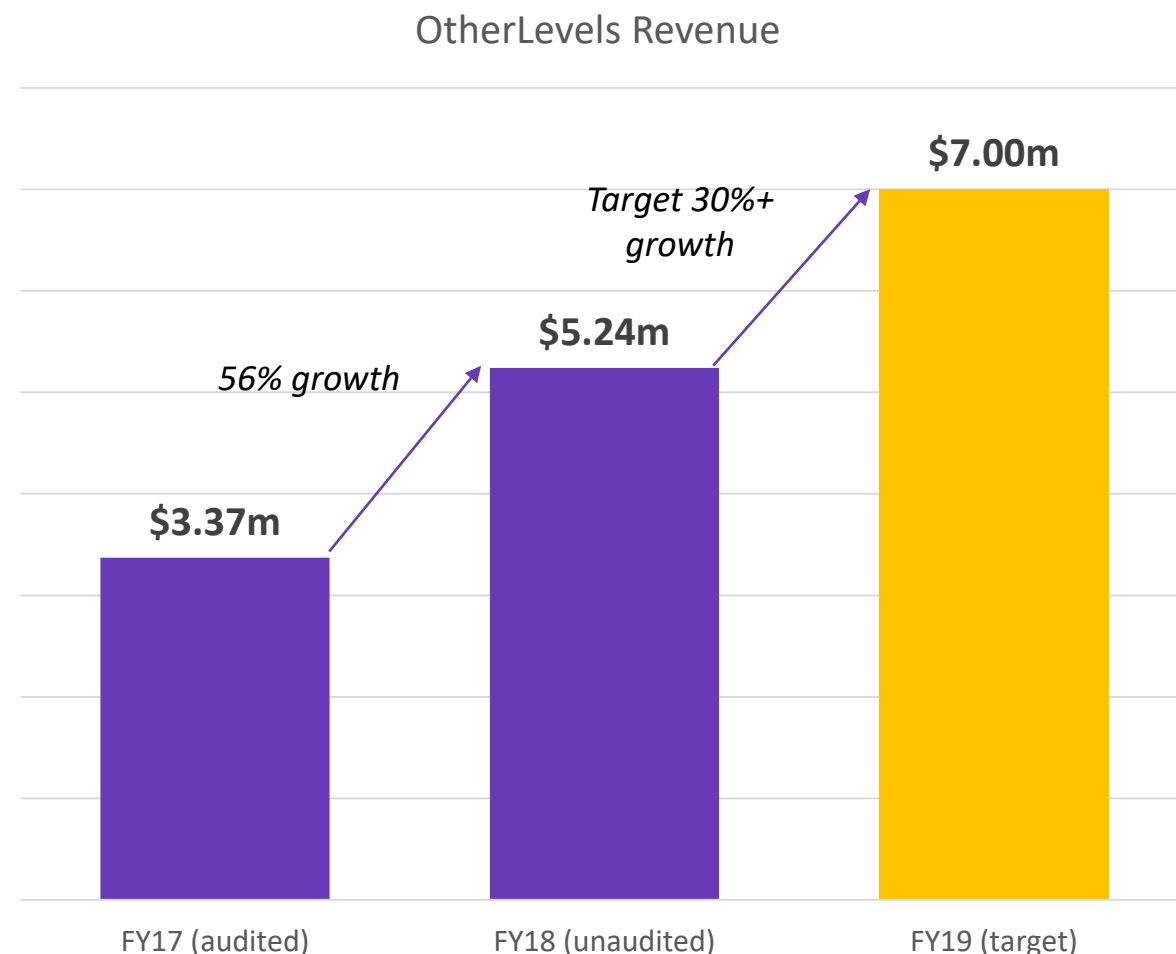
\$1.2m

FY18 revenue for professional
services

2 billion+

FY18 number of
messages sent

Note: All FY18 figures are unaudited



Disciplined EBITDA & Cash Flow Progress

FY18 EBITDA of (\$1.1m), an improvement of 73% on FY17

Cash expense discipline at \$8.1m in FY18 compared to \$8.9m FY17

FY18 cf FY17, positive net operating cashflow change of \$2.2m, an improvement of 57% on FY17

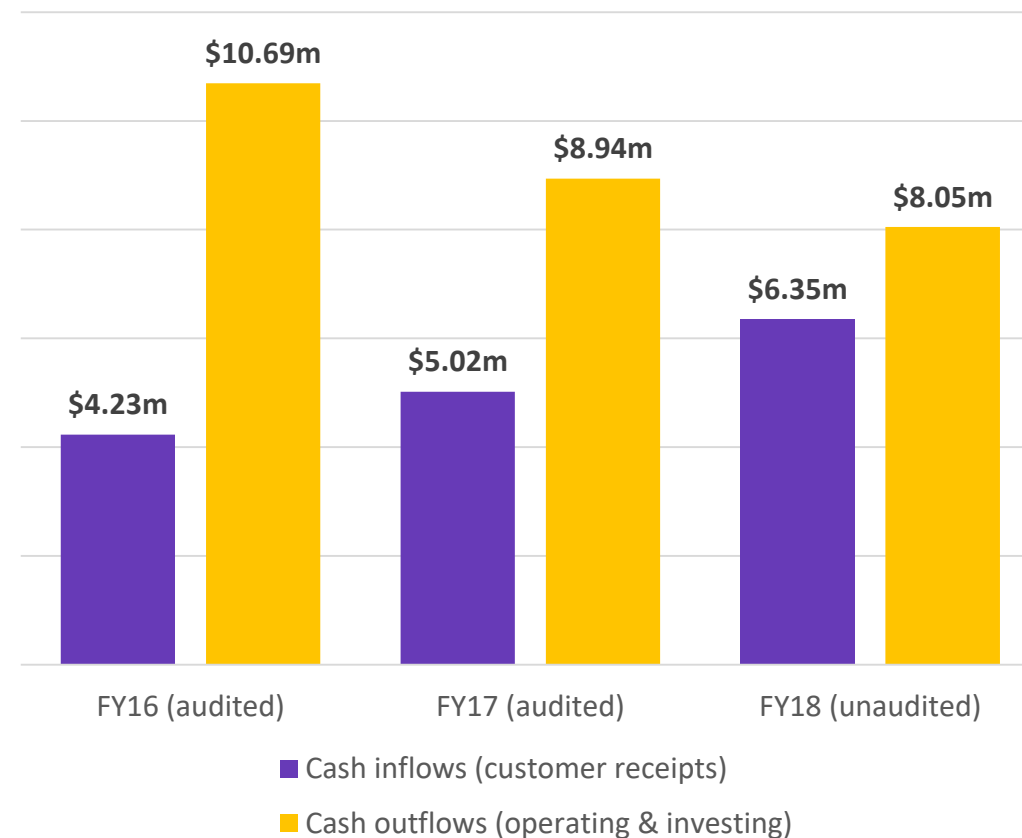
2 positive operating cash flow quarters in FY18¹

Targeting positive EBITDA in FY19

Note: All FY18 figures are unaudited. Operating Inflows include R&D rebate.

1. Whilst Q4 FY18 cash flow has been weaker than planned due to one off factors, the goal is to achieve positive operating cash flow in FY19.

OtherLevels Operating Cash Inflows & Outflows



Cash receipts within any quarter are based on the timing of annual licence payments.

Revenue and Market Growth Strategy

OTHER LEVELS

OTHER LEVELS

*Strategies to
accelerate growth,
revenue and market
penetration*

1. Grow enterprise footprint

Increase iGaming, lottery and travel penetration using current clients as case studies

Increase revenue per client from installed base with licence upsells and Managed Services

Leverage real-time messaging experience and solve big client problems deepening client relationships. E.g. In-play for iGaming

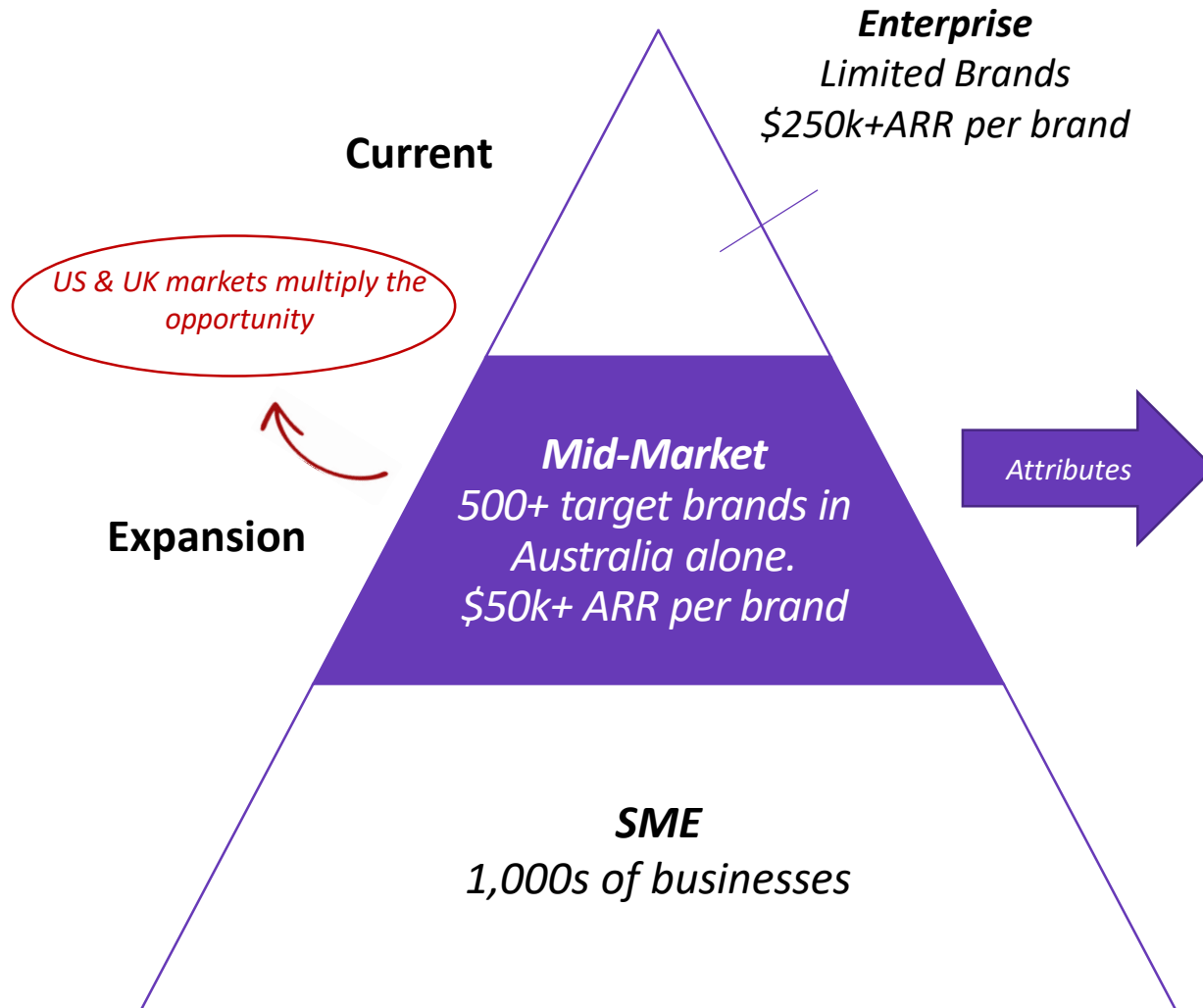
+

2. Activate mid-market strategy

- ✓ Faster sales cycle
- ✓ 10x – 30x the number of potential clients
- ✓ Reduces concentration risk, and amortises the platform over more clients
- ✓ Secures future large clients as they grow
- ✓ Can rapidly grow ARR
- ✓ Builds defensive position against bottom-up competitors

Attractive Characteristics of Mid Market

OTHERLEVELS

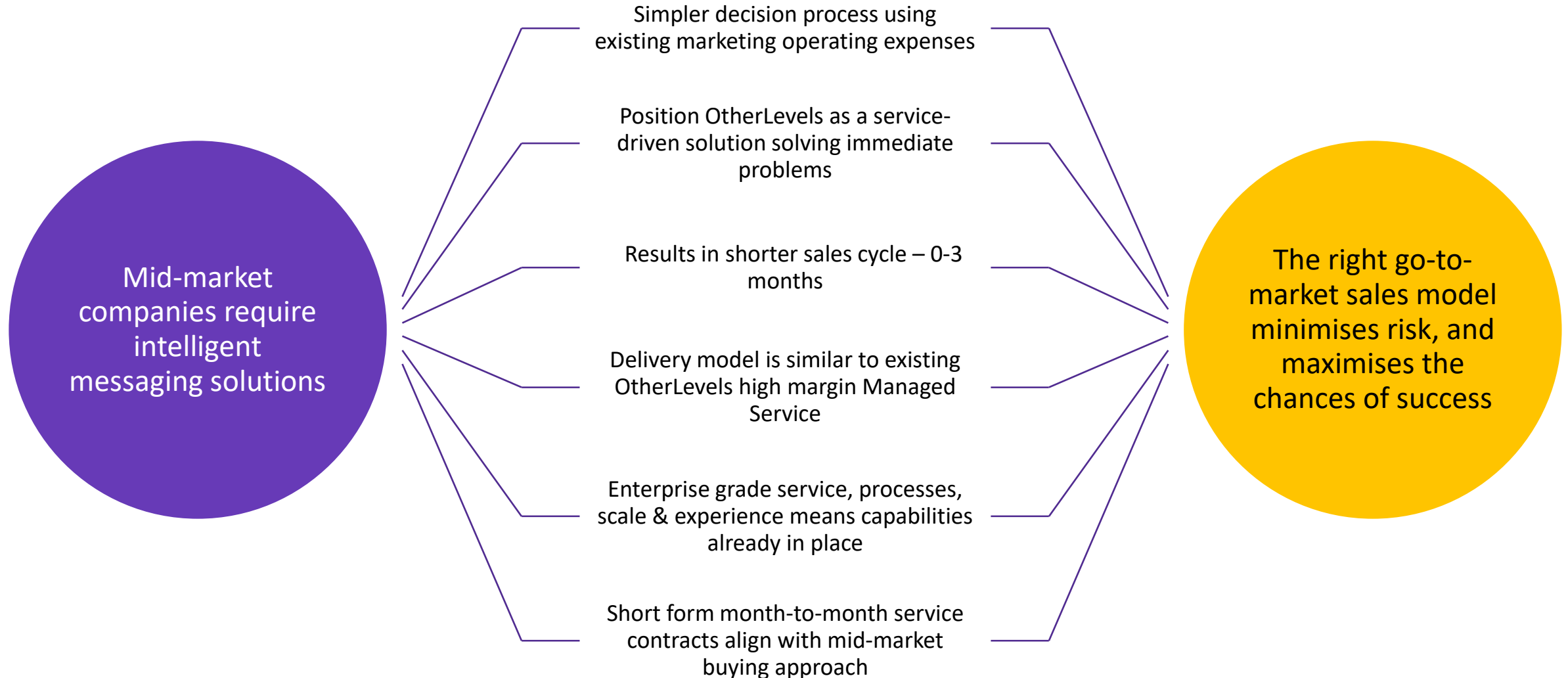


- Limited marketing resources but desire high ROI
- Struggle to communicate and engage with their visitors and users
- Pace of digital change outstripping internal capabilities
- Cost of acquiring audiences via social platforms and SEM is increasing
- Challenge to leverage data assets (or have limited data to leverage)
- Competitive pressures from above and below
- Heavy dependence on email marketing
- Outsourcing of non-core services is widespread creating sales opportunities
- Simplified and faster sales process with fewer stakeholders

The OLV SaaS platform unlocks opportunities for mid-market brands at low relative cost

Mid-Market Strategy Rollout

OTHERLEVELS



FY19 Execution Strategy

OTHERLEVELS

