

Investor Presentation

2017 PAC Partners

Technology Investor Forum

Anthony Woodward – CEO

Agenda

Company Overview

FY17 Results Overview

Key Threats and Opportunities

Case Studies

Company Overview - Snapshot

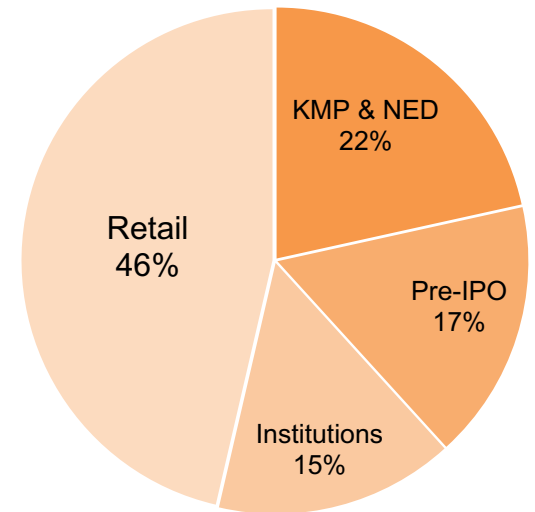
Corporate Information

- > ASX:BPF – listed 23 January 2014
- > Market cap – c.\$11m (as at 25 September 2017)

Background

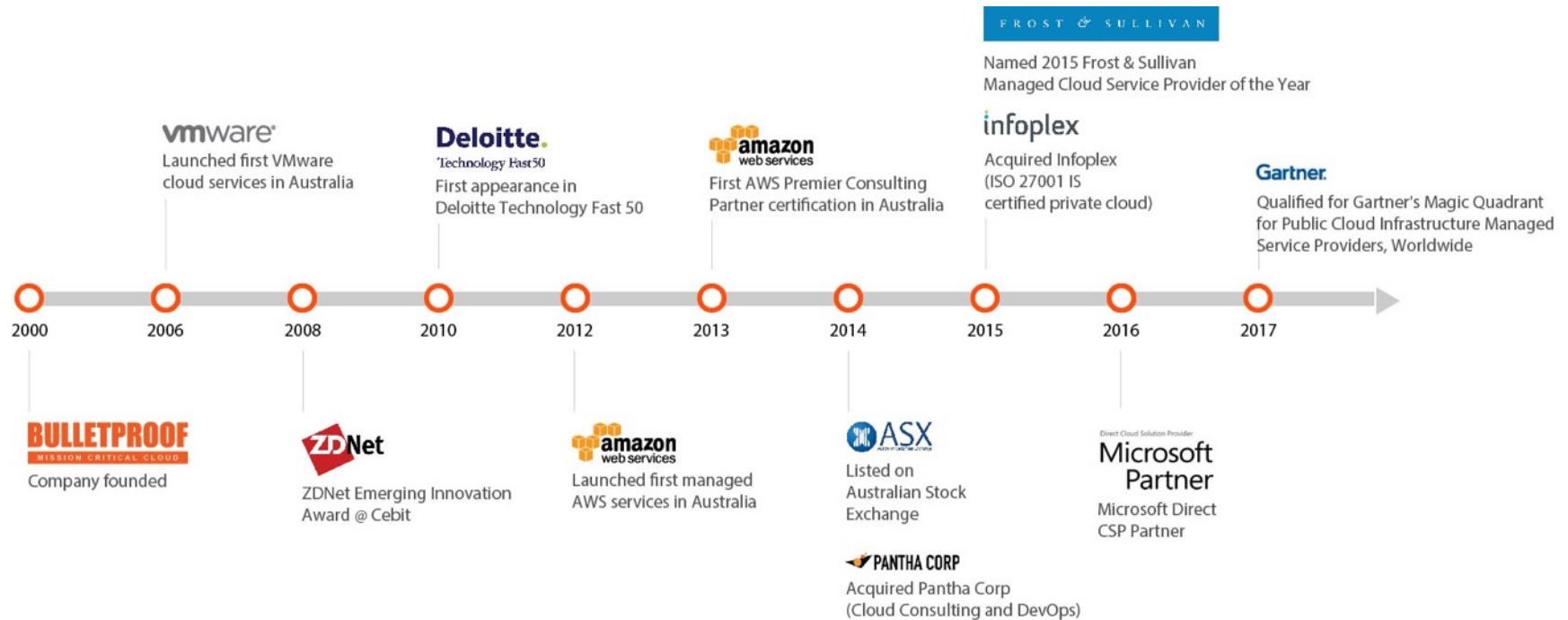
- > Founded in 2000
- > 110 Staff, Sydney, Melbourne, Auckland, Wellington & USA
- > 700 corporate, government and enterprise customers
- > Customers include Qantas, Genworth, CrownBet, Ubank
- > Gartner top 20 Global Public Cloud Managed Service Provider, 2017
- > Partnerships with Amazon Web Services, Microsoft Azure, Accenture

Shareholder Breakdown



	Number
Shares on issue	162,600,769
Unlisted Options	500,000
Total fully diluted share capital	163,100,769

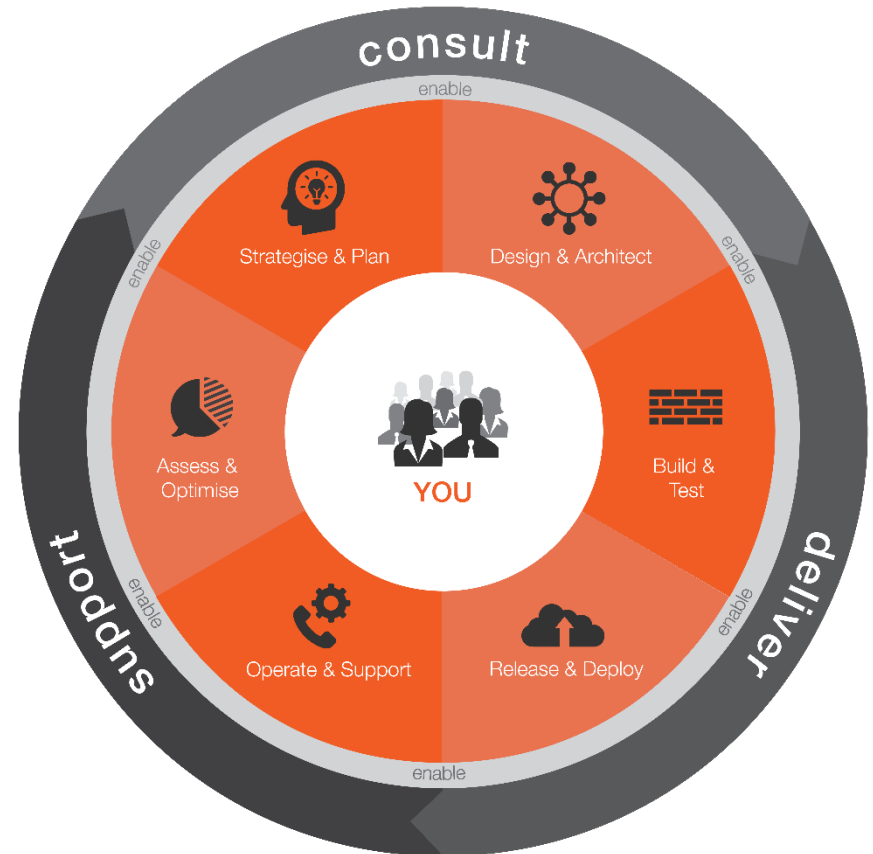
Company Milestones



Bulletproof Services

Bulletproof is the leading Cloud Services Provider in Australia/NZ

- Customers want to transform their businesses with Cloud
- They need expertise focused on business outcomes such as transformation and agility
- They require excellence to operate a secure, reliable, performing solution that meets business objectives
- Our cohesive service offering meets customers' needs at all stages of their journey to the cloud



Key Customers



FY17 Financial Results Summary

Comparisons to FY16

Revenue \$49.2m



4%

Underlying¹ EBITDA \$2.2m



53%

Underlying¹ EBIT loss (\$2.1m)



-\$3.0m

Underlying^{1,2} NPAT loss (\$0.2m)



-\$1.0m

Reported NPAT loss (\$6.1m) – incl. \$6.0m adjustments

1. Excluding capitalised development cost write-downs, and restructuring costs. 2. Excluding Deferred Tax Benefit on write-downs

Challenge 1:

Delivering long term profitable growth

- FY17 H1 and H2 financially different - post restructure
- Extensive re-work of Professional Services governance and offering complete – now needs scaling up
- Recurring revenue margins a continued focus with cost and product improvements
- Reducing overheads – in line with revenue scale
- Management KPIs on recurring revenue churn and profit

Challenge 2:

Adding more value to customers' cloud journey

- Consulting offering launched Jan 2017 – to help customers solve the 'cloud riddle' – gaining traction
- Product refresh under way – to meet changing customer demands for managing dynamic public cloud / DevOps
- Premier Consulting partner with AWS – industry leader
- Gold Partner with Microsoft Azure – growing fast
- New Private Cloud offering – multi-cloud approach

Opportunity: Bulletproof's global position as Managed Public Cloud Service Provider



Source: Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers 2017.



CrownBet is one of the fastest growing online bookmakers in Australia, and is the only Australian-owned online bookmaker of significant scale operating in the sector.

Bulletproof helps with:



Hybrid Cloud



AWS Migration



Total Cost Optimisation



Agile, DevOps & Automation



Mission Critical Campaign



Bulletproof Support



Big Data enablement

Success factors:

2014

Working together Since...

x15

Site Scalability

100%

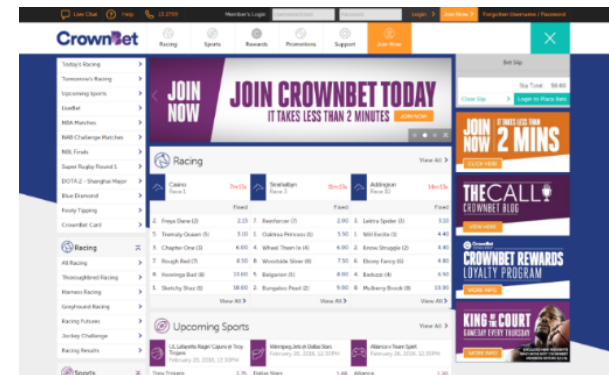
uptime

2x

Flawless Melbourne Cup campaigns

\$2.7m

ROI savings over 3yrs



[Click here for the full Case Study](#)

“It’s a delicate balance between managing your infrastructure in house or using a cloud services partner. You have to trust that the partner can do their job, because you’re essentially going from 100% internally managed, to an ideal fully managed environment – allowing you to concentrate on business specific activities and stay ahead of the game.”

- Gus D’Onofrio, Chief Technology Officer, CrownBet



UBank is an award-winning Australian online bank, operating as a division of NAB. Opening its doors in 2008, UBank boasts 350,000+ customers with \$15 billion in managed funds.

Here are some of the ways we've worked together so far:



DevOps & Agile
Enablement Consulting



Workshop and
DevOps/Agile Maturity
Assessment



Adopt, embed and
improve recommendations



Agile Coaching &
Mentoring

Success factors:

2016

Working together
Since...

200%

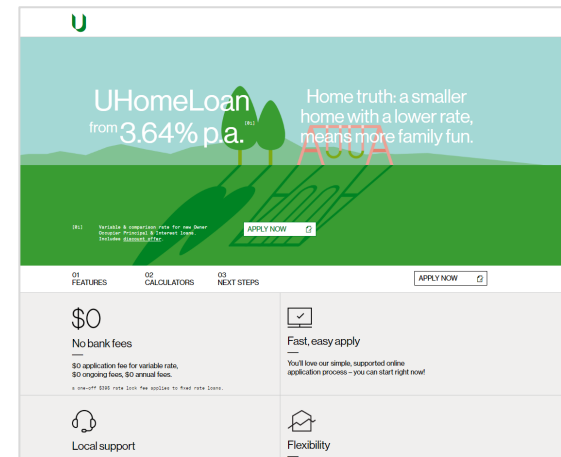
increase in dev
team productivity

3wks

Delivery cycles
reduced from 6 wks.

350k

Customers experiencing
outstanding service.



“It's important to me that there are no silos within the Product Teams – whether you are a developer, business analyst or tester, we want everyone to speak up, be heard and provide input into the products we deliver to our customers. The aim is to make sure the entire team is personally connected to and invested in the customer outcome. We also find that by listening to everyone, there is more room for innovation.”

- Jeremy Hubbard - Head of Digital, UBank



Environment,
Land, Water
and Planning

DELWP are focused on creating a liveable, inclusive and sustainable Victoria with thriving natural environments where the community is at the centre of everything they do.

Here are some of the ways we've worked together so far:



Mission Critical
Service



AWS
Migration



Application
Cloud Migration



Application
Optimisation



Big Data
enablement

What we've achieved together.

2016

working
together
since...

0.5 PB

Data ingested for
each map set

30x

Reduction in
data retrieval
times

2

Skilled resources
freed to work on
providing more
business centric
outcomes

“Partnering with Bulletproof to apply pioneering data science strategies, we have built the foundations of an information infrastructure that will improve access and management of significant spatial data assets, and enable DELWP to gain critical insights into the work we do to create a liveable, inclusive and sustainable Victoria

- Alena Moison
Spatial Data Operations, DELWP

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Contact Us

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