

M-POWER MSL

Developing loyal communities

MSL exists to **Develop Loyal Communities** and empower **Sports, Leisure & Hospitality** businesses

Our Attributes:

- Seek to learn
- Provide excellent service
- Re-imagine the future
- Power of one Team

Financials

Results before Significant Items

Revenue

\$23.7 m

110%



NPATA

\$2.5 m

194%



EBITDA

\$1.6 m

243%



Net Cash

\$11.7 m

346%



Pro-Forma Result

Revenue

\$28.7 m

NPATA

\$4.0 m

EBITDA

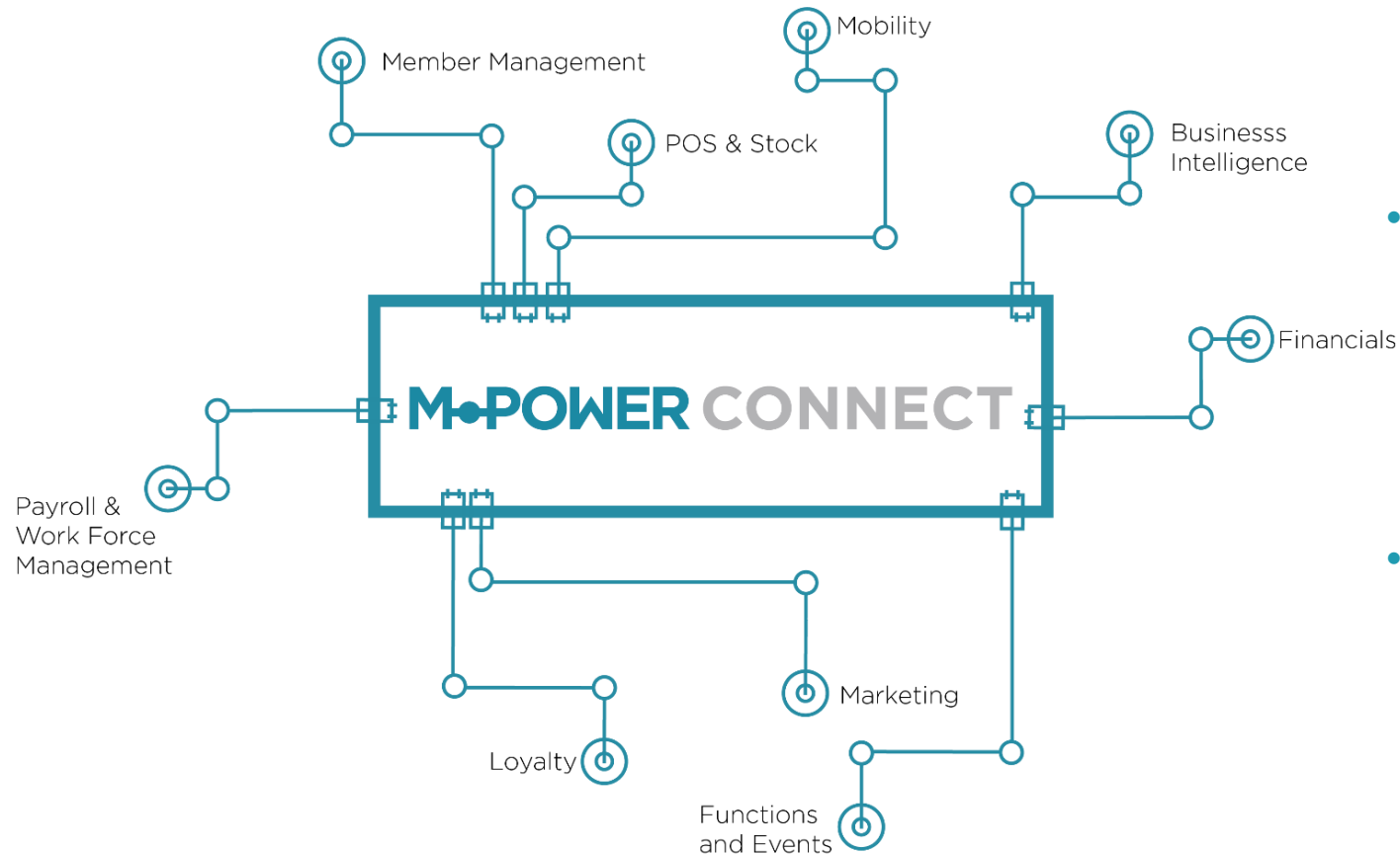
\$3.3 m

Net Cash

\$11.7 m

Over 50% of our operating revenue was from sticky recurring annuity revenue.

What MSL offers



- MSL provides scalable full venue **business software application and data solutions**
- Providing **cloud bases SaaS, hosted and on-site deployed software, data and loyalty/media solutions.**
- **Member Based Organisations** require **robust operating platform** to better understand their business. **MPower Connect** helps these communities thrive.

Investing in the Future

MSL's spend on R&D amounted to 18% of operating revenue.

Investing in the Future

Engagement



Digital Screen Network
(Music System)

CHAPP



MPower Games

POS



M-POWER MSL

Investing in the Future

Transaction Convenience



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Investing in the Future

Loyalty



Earn



Exchange



Reward



Investing in the Future

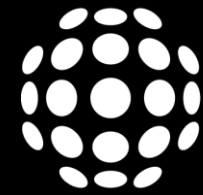
Golf



A Critical Focus On Revenue & Growth



Verteda
Innovative technology



Golrbbox

PALLISTER GAMES

A photograph of a large stadium interior at night, showing the curved roof structure and tiered seating areas illuminated by various lights.

M-POWER VENUE

Key Highlights

The segment revenue in the year was \$15.8 million, up 112% on the prior reporting period, contributing \$2.4 million EBITDA.

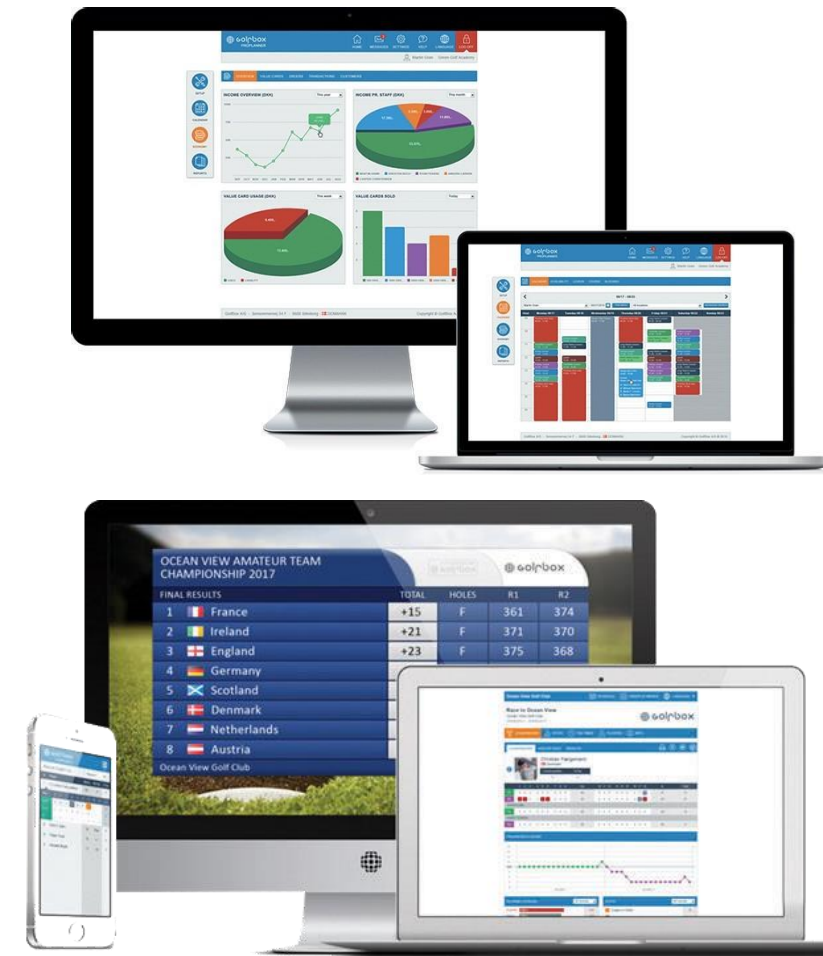
- Successful integration of the UK-based Verteda, including deployment of Australian products into the UK customer-base in the first 3 to 6 months post-acquisition;
- Entry into the US market in December 2016 with our first customer, now established with a dozen clients in the US;
- Sale to first high-profile Spanish stadium, the first European stadium outside of UK; and
- Village Roadshow upgrade for inaugural TopGolf site in Australia

M-POWER GOLF

Key Highlights

The segment revenue in the year was \$6.4 million, up 87% on the prior reporting period. Golf contributed \$1.3 million EBITDA (FY16: \$0.5 million).

- The successful integration of the Denmark-based business GolfBox;
- Entry into the UK golf market, being the first club sale to a leading England golf resort. The UK market has more than 3,000 facilities.
- Chronogolf partnership established to sell MSL Solutions' products into the US market – the US has half the world's golf courses with circa 17,500 venues;
- Appointment as strategic technology partner of Golf Australia in October 2016, following on from our earlier appointment as strategic technology partner of the PGA Australia;
- PGA Europe's endorsement of MPower Tournament & ProPlanner products.



M-POWER BI

Key Highlights

The segment revenue in the year gained good traction, generating **\$0.7 million** in revenue, up **378%** on the prior reporting period.

- Maxgaming, a Tatts Group company, endorsement of MPower BI platform;
- First enterprise sale to a customer group;
- Golf Australia commitment to roll-out a base level solution to 1,600 golf clubs in Australia



M-POWER MEDIA NETWORK

Key Highlights

The segment revenue in the year was **\$0.9 million**, up **182%** on the prior reporting period.

Key highlights in the year included:

- Integration of Pallister Games to the platform. Pallister Games promotes member attendance and participation at a venue;
- Community First Credit Union (CFCU) integration of club loyalty to bank debit cards;



MSL's Growth Strategy

Four key levers:

1. Organic growth with each sales segment
2. Increasing customers using the MPower Business Intelligence (BI) solution
3. Cross-sell of products across geographical and sales segments
4. Accelerating growth through acquisition



Investments

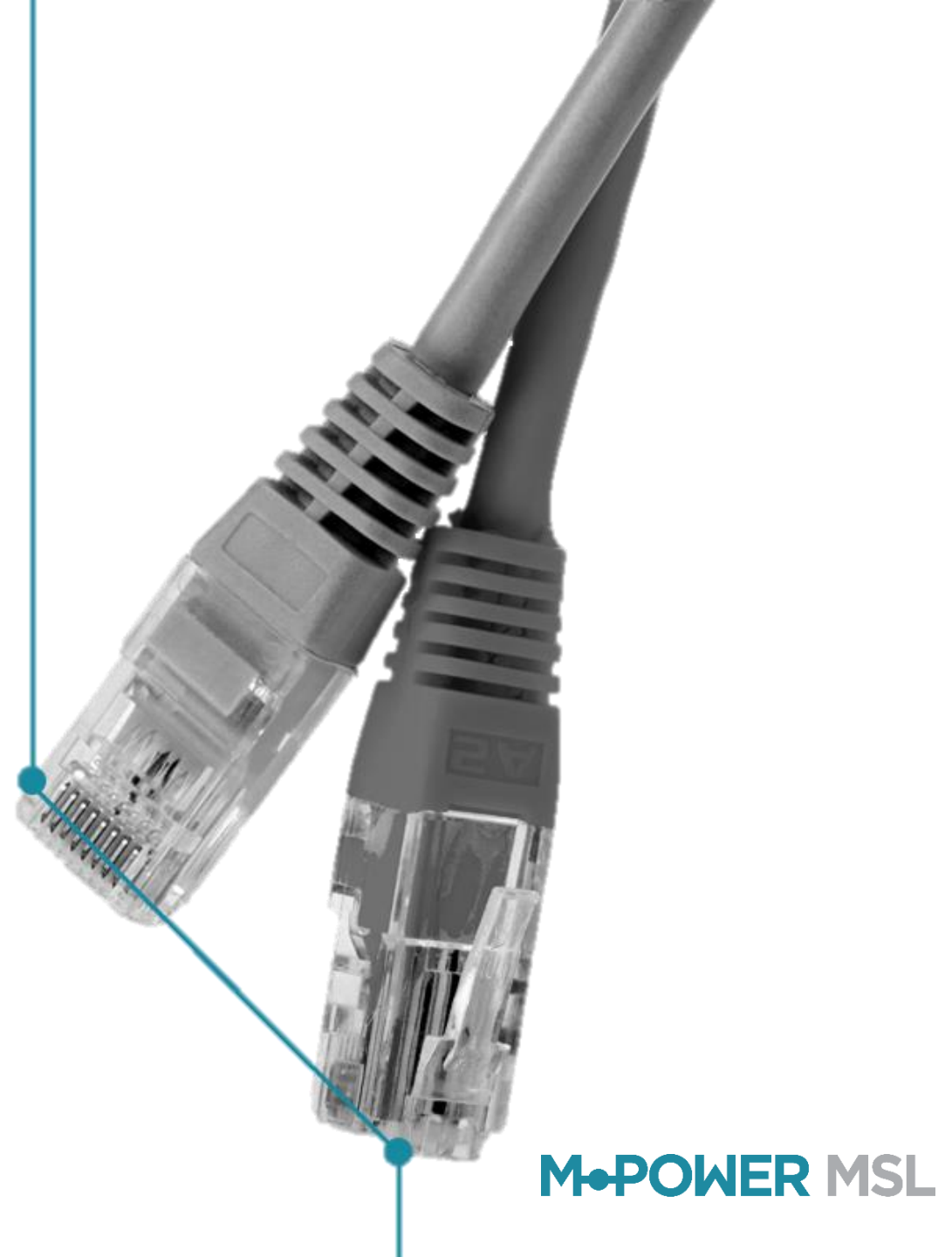


- At 30 June 2017, **MSL held a 30% investment** in the Zuuse business, which is being held for sale.
- Zuuse is non-core to the MSL business, and is a full asset lifecycle solution with market leading technology blending 3D building information modelling (BIM)
- MSL now hold an 11.5% interest in the new merged entity, and continue to hold this investment for sale.



Company Outlook

- Revenue: \$35.5m
- EBITDA: \$6.5m
- NPATA: \$5.9m



M-POWER MSL

Developing loyal communities

- Strong Track Record.
- Global Presence.
- Unique Platform.
- Large Addressable Market – Common Global Needs.
- Scalable Business Model.
- Organic & Acquisition Growth Opportunities.
- Highly Experienced Board / Management Team.

A black and white photograph of a boat's deck. In the foreground, a thick, light-colored rope is coiled around a pulley system. The pulley has a dark, cylindrical top and a metal base. The rope extends diagonally across the frame. The deck is made of wooden planks. In the background, the dark, calm water of the sea is visible. The text "M-POWER MSL" is overlaid on the right side of the image in a bold, sans-serif font. A thin teal line with circular endpoints at the rope is positioned horizontally below the text.

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