

**JUMBUCK ENTERTAINMENT LTD  
2012 Annual General Meeting**

**Chairman's proceedings of Annual General Meeting  
of the Shareholders to be held at the RACV Club,  
501 Bourke Street, Melbourne, Vic, 3000  
at 11.30am on Wednesday 28th November 2012.**

**Chairman's Address**

**1. Introduction of Chairman**

Ladies and Gentlemen, my name is Harvey Parker and I am the Chairman of Jumbuck Entertainment Ltd. I now welcome you all here to the Annual General Meeting.

**2. Declaration of quorum and opening of meeting**

As we have a quorum of shareholders present, I declare the 2012 Annual General Meeting of Jumbuck Entertainment Ltd open.

**3. Introduction of Directors and Company Secretary**

Let me now introduce you to your Directors. You can read full details of their backgrounds and qualifications in the 2012 Annual Report. The other Directors present today are:

- The Hon Jeffrey Kennett AC; and
- Mr Tom Kiing.

Mr Angelo Tsagarakis, the Company Secretary and Chief Financial Officer is also present.

We also have here today Rachel Smith, a partner of Deloitte, the Company's auditors as well as representatives from Gadens Lawyers our legal advisors. Thanks for your attendance at this Meeting.

**4. Apologies**

There are no apologies.

## **5. Notice of Meeting**

I am informed that the Notice of Meeting was mailed to all shareholders on Monday 22<sup>nd</sup> October 2012 and all shareholders should have received a copy of the Notice.

I propose to take the Notice as read and to deal with the business of the Meeting in the order it appears on the Notice.

There are several items on the Agenda which I will cover with you in some detail prior to our voting on these items.

As always, the opportunity to ask questions will be available at the Meeting.

## **6. Remuneration**

This morning, you will be asked to adopt the company's approach to remuneration, as set out in some detail in the Remuneration Report part of this year's 2012 Annual Report.

One very important responsibility of the Board is to ensure that the Company attracts and retains quality Executives to manage the Company and that it remunerates these Executives appropriately to ensure they are incentivised to maximise shareholder returns both for today and tomorrow.

The Remuneration Report reflects the Board's approach to this important matter.

## **7. Re-elections**

In accordance with our Constitution, The Hon Jeffrey Kennett AC retires from the Board at this Meeting, and being eligible offers himself for re-election at this Meeting.

## **8. Corporate Governance**

The Board remains very focused on corporate governance and I can assure you that it is always high on our agenda.

We have worked hard to build a solid framework of board charters, codes of conduct and numerous policies and practices - which outline our approach to corporate governance and the standards we expect. These are available in the 2012 Annual Report and on our website.

**Jumbuck  
Entertainment Limited**

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## **9. Conclusion**

On behalf of the Board, I would like to take this opportunity to thank the management team and our staff for their efforts over the past 12 months.

Lastly, I would like to thank our shareholders for their support throughout the year.

We will now move onto the formal business of the Meeting.

### **About Jumbuck**

Jumbuck Entertainment, Ltd. (ASX:JMB) is a global provider of premium social media applications for mobile. The company has managed and moderated social media networks for more than 100 global mobile carriers over the last 10+ years. It now applies that experience to the mobile application space with its Jumbuck Monitor - Moderate - Engage platform, which brings together fans and celebrities in an entertaining and safe environment. Jumbuck utilises its full cross-platform and support suite to offer sports teams, leagues, sponsors and digital rights holders an enhanced way to increase fan engagement, driving traffic, brand awareness, and enhanced revenue generation options for those entities. For more information, go to [www.jumbuck.com](http://www.jumbuck.com).

# **2012 Annual General Meeting Investor Presentation**

28<sup>th</sup> November 2012

# Introduction

Jumbuck Entertainment, Ltd. (ASX:JMB) is a global provider of premium social media.

- We manage and moderate social media networks for more than 100 global mobile carriers across:
  - Mobile service content
  - Mobile advertising
  - Mobile commerce
- Jumbuck delivers via direct agreements with mobile carriers; third party aggregators and directly to consumers
- Jumbuck's experience in moderation is now being applied to our 'Monitor- Moderate-Engage' platform, which brings fans and celebrities together in an entertaining and safe environment.
- Jumbuck operates in Australia, the United States, United Kingdom; central Europe and Latin America.



# Mobile Social Media Landscape

- Big Boom / Big Bust proposition.
- 1.038 billion smart phones in the Market worldwide. (\*CBS network)
  - fast expanding market growing 46.9 % in the last year
- Highest concentrations per capita (smart phone) are in Asia, the USA, Australia and Europe. (\*Canalys May 2012)
- Two main players, Apple and Samsung
  - In 2012 Samsung sold the largest share of handsets at 55 million units (qtr. to qtr.)
  - Apple sold 23.6 million units up 36.2 % (qtr. to qtr.) (\*Canalys/ Mobi thinking/ The Australian.)
- 64.1% of all smart phones sold in Q2 2012 use the Android operating system
  - iOS making up 19% of the remaining software used. (Forbes 22/1/12)
- On-line ad revenue is valued at \$1.63 billion (Australia) surpassing newspaper revenues to June 2012 (The Australian 14/9/2012)
- On-line ad revenue forecast to exceed total TV advertising revenues by June 2013 (Australia)
- Consumers are hungry for content on their mobile devices - smart phones & tablets.

# 2012 Overview

	FY 2012 \$'000	FY 2011 \$'000
Total revenues (ex interest)	4,614	6,882
Operating costs	(6,850)	(8,414)
Operating EBITDA	(2,236)	(1,532)
Goodwill / Impairment	(3,808)	(5,193)
EBITDA	(6,044)	(6,725)
Deprecation / Amortisation	(1,022)	(1,198)
EBIT	(7,066)	(7,923)
NPAT	(6,586)	(6,197)
Cash flow from Operations	(1,403)	1,260
Closing cash	3,622	6,417

## Transition in direction

- Continued provision of global chat & dating communities
- migration & deployment onto popular smart phone platforms
- Delivery of Social media solutions to 1<sup>st</sup> Customers

## Results reflect transition

- Revenues down 33%
- Operating Costs down by 18%
- Goodwill & intangibles impairment - \$3.8M

## Foundations remain steady

- Remain debt free
- Working Capital to support growth

# Strategy & Strategic Positioning

- Consumer Chat
- Monitor – Moderate - Engage
- Growth through strategic M&A



# Consumer Chat

## Revenue Model

- Revenue share with carriers and app stores
  - User pays and freemium models
  - Consumers are billed on pay per event or ongoing subscription models.
  - Advertisers pay based on Cost per Click.
- Jumbuck services over 100 carriers through direct or aggregator relationships.

## Moving Forward

- Reducing exposure to marginal positions
  - Maintaining an international footprint
  - Significantly reducing operational costs
- Targeting Selective growth:
  - Maturing our approach to billing and revamping established revenue streams.
- Optimise free cash flow

# Monitor – Moderate – Engage

- Creating a solution that addresses concerns on how Corporates, Brands and Individuals safely exploit and engage the power of Social Media
- Removes the Threats and promotes the Positives
- Integrating product layers with existing Social Media
- Creating environments and products that allow the commercialization of user data.
  - **Monitor:** Seattle Seahawks (NFL) use Jumbuck monitoring suite to Track players Twitter interactions and Alert Media managers to any potential risks.
  - **Monitor and Moderate:** Fan engagement on the RaboDirectPro12 (CRL) app in the iOS app store.
  - **Engage:** Safe environments that lead to deeper Fan Engagement levels and higher participation rates from Heroes.

# Monitor – Moderate - Engage

## ■ Growth Strategy

- Service the growing demand for Monitored and Moderated interactions.
- Build and leverage social analytics
- Greater value from mobile advertising revenues as audiences continue to rapidly increase

## ■ Revenue model

- Monetise social data as the interactive population continues to increase via Mobile.
- Brand sponsored advertorials products ( hosted and white-label)
- Access to “closed” Monitored and Moderated environments.
- Supplying Monitoring Tools and Moderation solutions to existing platforms.
- Monthly Fees from DROs to establish their own PBSNs
- Advisory services to Corporates, Brands and Individuals around Jumbuck product and service offerings

# Growth through strategic M&A

- We are looking to accelerate growth through acquisition
- Target undervalued businesses in complementary segments that provide delivery solutions, revenue & scale
  - This will increase our range of mobile content for users
  - Provide additional complimentary products, content and services
  - Increasing Jumbuck's social media presence.
- Must have immediate revenue and earnings growth.
- Actively seek the right M&A opportunity in 2013

# Capital Management

- Jumbuck is working through a number of Capital Management alternatives.
  - Any changes may require shareholder approval.

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