



## ASX ANNOUNCEMENT

21 February 2020

### Simble signs three year agreement with Sylvania Lighting

#### Highlights

- Simble has signed a three-year agreement with Sylvania Lighting to incorporate the SimbleSense Platform into lighting projects to commercial customers, commencing in the UK, France Germany, Spain and Italy
- SimbleSense energy analytics platform to be embedded into Sylvania's turnkey solution - providing "energy intelligence" to all customers
- Sylvania's partnership with Simble further strengthens their position as an innovative leader in lighting technology
- Sales and marketing initiatives to commence in Q1 2020 with formal market launch at Light + Building trade show in Frankfurt, Germany

Simble Solutions Limited (**Simble** or the **Company**) an Australian software company focused on energy Software-as-a-Service and IoT solutions is pleased to announce that the Feilo Sylvania International Group Ltd (**Sylvania Lighting**), has signed a three-year agreement to incorporate the SimbleSense Platform into lighting projects to Commercial and Industrial (C&I) and small and medium-sized enterprise (SME) customers, commencing in the UK, France Germany, Spain and Italy.

The agreement follows a Letter of Intent (LOI) that was signed and announced in December 2019, after successful conclusion of product evaluation and detailed commercial discussions. Sylvania Lighting chose Simble as provider of energy intelligence to be incorporated as a standard addition to its commercial lighting and energy efficiency projects. The SimbleSense energy analytics platform will be offered as a white-labelled solution to measure and verify energy savings and provide advanced analytics in real-time through the cloud.

Sales and marketing initiatives will commence in Q1 2020 with a formal market launch at Light + Building, the world's leading trade fair for lighting and building services technology at Frankfurt, Germany, held from 8 to 13 March 2020.

#### **Ronen Ghosh, CEO at Simble commented on the agreement:**

"The strategic partnership with Sylvania is a key milestone in Simble's evolution and further validates our value proposition as a leader in the provision of energy intelligence to the lighting industry. Sylvania is expected to play a transformational role in helping us build a scalable

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sales ecosystem across Europe and we look forward to helping Sylvania's customers to reduce their environmental footprint and realise energy savings."

**Nick Clark, Global Strategic Development Director at Sylvania Lighting Europe commented:**

"We are excited to partner with Simble and bundle their innovative solutions into our world-class lighting projects and demonstrate the financial and environmental benefits to our customers. We have a rich history of delivering innovation and Simble's cloud-based energy Intelligence platform will allow our customers to understand their energy data in real-time, thus bringing energy savings to life."

### **Strategy & Go-to Market**

As lighting moves from commodity to a service proposition (Lighting-as-a-Service), Sylvania Lighting is taking actions to expand its full turnkey service offering to better service customer needs by including services such as energy analytics, auditing or financing options. Sylvania has chosen Simble as the software and technology provider and will integrate the SimbleSense platform into the expanded offering. SimbleSense will provide "energy intelligence" to customers, validating energy savings through "Measure and Verification" and offer real-time engagement to end customers interested in financial and environmental impacts of their lighting investments.

Sylvania will white-label Simble's software products to improve its sales conversion globally, engage with customers and position Sylvania as an innovative leader in lighting technology.

Sales and marketing initiatives will commence in Q1 2020 through Sylvania's existing sales infrastructure. Initiatives will include a major launch on March 8, 2020 at Light + Building trade show in Frankfurt <https://light-building.messefrankfurt.com/frankfurt/en/profile.html> as well as promotion to key regional businesses.

The initial target market will be the UK, France Germany, Spain and Italy with potential to expand to all markets that Sylvania is operating in. The SimbleSense Platform will be offered to all customers as a standard product extension for all new lighting projects.

The partnership with Sylvania represents a major growth opportunity for Simble. Each installation completed under this partnership will deliver Simble a combination of recurring Software-as-a-Service (SaaS) revenues and one off energy meter hardware revenue.

The agreement is a reseller agreement for an initial term of three years and is not subject to a trial period. The agreement includes industry standard termination provisions.

**ENDS**

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## About Sylvania Lighting

Sylvania Lighting is a leading full-spectrum provider of professional and architectural lighting solutions with a global footprint and operations in over 25 countries globally. Sylvania serviced numerous clients both directly and through third party businesses and generated \$860 million in revenues in 2019. Sylvania is the leading brand of the Feilo Sylvania Group which has headquarters in Budapest, Hungary as well as innovation and solution centres in 25 countries worldwide. The Feilo Sylvania Group is ultimately owned by Shanghai Feilo Acoustics Co., Ltd, which was founded in 1984 and is China's first joint-stock company (SH 600651).

## About Simble

Simble Solutions (ASX:SIS) is an Australian software company focused on energy management and Internet of Things solutions. The Simble Energy Platform or 'SimbleSense' is an integrated hardware and real-time software solution that enables businesses to visualise, control and monetise their energy systems. The Company's Software as a Service (SaaS) platform has Internet of Things (IoT) capabilities and empowers enterprises and consumers to remotely automate energy savings opportunities to reduce their energy bill. Simble operates in the SME and residential market and targets the distribution of its platform through channel partners. Simble has an international presence with offices in Sydney (Australia), London (UK) and Da Nang (Vietnam).

More information: [www.simblegroup.com](http://www.simblegroup.com)

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