



Simble

Investor Briefing

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Emergence Conference Presentation Feb 2019



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Simble

Our Mission

Leveraging smart IoT solutions
we turn data into insight
and help shape a sustainable world

SIS Snapshot

<p>FY18 customer growth</p> <p>240%</p> <p>vs. FY17</p>	<p>Operating cash burn excl R&D</p> <p>↓ 70%</p> <p>Q4 vs Q1</p>	<p>Devices to be connected to</p> <p>+10,000</p> <p>Contracted minimum</p>
<p>Deals signed since IPO</p> <p>A\$4.9m</p>	<p>Cash inflows</p> <p>+124%</p> <p>H2 vs H1</p>	<p>Market Cap</p> <p>\$8.8m</p> <p>as at 25 February 2019</p>

2018 Priorities

- Build a scalable channel network & pipeline
- Invest in innovation, marketing & expansion
- Lay foundation for sustainable growth over years to come



2019 Priorities

- Nurture existing partnerships
- Convert large sales pipeline
- Accelerate growth across key markets

Footprint and Focus Areas



Energy Analytics



Carbon Accounting Solutions



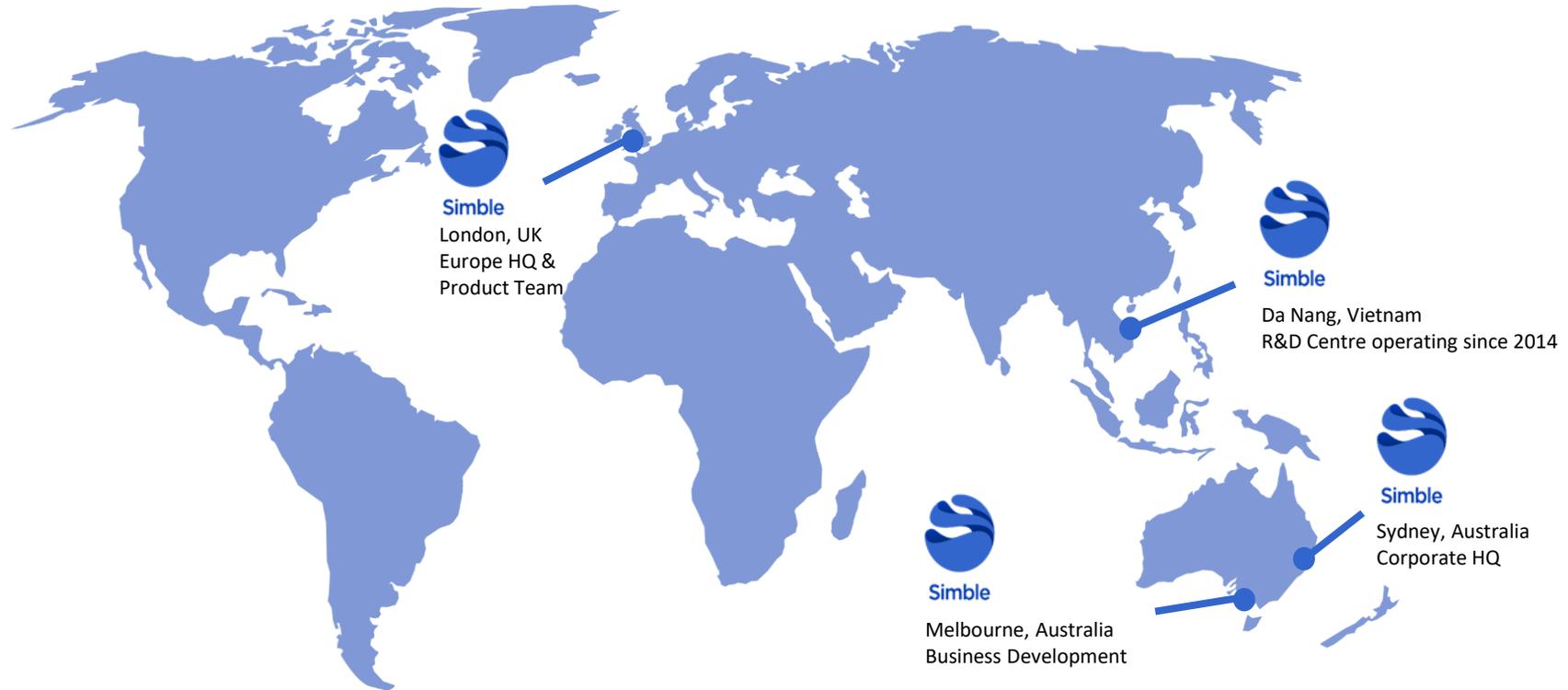
Internet of Things



Machine Learning



Big Data



Our Technology Stack

Hardware and network agnostic IoT analytics solutions targeting multiple industry verticals



Virtual Analytics
residential solution



SimbleLite
connected to utility meters



SimbleSense
with energy sub-meters



Simble IoT
with IoT sensors



Low cost – high volume

High value – low volume

underpinned by IoT & AWS



Go-to-market

- Simble has established a high quality network of channel and distribution partnerships – mitigating the need for large direct sales teams
- Energy & IoT division signed deals worth up to **\$4.9 million** to date delivering recurring SaaS revenues over the years to come
- Recently secured first client win (Banyule City Council) in partnership with BidEnergy - validating the combined merit of this partnership
- Laser-focused for 2019 with significant pipeline across key markets



+ 6,000 Partners



OPTUS



wattwatchers
DIGITAL ENERGY

utiligroup



UCR Consultants



powercor



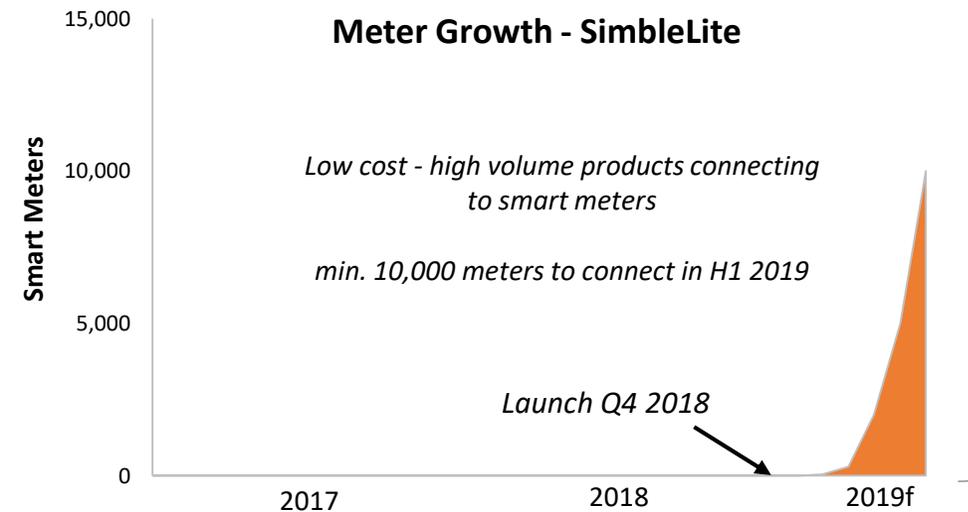
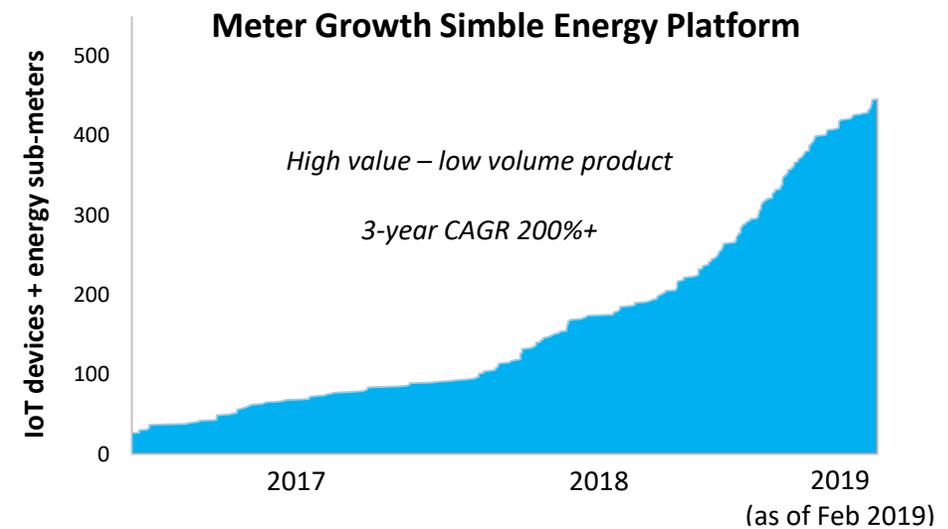
+ small to medium sized ESCOs, energy
brokers, utilities

Some of the end-customers using our energy solutions



Expansion of product suites to drive growth in 2019

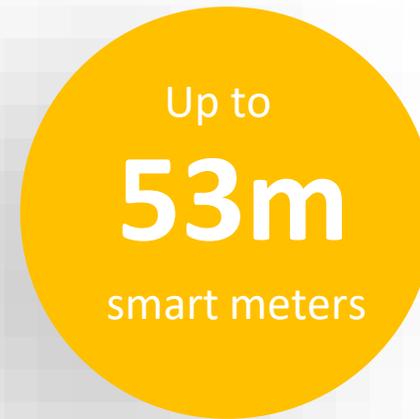
- In Q4 2018 Simble launched "low cost – high volume" product suites, which will turbocharge growth of meters under management (MUM) on the platform*.
- First significant contract win (UCR Consultants, announced January 2019), which will see a minimum of 10,000 meters connect to the platform before the end of Q2 2019
- Going into 2019 Simble has a significantly strengthened and diversified product offering, capable of delivering;
 - Diversified revenue streams
 - Accelerated low-cost client onboarding at scale
 - Upsell opportunities
- High volume products include
 - *SimbleSenseLite* – commercial customers
 - *Virtual Analytics* – residential customers



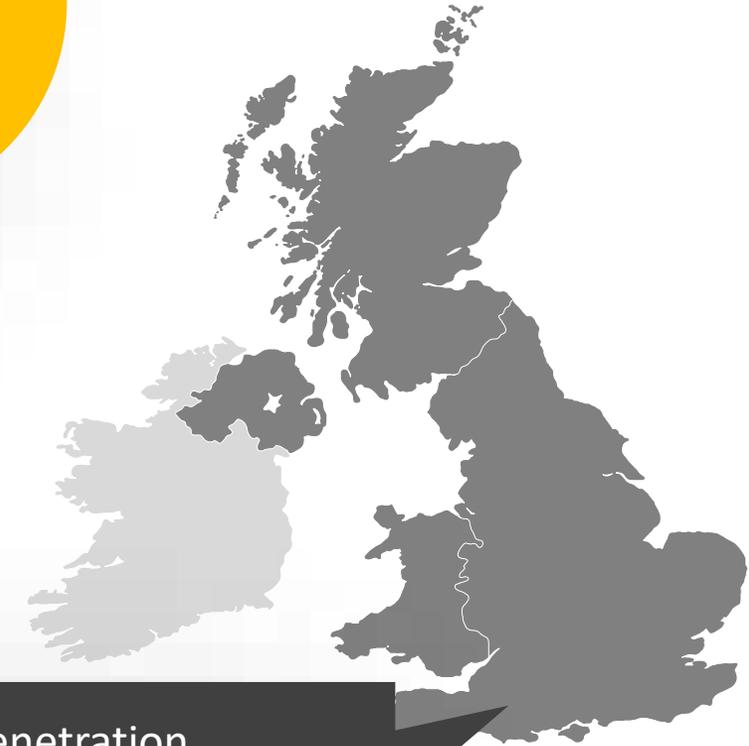
Meters under Management

UK Market Opportunity

- Contracted minimum of 10,000 and up to 60,000 smart meters will be connected to the Platform via energy broker UCR Consultants representing **0.1% of the total potential addressable market**
- Recurring revenues of up to \$3.4 million expected from this deal alone
- Channel partner Utiligroup services over 100 utilities and metering companies representing up to 80% of the total addressable market
- The UK Government has mandated the deployment of 53 million smart electricity and gas meters across residential households and small businesses



Up to
53m
smart meters



Simble Market Penetration

Simble to generate up to \$3.4m in revenues by connecting to 60k smart meters

HIGHLIGHTS

Proven management team with track record of creating value in ICT industry and delivering key operational targets

Fastest growing energy SaaS company on the ASX, supported by 10 small cap institutions

Strong value proposition targeting mass rollout in UK & Australia

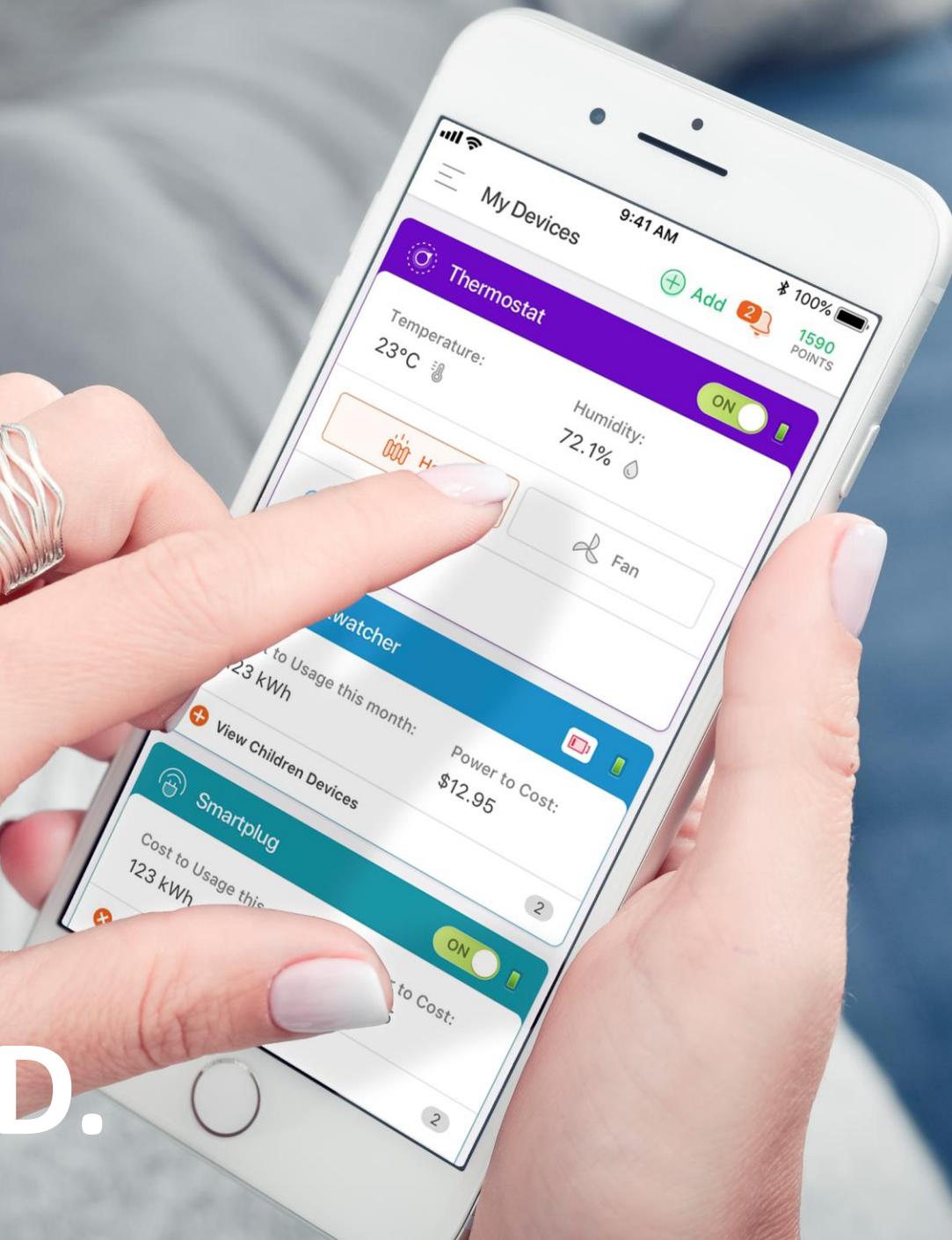
Tight share register and aligned management interests via significant inside ownership

Least demanding valuation versus other ASX energy management software plays



Simble

ENERGY
RE-IMAGINED.



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