



**Investor Presentation April 2018**

- ▶ **We help companies to cost efficiently find customers**
- ▶ **Through digital means**
- ▶ **At scale**
- ▶ **Globally**

# ▶ A PURE PLAY DIGITAL CUSTOMER ACQUISITION ENGINE

Businesses don't want clever advertisements anymore, they want customers

- ▶ **Generating traffic and leads is the top marketing challenge of 63% of businesses across 141 countries\***

A large global addressable market. IMS is currently operating across three countries.

- ▶ **80% of businesses use outsourced lead generation\***

Currently IMS Digital Performance Marketing has approximately 200+ simultaneous campaigns live. A minor fraction of the addressable business market.

- ▶ **IMS enables businesses to attain measurable Return on Investment (ROI) on every marketing dollar spent**

Through the combination of our proprietary machine learning technology, digital and data assets.





# AN ESTABLISHED DIGITAL CUSTOMER ACQUISITION BUSINESS

## Driving leadership in technology-led Customer Acquisition

**90%**

Approx.  
average client  
retention

**3**

Operating in  
Australia, New  
Zealand and UK

**200+**

Simultaneous  
campaigns

**Tech**

Powerful  
proprietary  
technology  
platforms

**Team**

Mobile / Digital  
& Performance  
Marketing  
specialists

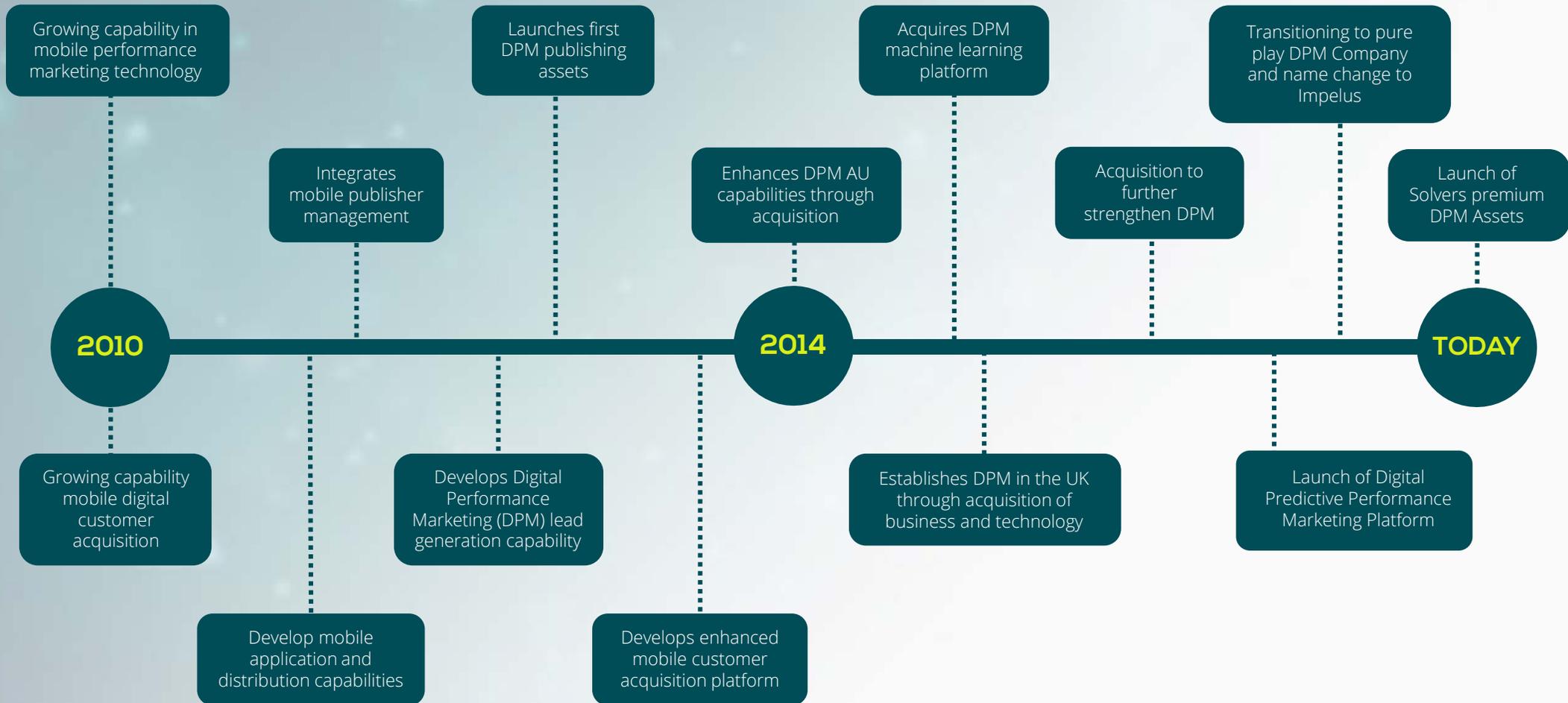


# A HISTORY OF DRIVING CUSTOMER GENERATION FOR BRANDS





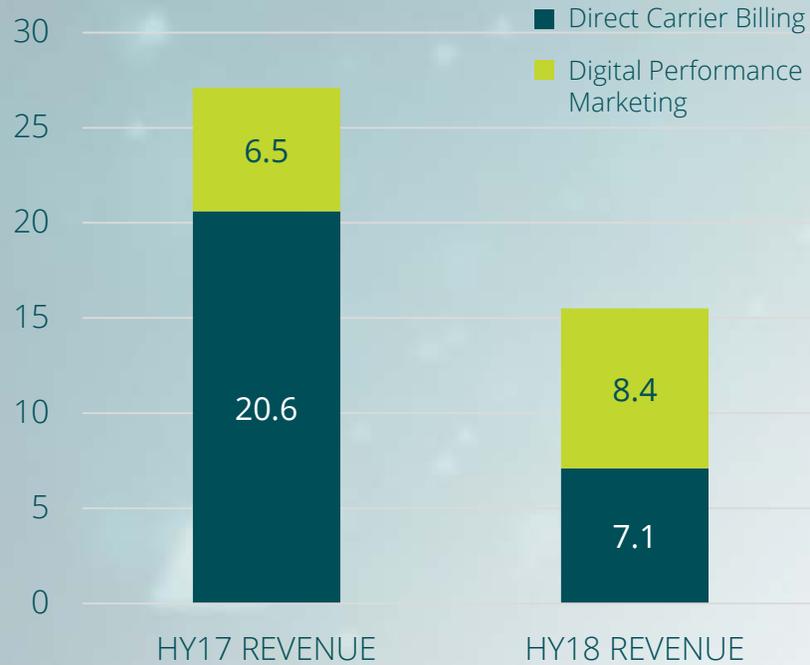
# A WELL ENTRENCHED DIGITAL CUSTOMER ACQUISITION PEDIGREE





# FINANCIAL PERFORMANCE - GROUP

## Group Revenue



## Group EBITDA



▶ \* 2.8mil underlying EBITDA. Underlying EBITDA adjusted for one off restructuring costs.



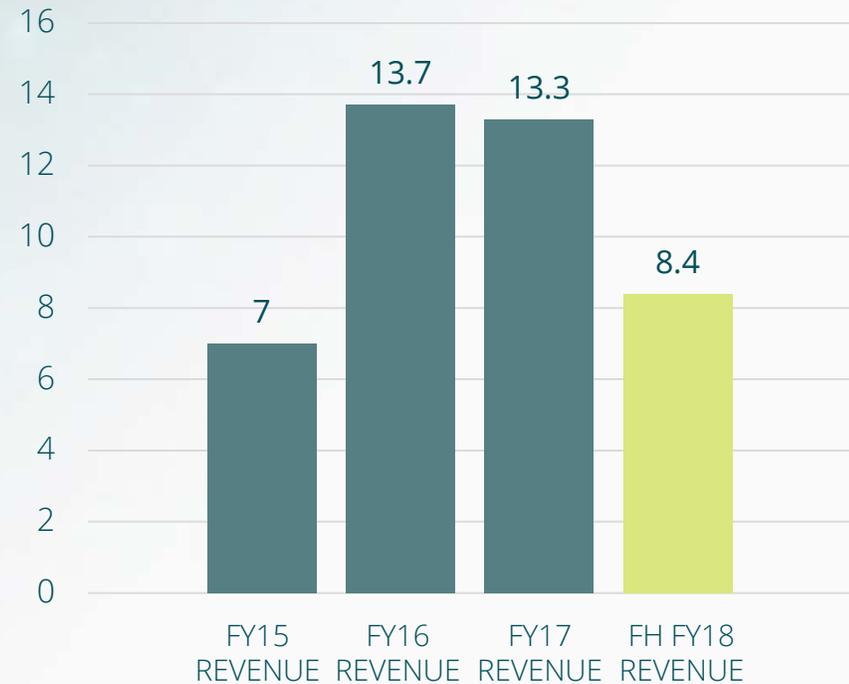
# FINANCIAL PERFORMANCE – DPM ONLY

## Digital Performance Marketing (DPM) Revenue



► Figures have been normalised for exchange fluctuations and the impact of one off events

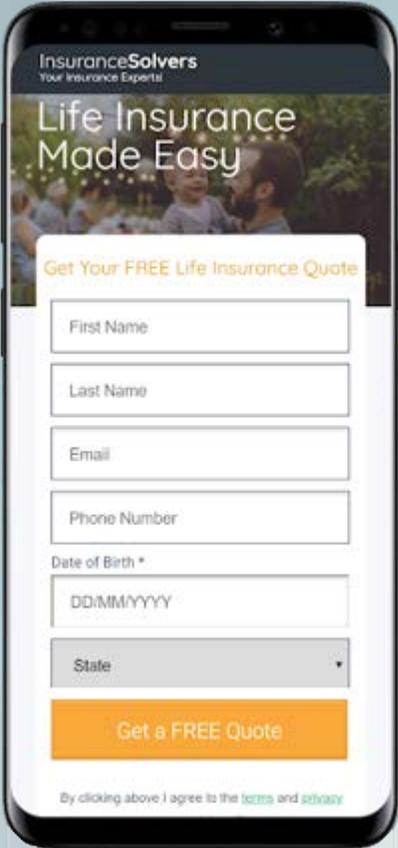
## Digital Performance Marketing FY & HY18 Revenue



► Figures have been normalised for exchange fluctuations and the impact of one off events



# MARKET-LEADING DIGITAL CUSTOMER ACQUISITION ASSETS



Leads sourced and verified via IMS digital assets and infrastructure





# WE GENERATE LEADS & CUSTOMERS FOR OUR CLIENTS



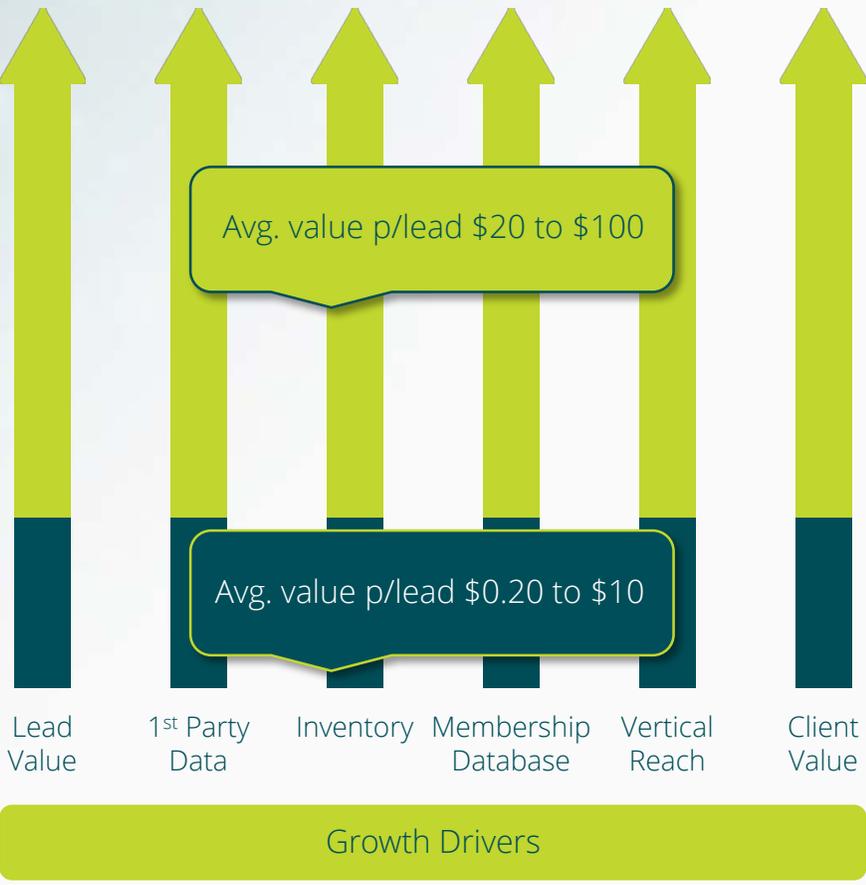
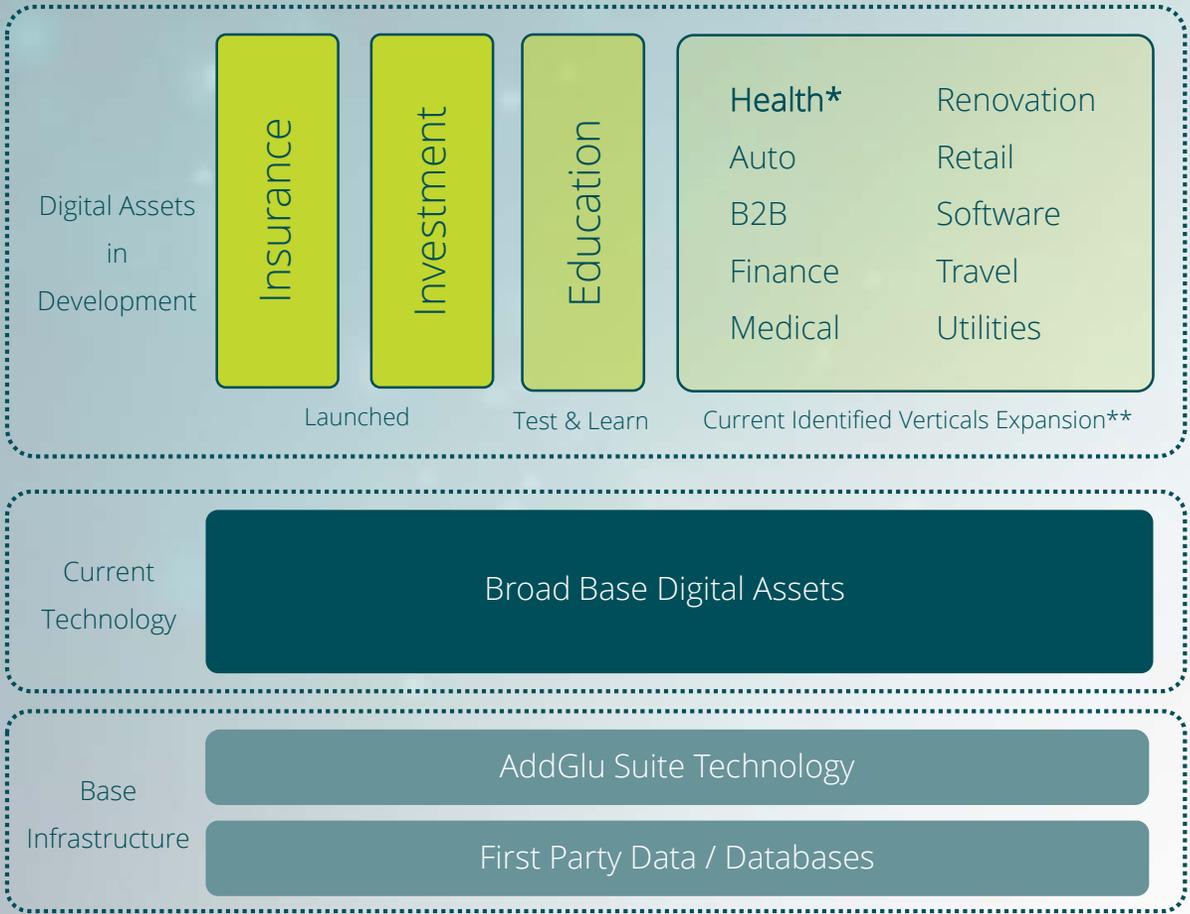
AddGlu Suite

Consented People Based Data Assets

*Optimised presentation of products of personal value and relevance to consumers, leads to higher customer conversion.*

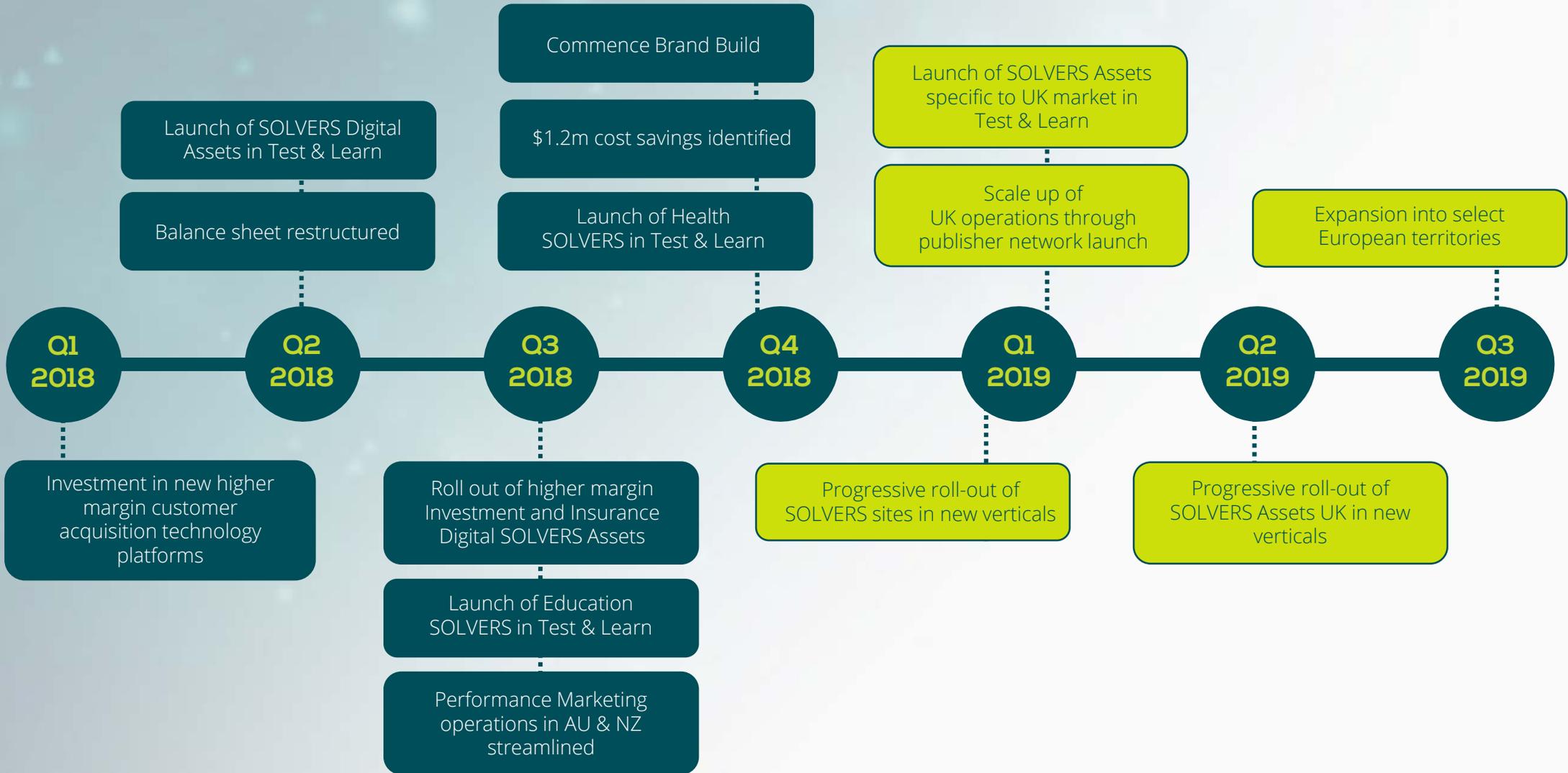
# ▶ PROGRESSIVELY BUILDING A COMPREHENSIVE DIGITAL ASSET NETWORK

Driving higher value, more efficient customer acquisition



\* As announced Health will be the next vertical to launch in test & learn  
 \*\*Large addressable market in addition to current identified vertical markets

# MULTIPLE NEAR-TERM VALUE CATALYSTS





# VERY WELL POSITIONED FOR GROWTH

- ▶ Board strengthened with appointment of industry experienced Chairman Ian Elliot –actively driving strategy
- ▶ Non-core operations scaling down to cost neutral, balance sheet strengthening and \$1.2m of costs being removed
- ▶ Totally focused on scale up of Digital Customer Acquisition operations in Australia, NZ, UK and Europe
- ▶ Diversified, revenue streams stable from average 200+ customer campaigns being run each month
- ▶ Revenue streams have been de-risked and are highly scalable
- ▶ High margin and ROI Customer Acquisition campaigns materialising underpinned by aggressive sales strategy

## A UNIQUE VALUE PROPOSITION

**“Impelus has excellent prospects and I am keen to bring my 40+ years’ experience in the advertising and marketing sector, as well as my extensive network, and my skills as a company director to help grow the revenue and earnings base.”**

**Ian Elliot, Chairman**



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# APPENDIX



# CORPORATE SNAPSHOT

As at 10 April 2018.

Board & Management Overview:	
Neil Wiles CEO & Managing Director	<ul style="list-style-type: none"> <li>Over 27 years' experience as MD &amp; CEO leading, developing and growing businesses in the communications, digital marketing and IT sectors</li> </ul>
Ian Elliot Non-Executive Chairman	<ul style="list-style-type: none"> <li>+40 years' experience in the advertising, marketing, branding and diversified communication sector</li> <li>Chairman and CEO of George Patterson Bates, Australia's leading advertising agency, where in his final four years as CEO, Ian added more than \$250m worth of new account wins</li> <li>Non-Executive Director (past and present) McMillan Shakespeare, Salmat Limited</li> </ul>
Simon Allison CFO	<ul style="list-style-type: none"> <li>Over 25 years' experience in the technology, marketing, telecommunications and financial services sectors in Australia, New Zealand and the UK</li> </ul>
Drew Kelton Non-Executive Director	<ul style="list-style-type: none"> <li>Over 30 years experience in telecoms and IT solutions, previous directorships and senior employment positions include DocuSign Inc., Telstra and T-Mobile</li> </ul>
David Haines Non-Executive Director	<ul style="list-style-type: none"> <li>Previous directorships and committee memberships include the Standing Committee of Commonwealth, State and Territories Ministers and Australian Film Censorship Board</li> </ul>
Justin Clyne Company Secretary	<ul style="list-style-type: none"> <li>Over 15 years of legal experience and is a director and/or secretary for a number of public listed and unlisted companies</li> </ul>

**IMS**  
ASX Code

**25.3%**  
Top 20 Shareholders

**~443m**  
Shares On Issue

**~9m**  
Options on Issue

**~11.07m**  
Market Cap\*

AR (circa) **5.6m**  
AP (circa) **1.9m**  
Bank (circa) **3m**

**\$0.054**  
52 Week High (\$/Share)

**\$0.022**  
52 Week Low (\$/Share)



- ▶ Neil Wiles
- ▶ CEO & Managing Director
- ▶ [Neil.wiles@impelus.com](mailto:Neil.wiles@impelus.com)
- ▶ +61 2 9360 3385



- ▶ Ian Elliot
- ▶ Non-Executive Chairman
- ▶ [Ian.elliott@impelus.com](mailto:Ian.elliott@impelus.com)
- ▶ +61 2 9360 3385



- ▶ Simon Allison
- ▶ CFO
- ▶ [Simon.allison@impelus.com](mailto:Simon.allison@impelus.com)
- ▶ +61 2 9360 3385



# BUSINESS SENSITIVITIES

## MARKET

Fluctuation in digital marketing spend, effective access to inventory, business spend on mobile / digital or consumer sentiment

Lumpiness that can come from campaign sales or change in spending patterns, changing market conditions or technologies that may impact access

## TECHNOLOGY

Competitive technologies risk that new technologies emerge that impact competitive advantage or market environment

Carrier support of billing platforms

Carriers changing their support for carrier billing of mobile products and services

Programmatic platforms

Use of platforms for purchase / pricing of ad inventory negatively impacting demand or access for digital marketing

## COMPETITORS

New competitive market entrants

Risk that new competitors enter market with a similar business

Marketing channels

New product and billing channel performance

Non-performance of marketing channels or disinterest in products by consumers

## REGULATION

Changes in rules around the regulation of digital and mobile products and services

Changes in rules around regulation of digital marketing

Restrictions in handset or other device platform access – e.g. Apple's current ecosystem

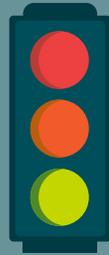
Handset manufacturers or digital or mobile platform developers restricting consumer access to products and services



# DIGITAL CUSTOMER ACQUISITION, A GLOBAL CHALLENGE

The move of consumer eyeballs to digital is increasing rapidly, as is the complexity of the digital marketing landscape.

## Marketers main challenges



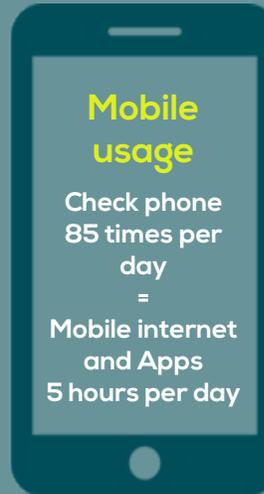
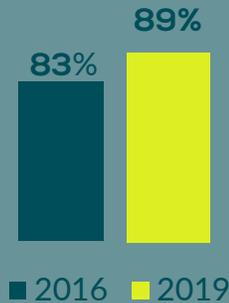
Generating traffic and leads is the top marketing challenge for 63% of all businesses.



Converting leads to customers is the key marketing priority for 70% of all businesses.

## Where the eyeballs are

Australian Smartphone Penetration

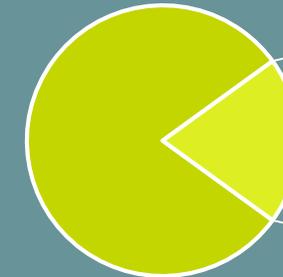


In Australia, nearly everyone under 50 uses mobile to go online with a 90% penetration rate.

## Marketers concerns

Ad fraud damage \$16.4 billion in 2017

Average digital ad is viewed for 1.7 seconds



Only 20% of ads are viewed for 2 seconds, the minimum standard for viewability

Under 2 secs 2 secs

72% of organisations that calculate ROI say their marketing strategy is effective.



# ENABLING DIGITAL CUSTOMER ACQUISITION, A GLOBAL OPPORTUNITY

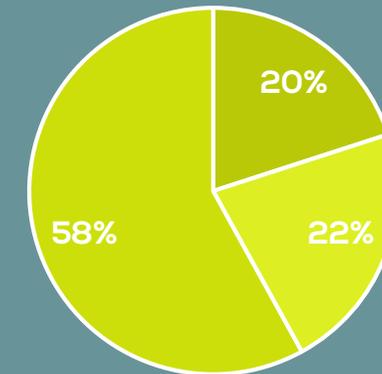
Engaging consumers through digital channels to drive customers conversion at scale, a global necessity.

## Most important lead gen goals



Improving the quality of leads generated is a top priority for 77% of marketing influencers. The quality of leads handed-off to sales significantly impacts an organisation's ability to achieve the next most important goal of acquiring new customers.

## Resources used to execute lead generation tactics

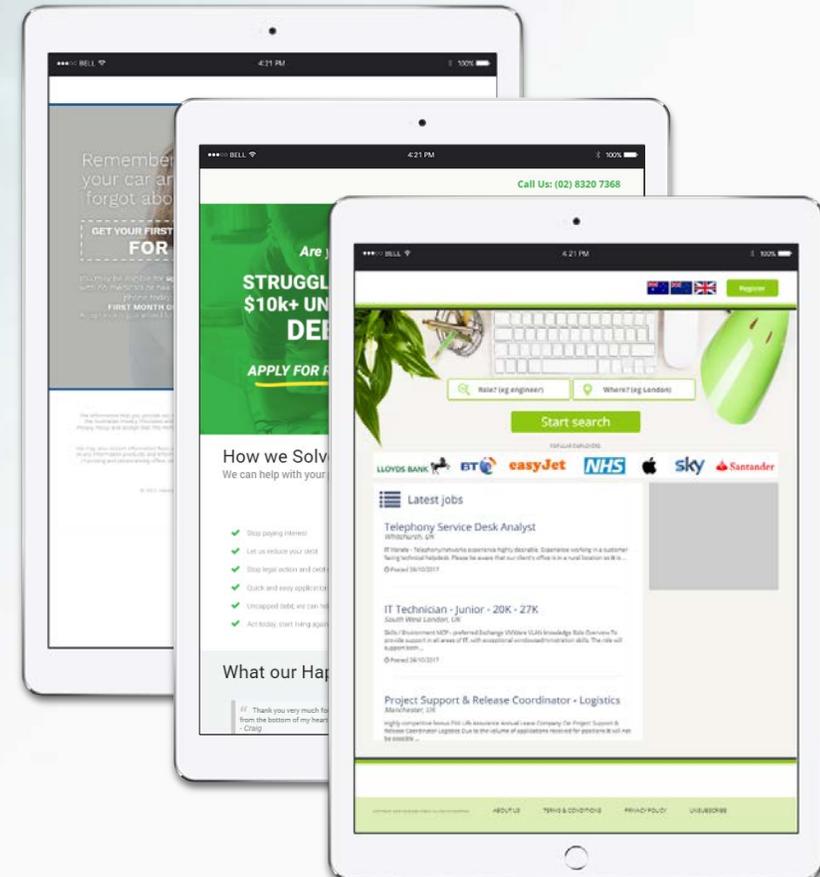
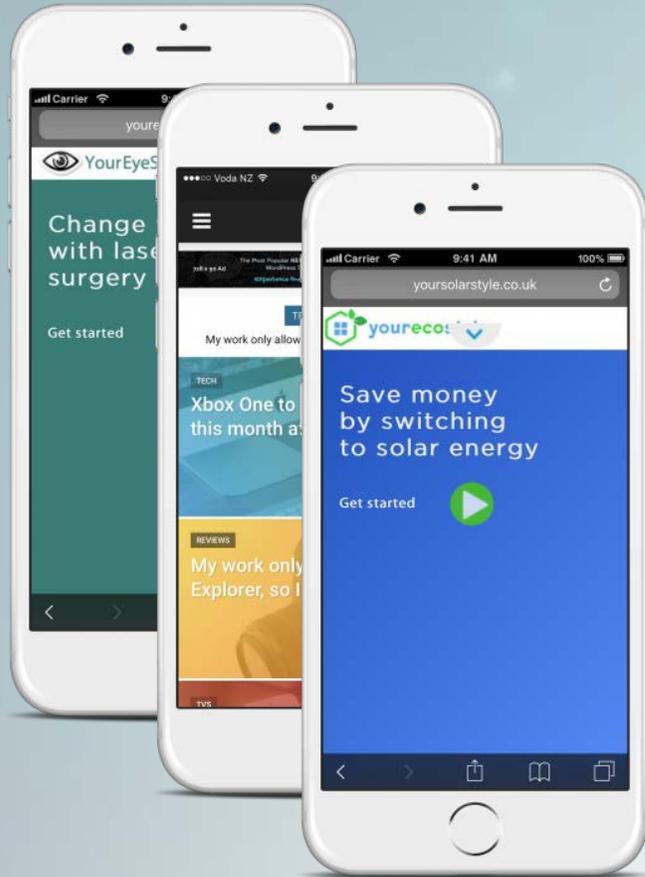


- In-house resources only
- Outsourced to a specialist
- Combo of outsourced and in-house

80% of organisations outsource all or part of their lead generation tactics. The more time and resource intensive a tactic is – such as social media and content marketing – the more likely an organisation is to require outside assistance.

# ▶ HOW WE DO IT. PROPRIETARY VALUE CHAIN

Owned publishing and data assets



# ▶ ENGAGEMENT OPTIMISATION

Integrating internal and \*BIM engagement optimisation tools:



## Heat mapping technology

Analyses how consumers interact with marketing content so it can be optimised to achieve the best results; higher conversions of quality, engaged consumers.



## A/B testing technology

Continuous optimisation of the user experience to deliver seamless engagement within the consumers “mobile attention timeframe”.



## Decade of experience

Consumers are time poor and impatient, however with over a decade of experience in mobile, we know how best to engage with them.

# ▶ TECHNOLOGY PLATFORMS – ADDGLU SUITE



## **Predictive acquisition platform**

delivering consumers offers of the highest personal value via their online and mobile devices, with seamless engagement that enables high quality “sticky” customer acquisitions at scale



## **Serving the most relevant offers**

and promotions based on the consumer’s needs and interests automatically and in real time



## **Automated optimisation**

utilising permissioned first party data to ensure relevance and quality results



## **Driving increased revenue for marketers**

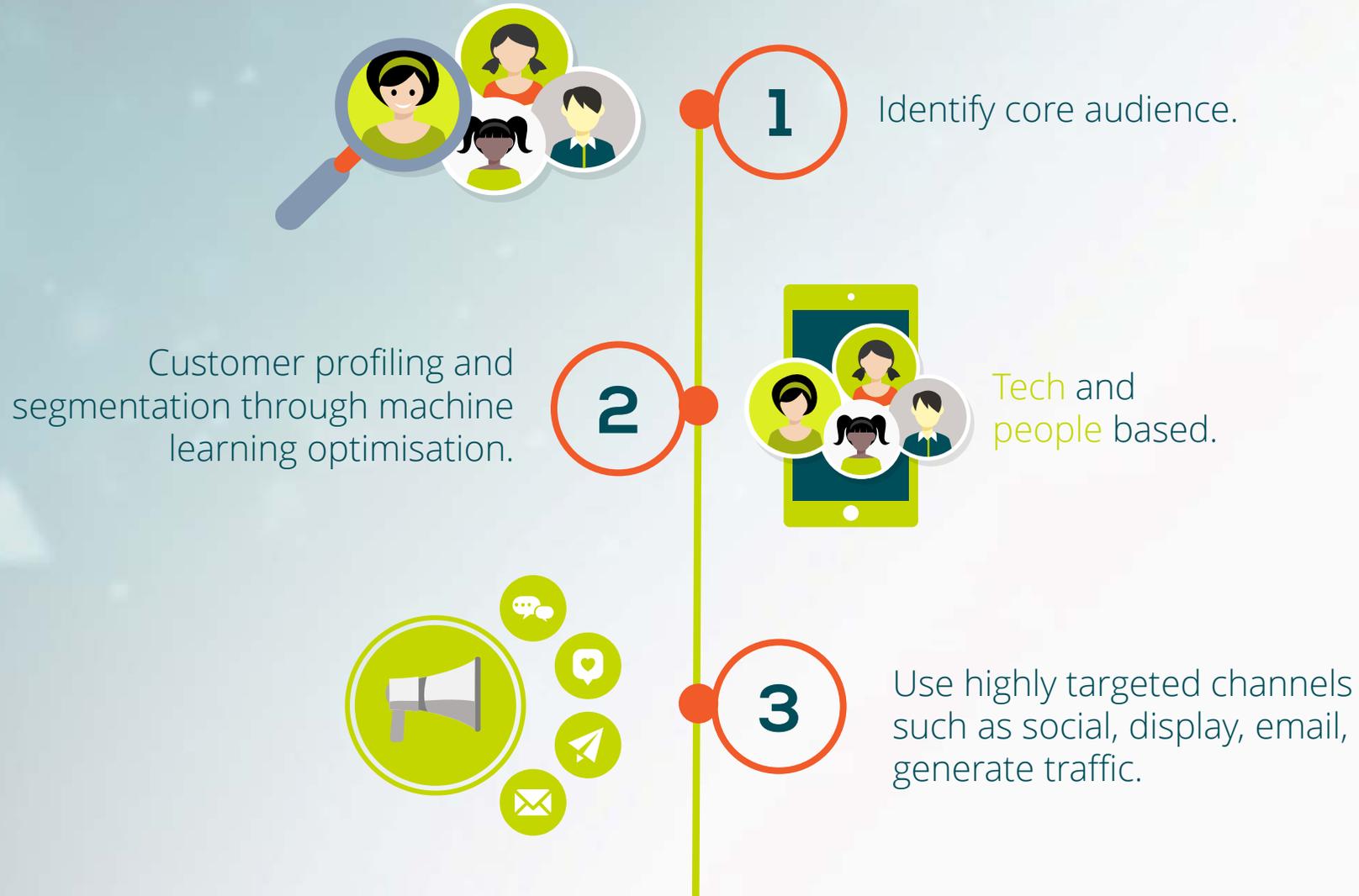
through personally connected consumers that convert to sticky customers



## **Underpinned by proprietary technology**

with performance algorithms and real time machine learning putting the right offer in front of the right consumer, in the right place, at the right time, via online and mobile devices

# ▶ HOW IT WORKS



Collect and collate interested and consenting customers.

4



5

- Validation:
- Email
  - Phone
  - SMS
  - Database

Interested and consenting customers delivered to clients digitally.

6



7

Improved contact rate, sales conversion and ROI.



# REPORTING

## Dynamic real time reporting

- Dashboard
- Management >
- Reporting >
- Monitors >**
- Data Validation >
- Notifications >
- Configuration >
- Tools

Alarms > Monitors in realtime all system alarms

Last Update XX/XX/XXXX XX:XX:XX Refreshing in XX seconds

Summary

<span style="color: green;">■</span> Clicks activity on the last 30 minutes	<span style="color: green;">■</span> 30 minutes
<span style="color: green;">■</span> Leads activity on the last 30 minutes	<span style="color: green;">■</span> 30 minutes
<span style="color: green;">■</span> Coregs activity on the last 30 minutes	<span style="color: green;">■</span> 30 minutes
<span style="color: green;">■</span> Caches activity on the last 10 minutes	<span style="color: green;">■</span> 10 minutes
<span style="color: green;">■</span> Coreg not inserted on the queue	<span style="color: green;">■</span> Last hour <span style="color: green;">■</span> Last 24 hours <span style="color: green;">■</span> Last 72 hours
<span style="color: green;">■</span> Coreg inserted on the queue but not processed	<span style="color: green;">■</span> Last hour <span style="color: green;">■</span> Last 24 hours <span style="color: green;">■</span> Last 72 hours
<span style="color: red;">■</span> Exception while posting coreg	<span style="color: red;">■</span> Last hour <span style="color: green;">■</span> Last 24 hours <span style="color: green;">■</span> Last 72 hours
<span style="color: red;">■</span> Sensis (phones) received an error while trying to connect	<span style="color: red;">■</span> Last hour <span style="color: green;">■</span> Last 24 hours <span style="color: green;">■</span> Last 72 hours
<span style="color: green;">■</span> Lead / Attempts Efficiency for today higher than average	<span style="color: green;">■</span> Today
<span style="color: red;">■</span> Lead / Clicks Efficiency for today lower than average	<span style="color: red;">■</span> Today

Logs

Lead / Clicks efficiency for path named AU Path for today is XX.XX% higher than average. Leads: XX / Clicks: XX  
 Lead / Clicks efficiency for survey named MS Page 1 for today is XX.XX% lower than average. Leads: XX / Clicks: XX

Alerting and Auto-  
Managing Demand and  
Supply Sources  
Optimising Performance.

Auto-Optimising  
System-Wide Financial  
Performance.

27



# STATISTICAL SOURCES

Generating traffic is a top marketing challenge, converting leads is a key marketing priority & calculating ROI

Source: Hubspot, The Ultimate List of Marketing Statistics, 2017

Australian smartphone penetration & under 50 smartphone penetration

Source: Zenith Mobile Advertising Forecasts, 2017

Mobile usage

Source: Nottingham Trent University Study, 2015

Ad fraud

Source: <https://www.cnbc.com/2017/03/15/businesses-could-lose-164-billion-to-online-advert-fraud-in-2017.html>

Average digital ad & viewability

Source: <http://www.adweek.com/digital/these-8-new-digital-stats-show-social-networks-growing-pains-as-the-industry-booms/>

Traffic and leads is top marketing challenge of 63% of businesses across 141 countries

Source: Hubspot, State of Inbound Report, 2017