



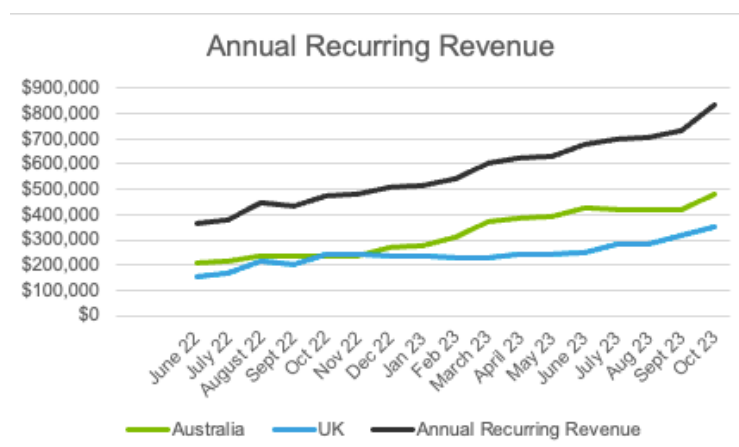
## Market Update

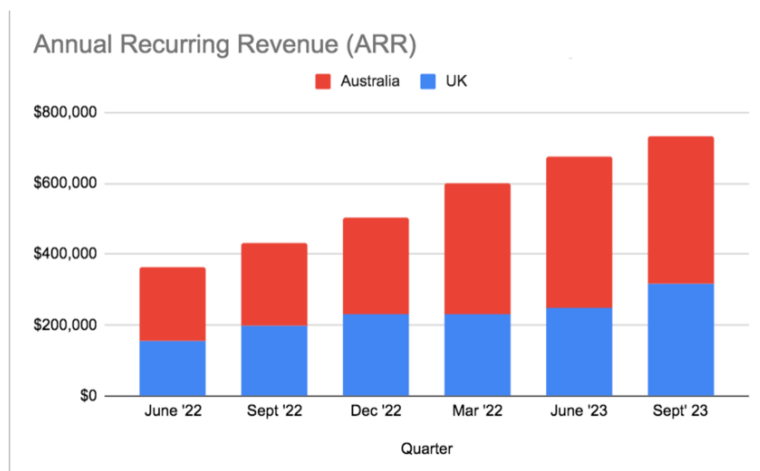
12 October 2023

Sydney, 12 October 2023: **Sustainability & Energy Software company Simble Solutions Limited (ASX:SIS)** ('Simble' or 'the Company') provides the following market update on recent operations and activities.

Simble is pleased to report ongoing progress:

- New channel partner contract with Australian energy retailer **BlueNRG** to distribute *SimbleSense* to a wide network of business customers;
- 60% increase in the sales invoices issued in Q3 compared to Q2;
- 650 power meters from Intellihub industrial customers were migrated to the Simble platform;
- New customers acquired via energy retailer channel partner Origin Zero;
- Solid progress in the United Kingdom with various new direct customers on-boarded during Q3;
- Simble has grown Annual Recurring Software-as-a-Service (**SaaS**) based Revenue from \$360k in June 2022 to a current rate of \$830k in October 2023. This does not include hardware sales and ancillary service revenues.





## End of Q3 Financial Update

In advance of the Company's Quarterly Report and 4C due by the end of October, Simble provides the following summary financial update for Q3:

- Growth in orders across the AU and UK market from expanding energy customers and partners, highlighted by a 60% increase in the sales invoices issued in Q3 compared to Q2 (A\$515K vs A\$320K).
- This also comes off the back of an increase in sales invoices of 78% for the Q2 compared to Q1 period.
- Cash Receipts for Q3 from Customers of \$361k compared with \$633k for the previous Q2, and was down 12% on the previous corresponding period (Q3 2022). Additional cash was received post-end-of-quarter on 2 October 2023 in the UK totalling \$72k.
- Reduced monthly fixed operating overheads as expected since August, following implementation of cost efficiencies in June and July.

## New Channel Partner Distributor Contract - BlueNRG

In late September 2023, Australian energy retailer BlueNRG selected *SimbleSense* as the energy management platform for its business customers.

After extensive evaluation of competing commercial off the shelf energy management platforms, BlueNRG has selected the SIS energy platform as the preferred platform to offer

to their small to medium (**SME**) as well as commercial and industrial (**C&I**) energy customers.

BlueNRG offers electricity contracts, energy solutions and services to their business customers, and has more than 15,000 clients that could benefit from Simble's platform and offering, opening up an extensive and large new market for *SimbleSense* in Australia.

BlueNRG will utilise both the "SaaS-only" and "Full-suite" versions of the *SimbleSense* platform to enable their customers to better understand and manage their energy usage and decarbonisation journey:

- **SimbleConnect** - Simble's SaaS-only product that connects to existing installed smart meters - in a similar capacity to the solution deployed by Simble customers **Intellihub** for the Australian market and **Sylvania Lighting** for the French market; and
- **SimbleSense** – Simble's full-suite platform, which requires energy IoT hardware devices to be installed to capture more granular data beyond the smart meter - in a similar capacity to the solution deployed by the majority of Simble's customers, such as **Origin Zero** in Australia, and **Powercor**, **Sylvania Lighting** and other partners and customers in Europe.

BlueNRG have already commenced training of their business sales team and the planned promotion, and roll-out of the internally re-branded Simble solution to existing and prospective customers is expected to commence soon.

This commercially significant contract demonstrates growing demand for the *SimbleSense* Platform by channel partners in the Australian market, adding to the recent signing of **Intellihub Australia Pty Ltd** (ASX Announcement: 21 December 2022), and **Origin Zero** (ASX Announcement: 28 February 2023).

### Other Business Updates

- **Intellihub** - Increasing orders and revenues from **Intellihub** highlighted by a 67% increase in sales invoices Q3 vs Q2. During the Quarter over 650 power meters for major industrial and embedded customers were migrated to the Simble platform.
- **Origin Zero** - Initial orders installed and ongoing business development activity with this partner to procure further purchase orders.
- **United Kingdom** - Continued orders and receipts in the UK from new and re-orders from existing industrial *SimbleSense* customers, with further purchase orders received in Q3 including Powercor, Sylvania Lighting, MPK Garages, Staircraft, Eurocell, Shepherd Neame Brewery, Bluewater Shopping Centre, Calvin Klein and Tommy Hilfiger.

- Ongoing direct sales and marketing into manufacturing and industrial clients in the UK manufacturing sector, where rapidly rising energy costs and carbon emissions continue to be front of mind.

### How Simble's Energy Platform Works in Practice

The **BlueNRG** contract is a relevant case study for how Simble's products work for both energy retailers, smart meter network providers, and for end-user industrial businesses. The *SimbleSense* Platform is an energy analytics, control and visualisation tool.

The Platform is offered under a recurring SaaS subscription pricing model, where the number of subscription licences is linked to the number of hardware devices required to collect the energy data at the end-user's site.

Devices are either legacy installed smart meters at end-user premises, or new IoT hardware devices (sub-meters) installed at the time of contract. These IoT devices are supplied by third-party manufacturers and Simble (or our channel partners) use qualified electricians to do the installation.

Installation may range from a single meter at a small end-user site, or multiple underlying meters installed at a larger end-user site.

Simble's energy platform SaaS revenues are determined by:

- The number of smart meters already installed at a customer site with a corresponding *SimbleConnect* SaaS-only software subscription; or
- The number of sub-metering IoT hardware devices sold to each end customer, and corresponding *SimbleSense* software subscription licenses.

Additionally, Simble earns revenue and margin by selling the IoT hardware devices, plus installation fees and in some cases technical consulting fees. Simble also charges some channel partners a monthly contract retainer fee.

Each unit (package of device and software) connects these end-users to the Global *SimbleSense* Platform, and allows the clients to manage, monitor, analyse and reduce energy usage, via desktop dashboard or our App, down to power circuit level within commercial and industrial facilities, buildings, factories and other fixed assets.

A typical small to medium C&I customer in the Australian market might expect to need between 3 and 10 units (devices and annual software subscriptions) with a retail market value of between \$3,000 and \$10,000.



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Large industrial customers may need between 15 and 25 units (devices and annual software subscriptions) with a retail market value of between \$15,000 and \$25,000.

### Pathways to Market

Simble's channel partner distributors such as Origin Zero, Intellihub, Juice Energy, Powercor, Sylvania and now Blue NRG offer the *SimbleSense* Platform to their own end-user business customers, usually "white-labelled" in partnership with Simble.

Simble also markets the Platform directly to end-user customers via our sales team.

#### SaaS ARR revenues from Direct Customers versus Channel Partners (September 2023):

Australian Market	33% direct customers, 67% via Channel Partners
UK Market	59% direct customers, 41% via Channel Partners
Simble Group	44% direct customers, 56% via Channel Partners

In the UK market sales are currently a mix of direct end-user relationships reflecting our marketing activity to larger traditional industrial businesses, and existing partners like Powercor and Sylvania.

In Australia sales are dominated by channel partners such as solar systems companies (Juice Energy and Solar Energy Enterprises), energy retailers (Origin Zero, BlueNRG) and network providers (Intellihub).

For channel partner relationships, revenues are shared with the distributor.

Simble continues to pursue sales opportunities for the CarbonView product, with some modest progress, although demand for carbon net-zero software solutions remains soft.

The Company continues to aggressively pursue both direct and channel revenue opportunities in both markets.

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**ENDS**

*This announcement has been authorised by the Board of Simble Solutions Limited*





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### About Simble

Simble Solutions Limited (ASX:SIS) is a global Sustainability & Energy Software Solutions Group, with industry-leading software products enabling Net Zero carbon reporting, and energy monitoring & intelligence Software-as-a-Service (SaaS) solutions, together with energy efficiency and carbon reduction consulting services.

The company operates two product platform divisions - CarbonView and SimbleSense:

> **CarbonView** is an enterprise grade Carbon and Sustainability Reporting platform that allows companies to measure and reduce their carbon emissions and also meet their carbon reporting obligations as they head towards zero carbon emissions.

> **SimbleSense** is an integrated hardware and real-time software solution that enables businesses to monitor, visualise & control their energy systems and reduce rising electricity costs.

Simble operates across the Commercial & Industrial and Small to Medium Sized Enterprises (SME) segments, and distributes both directly via B2B sales, as well as through multiple channel partners. Simble has an international presence with our team located in Australia, the United Kingdom and Vietnam.

To learn more please visit us at:

[simblegroup.com](https://simblegroup.com)

[carbon-view.com](https://carbon-view.com)

[simbleenergy.com](https://simbleenergy.com)

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