



# FY17 FULL YEAR RESULTS PRESENTATION

Strong foundations for future success

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# FINANCIAL SUMMARY



**FY17 Revenue**  
**\$37,025,141**

Up 15% vs. PCP\*



**FY17 EBITDA**  
**\$903,864**

Up from FY16 of  
(\$3,293,561)



**FY17 NPBT**  
**\$779,811**

Up from a FY16 loss of  
(\$3,388,509)



**Cash**  
**\$8,202,204**

As at 30 June 2017

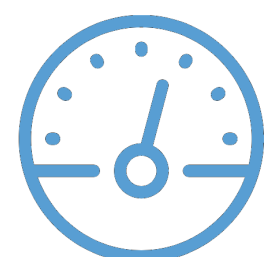
Up 46% vs. PCP

\* Prior Corresponding Period

# KEY INVESTMENT CONSIDERATIONS

1. **High growth addressable markets:** The global mobile advertising market has grown at 16% capitalised annual growth rate (CAGR) from 2006-2016 and is forecast to be \$215 billion by 2021, which is 72% of total online marketing budgets. Performance advertising (incorporating TMP's cost-per-install model) is a high growth segment of mobile advertising.
2. **Proprietary technologies provide highly scalable competitive advantages** such as automation of previously manual processes and big data analytics to provide high quality results at scale.
  - **nxus**, our proprietary technology marketing platform, has been developed over ~9 years, with the cumulative big data of trillions of campaign data points providing proprietary insights into optimal sources of online traffic supply.
  - **TrafficGuard**, launched in early FY17, blocks fraudulent traffic and ensures app installs for our clients are real, revenue generating users. This is a significant competitive advantage, able to provide our premium clients with confidence in the quality of our results.
3. **Profitable in FY17 with a strong balance sheet** providing sufficient capital for organic growth in FY18.
4. **Strong organic revenue growth.** TMP has now more than tripled its revenue organically from \$11.8m in FY15 to \$37.0m in FY17.
5. **Premium global client base** includes some of the world's biggest brands.
6. **Attractive relative valuation.**
7. **Adtech sector consolidation expected to continue.** TMP is potentially both an acquirer and a target.
  - **Acquirer:** TMP has identified potential targets within its commercial networks. The Board's policy is that any acquisition must be EPS accretive in Year 1, with clearly defined (cost-out and revenue-accretive) synergy benefits.
  - **Target:** The intrinsic value of TMP's technology, customer networks and proprietary data appeals to many global organisations.
8. **Strong organic growth outlook** driven by focused growth strategies to monetise competitive advantages in high growth markets.
9. **Strong board and management** with recent Board skills upgrade combined with new CEO bringing 10 years of global adtech experience at Google and YouTube.

## OPERATIONAL HIGHLIGHTS



**26,496,608**

App installs in FY17

With our sole focus now on the growing market for mobile app installs, we've delivered **48% more installs for our clients**, up from 17.8m in FY16.



**27%**

Increase in revenue per client

Technology and servicing improvements have seen greater performance and ROI for our clients, resulting in **increasing budgets for Tech Mpire**. A sign of our competitive advantage.



**2,500,000+**

Fraudulent installs blocked

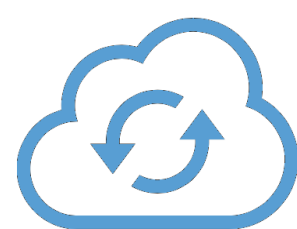
With the launch of TrafficGuard in October 2016, we now prevent a significant amount of invalid traffic and fraud from reaching our clients. With **competitors lacking a tool like TrafficGuard**, they continue to deliver this fraudulent traffic.



**833,401,333**

Mobile users reached daily

Our efforts to scale our traffic sources, and focus on mobile users has seen us **grow our potential reach** to over 800m mobile users around the world. This scale helps us attract and retain high-tier clients looking for global user acquisition.



**2 Trillion Data Points**

Processed by nxus since launch

Our technology operates at scale, with a database of 2 trillion data points (such as who clicked on an ad, where they live, what device they used and more). nxus currently processes in excess of **6 billion data points each day** to monitor and report on campaigns, and algorithmically recommends the most relevant traffic partner for an advertiser campaign. It represents a **unique source of IP** for our business.

# FINANCIAL OVERVIEW

- **Shift to profitability:** TMP recorded its first annual profit since relisting two years ago, with Net Profit Before Tax of \$779,811 for FY17. This exceeds the previously stated upper estimate of \$700K.
- **Continuing revenue growth:** TMP ended FY17 with another year of record revenue. FY17 revenue of \$37.0m is a 15% increase on \$32.1m FY16 revenue. TMP has now organically more than tripled its revenue from \$11.8m in FY15.
- **Improving margins:** gross margin has improved by 1.8% from 22.5% in FY16 to 24.3% in FY17. Outlook is for improving margins via operational and technology efficiencies.
- **Strong balance sheet:** Cash balance as at 30 June 2017 of \$8.2m is an increase of 46% on the 30 June 2016 level of \$5.6m.
- **New CEO joined in May 2017** and is rolling out several new growth strategies which are expected to impact FY18 results.

	FY15	FY16	FY17
Revenue	11,849,518	32,123,476	37,025,141
Cost of Services	(9,890,720)	(24,895,438)	(28,014,267)
<b>Gross Profit</b>	<b>1,958,798</b>	<b>7,228,038</b>	<b>9,010,874</b>
Gross Margin %	16.5%	22.5%	24.3%
Other Income	151,555	359,585	208,484
Overheads	(3,910,285)	(6,695,194)	(8,224,106)
<b>Operating Profit</b>	<b>(1,799,932)</b>	<b>892,429</b>	<b>995,252</b>
Other Expenses	(8,473,365)	(4,280,938)	(215,441)
<b>Pre-tax profit/loss</b>	<b>(10,273,297)</b>	<b>(3,388,509)</b>	<b>779,881</b>

# STRATEGY HIGHLIGHTS

TMP has multiple strategies to drive growth. Our cost-per-install pricing (“success fees”) appeals to our clients, and our technologies (nxus and TrafficGuard) solve a key sector challenge – accessing sustained volumes of high-quality traffic to deliver app installs. We have a proven business model, a strong balance sheet and new CEO driving a global scale-up.

- **Technology driven competitive advantage:** ‘Four-pillar’ technology strategy commenced (see slide 10).
  - Our technology platform, nxus, is driving our competitive advantage, focused on delivering high quality, high volume results for our clients.
  - Our proprietary quality assurance technology, TrafficGuard, launched in early FY17, is focused on ensuring app installs for our clients are real users (and not fraudulent). This provides a strong competitive advantage.
- **Focus on high-volume, high-quality traffic:** TrafficGuard continues our focus on quality.
  - **Our reputation for high quality customer results is paramount to long term growth.**
  - We prioritise **quality traffic supply over volume**, and continue to remove low-quality sources from our register.
  - Our quality focus is critical in continuing to attract and retain premium long-term clients.
- **New leadership:** CEO Lee Hunter commenced in May 2017, bringing 10 years' global adtech experience at YouTube and Google.
- **Ready to scale:** The CEO has focused on preparing TMP for further growth in FY18. Key actions include:
  - **Three-stage growth strategy (see slide 9):**
    - 4 pillars technology strategy
    - Asia-Pacific rollout
    - Premium client focus
  - **Building a team for growth.** Starting with the appointment of Tech Mpire founder, Luke Taylor, as Chief Technology Officer. In addition, TMP bolstered its Board with the appointments of:
    - Mathew Ratty (a substantial shareholder), bringing significant capital markets and strategy experience.
    - Renaud Besnard, who joined in July 2017. Mr Besnard is the Regional Marketing Director of Uber, Asia-Pacific and previously held senior marketing positions at Google and Microsoft.

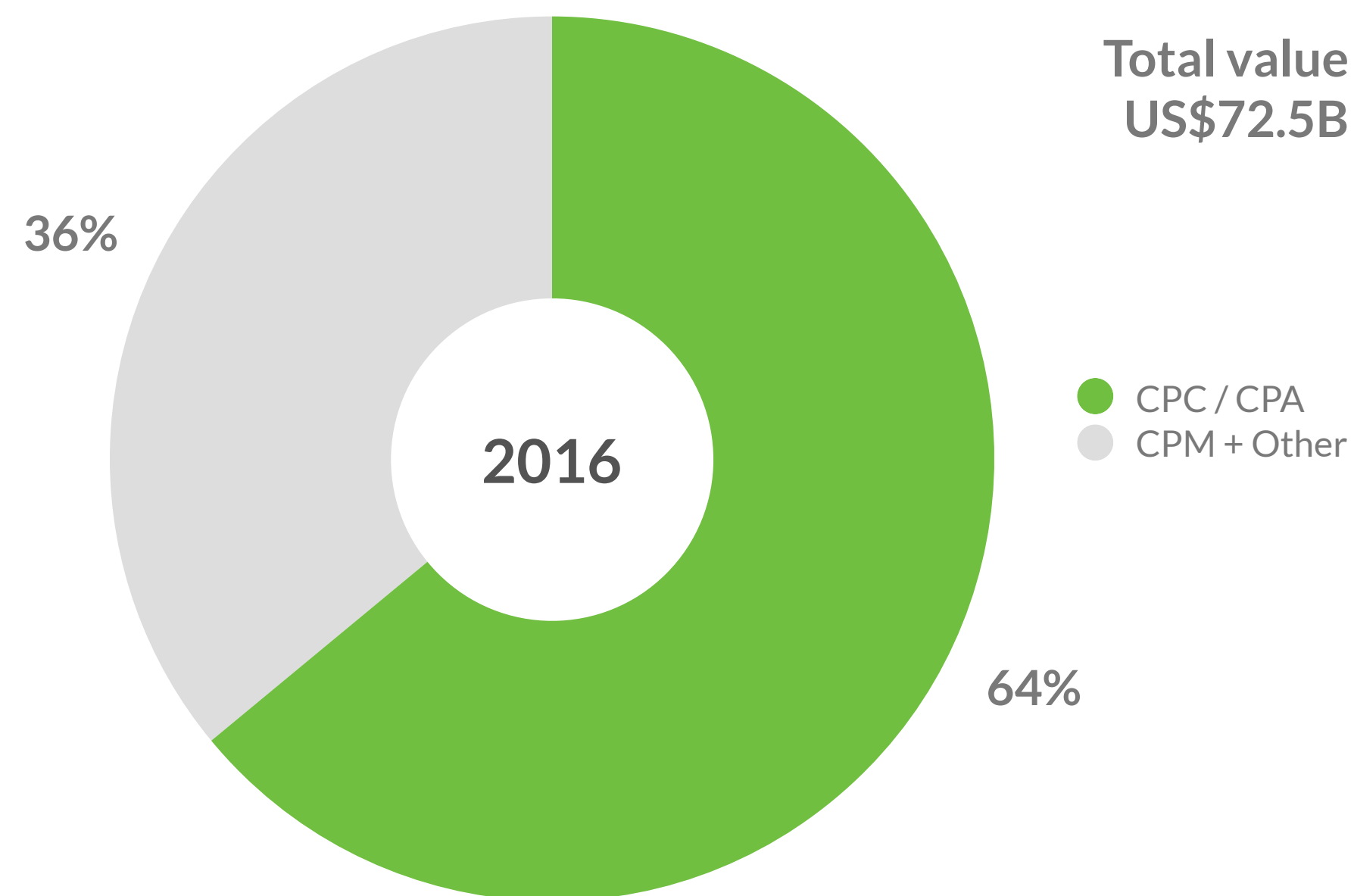
## SECTOR GROWTH

Strong growth in performance advertising and mobile marketing

Tech Mpire is perfectly positioned to capitalise on the opportunity created by the growth in performance advertising (the pricing model advertisers use to buy media) and mobile marketing (where they buy it).

### Budgets are moving to performance advertising due to ROI and effectiveness

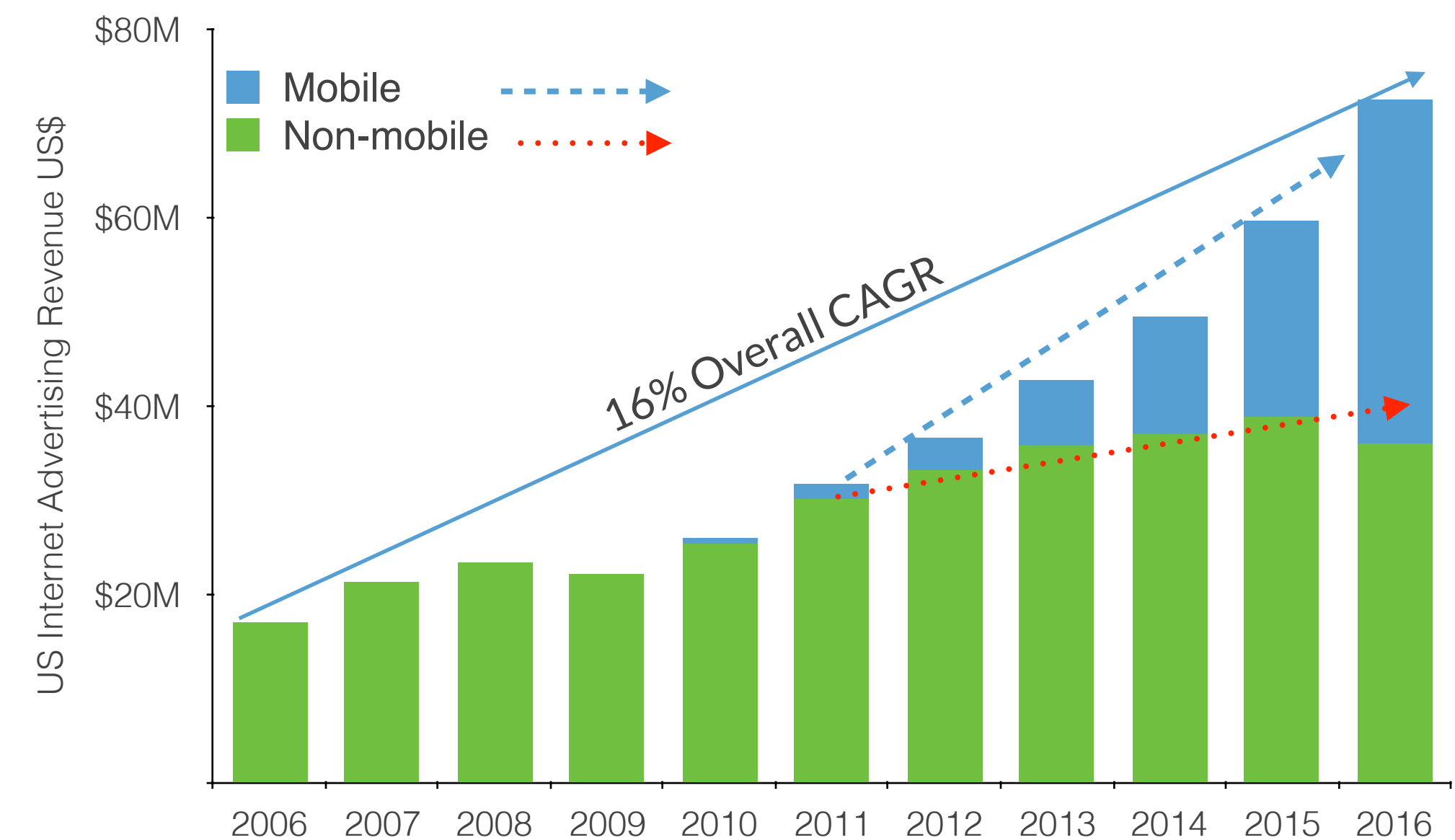
The size of the US performance advertising market was **\$47 billion** in 2016, representing 65% of all online marketing budgets.



US internet advertising revenue by pricing model 2016

### Mobile internet advertising driving overall growth, increasing 48% in 2016

The global mobile advertising market is estimated to be **\$215 billion** by 2021. This will represent 72% of total online marketing budgets.



US internet advertising revenue by platform 2006-2016

# MULTIPLE GROWTH STRATEGIES FOR FY18

The next phase of Tech Mpire's growth is built on three elements.

**Growth Strategy One**  
Accelerating our Four  
Technology Pillars

**Growth Strategy Two**  
Expansion into Asia Pacific

**Growth Strategy Three**  
Targeting higher-value clients

# GROWTH STRATEGY ONE: OUR 4 TECHNOLOGY PILLARS

In April 2017, we released on the ASX our technology strategy to enable global growth. We are accelerating the development of nexus to meet the market opportunity, investing in technology supporting our 4 pillars:

1:

Investment in **big data** analytics and automation to improve the efficiency, quality and profitability of our advertiser campaigns. This is the foundation for all of our technology.

2:

Accessing **higher-volume, higher-quality sources of supply**, allowing us to better satisfy the significant global demand.

3:

**Strengthening our mobile business**, by providing better audience data and easier engagement for mobile advertisers.

4:

The continued evolution of our **quality assurance measures** (i.e. TrafficGuard) to eliminate invalid traffic and improve the ROI for our clients and partners.

## GROWTH STRATEGY TWO: EXPANDING INTO ASIA PACIFIC

The next phase of Tech Mpire's regional growth will be in Asia Pacific, as the region continues to dominate the app world.

Our technology and global reach positions us extremely well to tap into this explosive growth. Our Asia Pacific strategy is focused on export marketing, targeting app developers who are looking beyond their home countries, seeking to acquire new users around the world. nxus' scalable technology will allow us to expand into Asia Pacific efficiently and cost-effectively, focusing on satellite offices with lean business development teams securing clients throughout the region.



**33% of the world's app developers are from Asia**, with the region also reporting the highest rate of growth (Statista, 2017).



Mobile Internet advertising is **forecast to grow in Asia Pacific at a 22.2% CAGR** in the next five years (PWC, 2016).



**60% of mobile game spending in 2016 occurred in Asia Pacific** (IDC, 2017).



**China accounted for nearly half of the iOS App Store's annual growth** in 2016 (AppAnnie, 2017).

## GROWTH STRATEGY THREE: TARGETING HIGHER-VALUE CLIENTS

**With the developments to our supply sources, technology and management team, we are now in a position to pursue more diversified client base of global brands.**

Tech Mpire remains focused on high-tier brands and apps that are looking to grow their user bases on a large scale. The companies we target are well funded, investing heavily and continuously seeking global user acquisition for their apps.

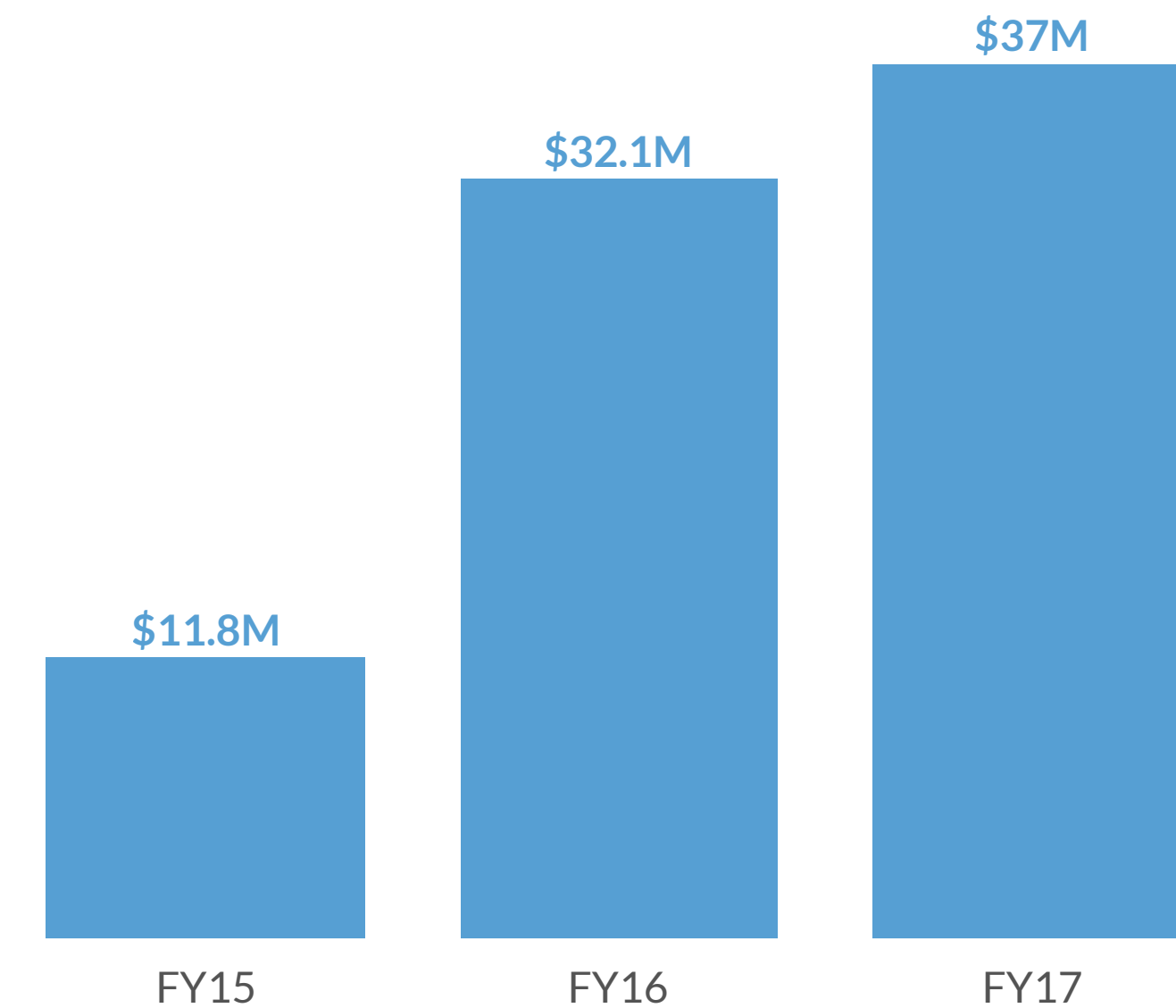
Building a more diverse mix of clients is expected to result in:

- Broader market appeal for Tech Mpire across diverse app categories and traffic supply sources
- Greater revenue potential through a more strategic approach to business development and the ability to extend our offering across verticals
- Reduced exposure to vertical-specific risk or seasonality

## STRONG REVENUE GROWTH PREDICTED

- Revenue model is highly leveraged to rapidly growing global advertising spend in performance advertising and mobile marketing
- Projecting strong revenue growth for FY18, driven by:
  - Growth of global cost-per-install advertising budgets, and mobile marketing
  - Rollout of scalable technology delivering competitive advantage and increased margins
  - Expansion into Asia Pacific markets
  - Strategic business development to complement competitive advantage, targeting high-value brands, and further diversifying across verticals, regions and seasonality

### Revenue Growth



# OUTLOOK FOR FY18

## Strategic business rollout to continue:

- Targeting new high-value, premium clients
- Appointment of global business development teams to focus on new geographies, verticals and client tiers

## Strong organic revenue growth expected to continue:

- Fast growing addressable markets
- Scalable tech delivering competitive advantage and increased margin
- Asia-Pacific rollout

## Technology developments to improve competitive advantage:

- Continue to build the functionality of nexus, with a particular focus on improving the volumes of quality supply
- Improvements to TrafficGuard and fraud detection to build trust with top-tier clients

## Ongoing efforts to prioritise high-volume, high-quality sources of traffic:

- Will continue to prioritise quality traffic supply over volume. This will soften Q1 revenues as quality supply volumes fail to meet demand
- Technology investment in detecting fraud and removing low-quality traffic sources
- Urgent priority for bringing on new sources of high quality traffic supply

## Expansion into Asia Pacific:

- Started recruitment process for APAC leadership
- Client facing operation likely to launch by end of 2017

## FY18 earnings outlook:

- Expect revenue growth to continue, back-weighted to the second half FY18
- Expect soft Q1 revenues as we continue to remove poor traffic sources, and prioritise quality over volume
- Expect positive cash flow from operations for full FY18 year
- Expect profits for the full FY18 year, despite a soft Q1

# APPENDICES

# PROFIT & LOSS

	FY15	FY16	FY17
Revenue	11,849,518	32,123,476	37,025,141
Cost of Services	(9,890,720)	(24,895,438)	(28,014,267)
<b>Gross Profit</b>	<b>1,958,798</b>	<b>7,228,038</b>	<b>9,010,874</b>
Gross Margin %	16.5%	22.5%	24.3%
Other Income	151,555	359,585	208,484
Overheads	(3,910,285)	(6,695,194)	(8,224,106)
<b>Operating Profit</b>	<b>(1,799,932)</b>	<b>892,429</b>	<b>995,252</b>
Other Expenses	(8,473,365)	(4,280,938)	(215,441)
<b>Profit/loss Before Tax</b>	<b>(10,273,297)</b>	<b>(3,388,509)</b>	<b>779,881</b>
Income Tax Expense	(58,195)	(258,056)	(362,605)
<b>Profit/loss After Tax</b>	<b>(10,331,492)</b>	<b>(3,646,565)</b>	<b>417,206</b>

# CASH FLOW

		FY15	FY16	FY17
<b>Cash flows from / (used in) operating activities</b>				
Receipts from Customers		8,390,968	31,265,262	36,876,385
Payments to suppliers and employees		(13,425,375)	(30,067,205)	(35,118,330)
Income tax		(294,290)	(670,647)	(25,576)
Other net		76,845	(39,574)	180,654
<b>Net cash flows from / (used in) operating activities</b>	<b>A</b>	<b>(5,251,852)</b>	<b>487,836</b>	<b>1,913,133</b>
<b>Cash flows from / (used in) investing activities</b>				
Cash acquired on completion of reverse acquisition		1,314,799	-	-
Other (net)		(36,656)	(125,770)	(149,670)
<b>Net cash flows from / (used in) investing activities</b>	<b>B</b>	<b>1,278,143</b>	<b>(125,770)</b>	<b>(149,670)</b>
<b>Cash flows from / (used in) financing activities</b>				
Proceeds from issue of shares net of issue costs		6,398,089	(337,304)	-
Loans received / (repaid) (net)		2,956,307	-	-
Loans advanced / (settled) (net)		12,385	-	-
Net Advances received / (repaid) under debtor finance facility		652,950	(652,950)	1,124,102
Other		-	(37,500)	-
<b>Net cash flows from / (used in) financing activities</b>	<b>C</b>	<b>10,019,731</b>	<b>(1,027,754)</b>	<b>1,124,102</b>
<b>Cash at start of year</b>				
Net increase /decrease in cash	A+B+C	48,052	6,234,159	5,601,353
Effect of exchange rate movements		6,046,022	(665,688)	2,887,565
		140,085	32,882	(286,714)
<b>Cash at end of year</b>		<b>6,234,159</b>	<b>5,601,353</b>	<b>8,202,204</b>

# BALANCE SHEET

	FY15	FY16	FY17
Current Assets	10,450,899	10,130,088	11,871,066
Non-Current Assets	104,947	216,690	176,786
<b>Total Assets</b>	<b>10,555,846</b>	<b>10,346,778</b>	<b>12,047,852</b>
Current Liabilities	3,367,528	2,235,943	3,744,800
Non-Current Liabilities	63,837	75,294	98,968
<b>Total Liabilities</b>	<b>3,431,365</b>	<b>2,311,237</b>	<b>3,843,768</b>
<b>Net Assets</b>	<b>7,124,481</b>	<b>8,035,541</b>	<b>8,204,084</b>

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